

ANNUAL REPORT 2022

# Ensuring the future of coffee



**WORLD COFFEE<sup>TM</sup>  
RESEARCH**





**World Coffee Research unites the global coffee industry to drive science-based agricultural solutions to urgently secure a diverse and sustainable supply of quality coffee today and for generations to come.**





**Our strategy.** Preserve origin diversity in the face of the climate crisis by accelerating agricultural innovation for coffee agriculture in multiple, strategically targeted countries.

#### **ABOUT THIS REPORT**

This report covers World Coffee Research activities, highlights, and results for the period between January 1, 2022 and December 31, 2022.



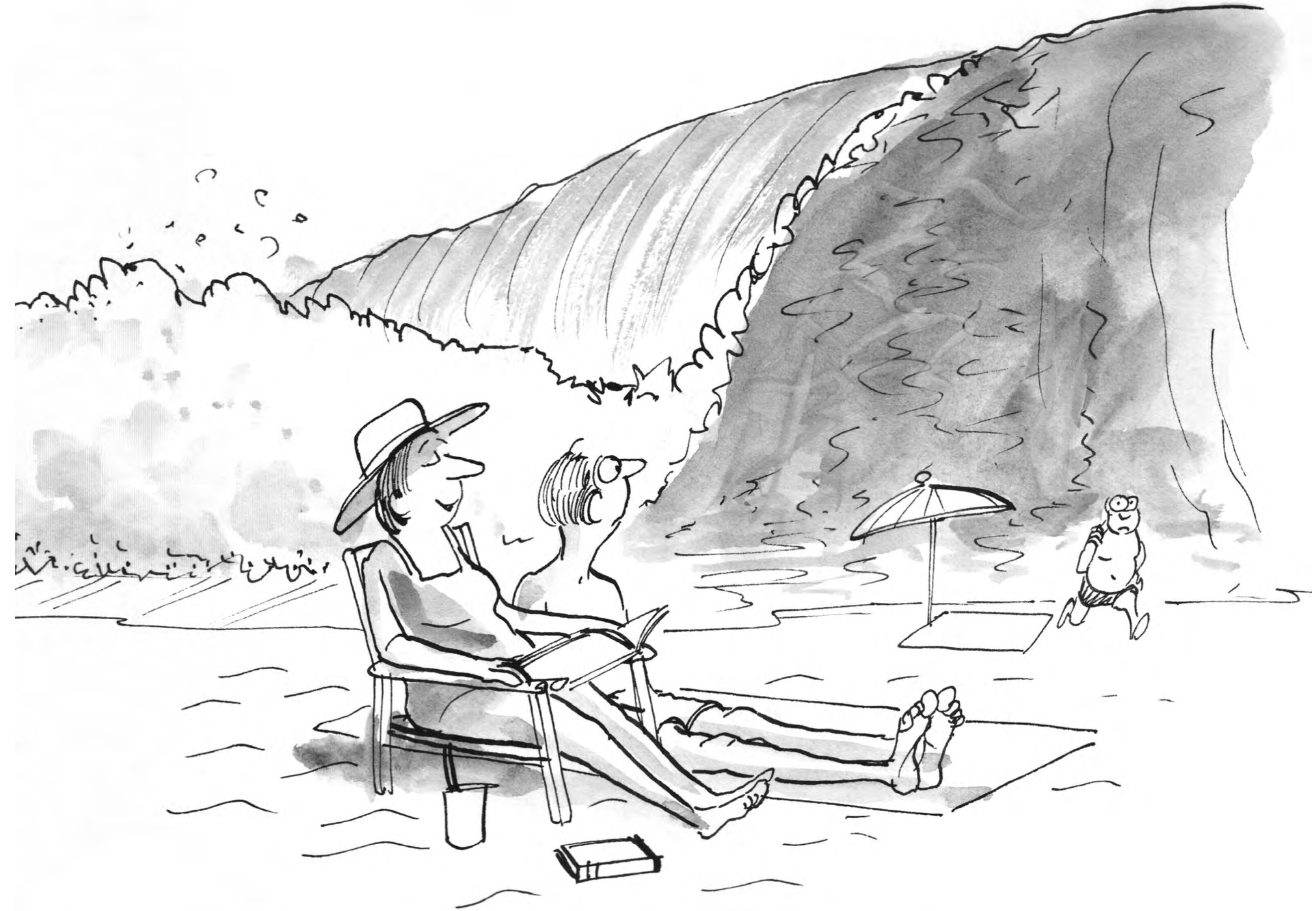
# Our challenge

## INDUSTRY RISK EXPOSURE IS GROWING

- Producers are vulnerable and climate change is compounding challenges
- Global consumption is increasing, yet supply is consolidating to a few dominant countries
- Coffee's agricultural R&D investment gap is greater than \$100 million per year (over many decades)
- Persistently low productivity is one consequence of the innovation crisis, exacerbating supply consolidation and sustainability challenges

Our industry's continued existence rests on a precarious foundation—outdated plants developed in the previous century that don't address farmers' current challenges.

## The Past



**“Now that the climate change hysteria is over,  
I can just sit back and relax.”**

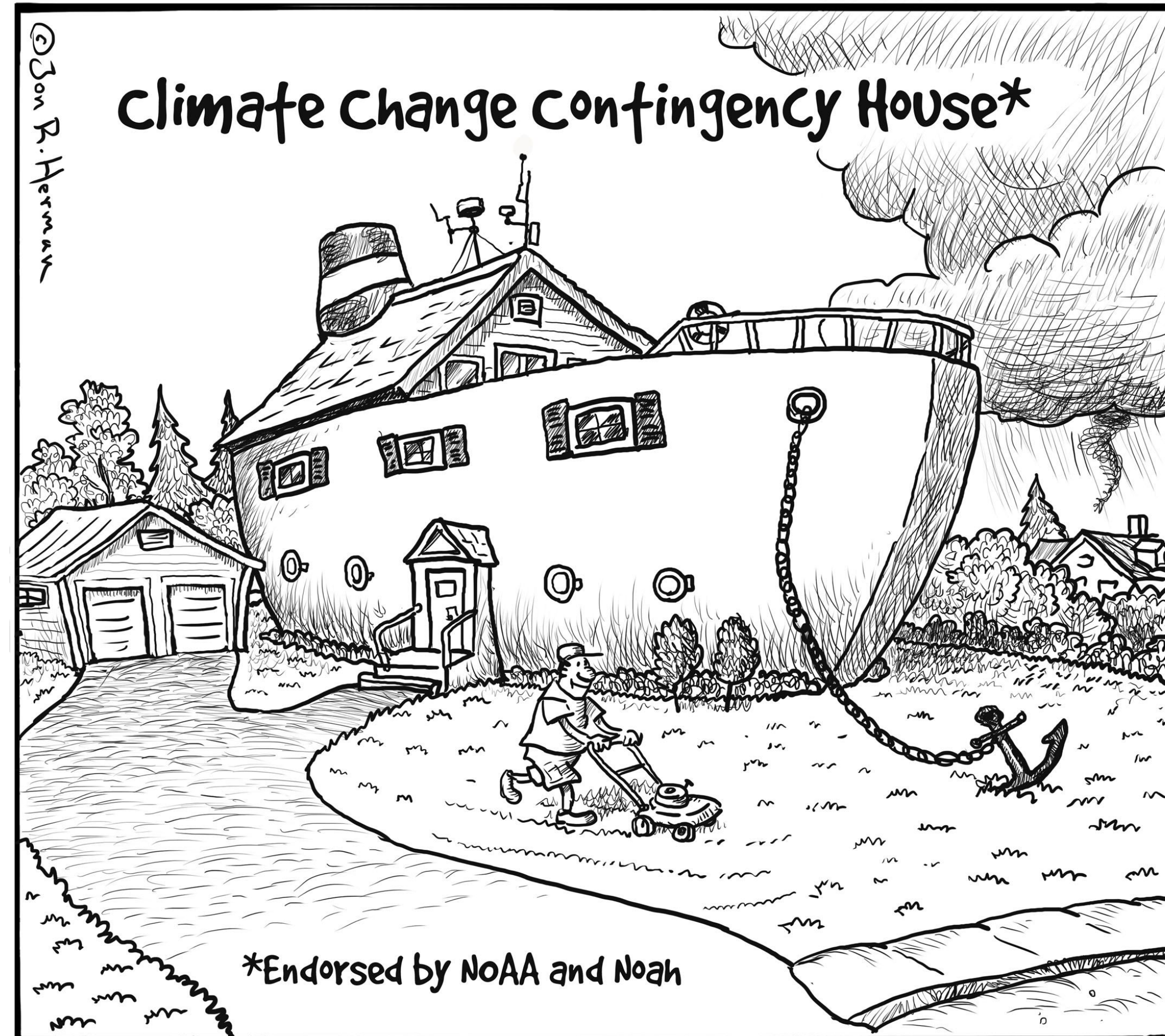


# Our solution

## INNOVATION IS OUR ARK

- Make better plants available and accessible to farmers
- Accelerate innovation across origins via multi-country research model
- Collaborate precompetitively among companies to share R&D cost and manage complexity of multi-origin engagement
- Mobilize significant, complementary government investment through industry support

## The Future





# How World Coffee Research drives change

## Our direct work

### INDUSTRY INVESTMENT

- Modern, demand-led breeding
- Global variety trials
- Nursery + seed sector strengthening

## Our advocacy

### MOBILIZE \$\$\$ PUBLIC FUNDING

Increase global coffee R&D funding from consuming country governments to address bigger, broader challenges facing the coffee sector

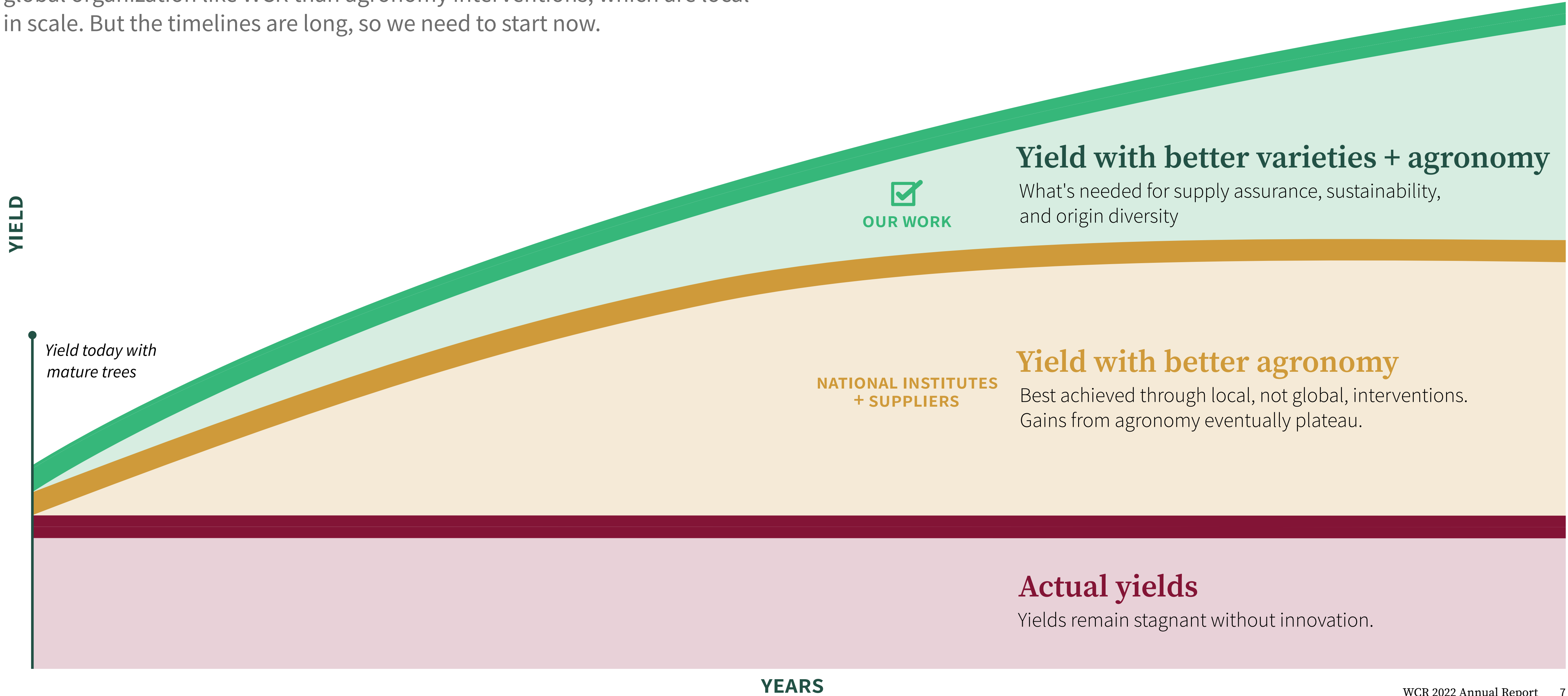
## The future of coffee

Supply risk reduced, origin diversity and market differentiation secured, climate goals and sustainability targets met



# Why varieties?

After you optimize agronomy, variety development is required to improve productivity. Variety innovation is a much more effective investment for a global organization like WCR than agronomy interventions, which are local in scale. But the timelines are long, so we need to start now.





# Our work

Our four program areas deliver short, medium, and long-term results





# Highlights from 2022

## **BREEDING**

WCR launches the Innovea Global Coffee Breeding Network—the first global collaboration on coffee breeding in 50 years

## **TRIALS**

The International Multilocation Variety Trial matures, producing first global results; F1 hybrids are prepared to move to pre-commercial trials in Central America and Perú

## **NURSERY**

WCR efforts to increase quality assurance for plants take hold in Uganda, Central America, and Peru

## **GLOBAL LEADERSHIP**

WCR advanced U.S. legislation of strategic interest to the coffee industry and increase funding available for coffee R&D

## **MEMBERSHIP**

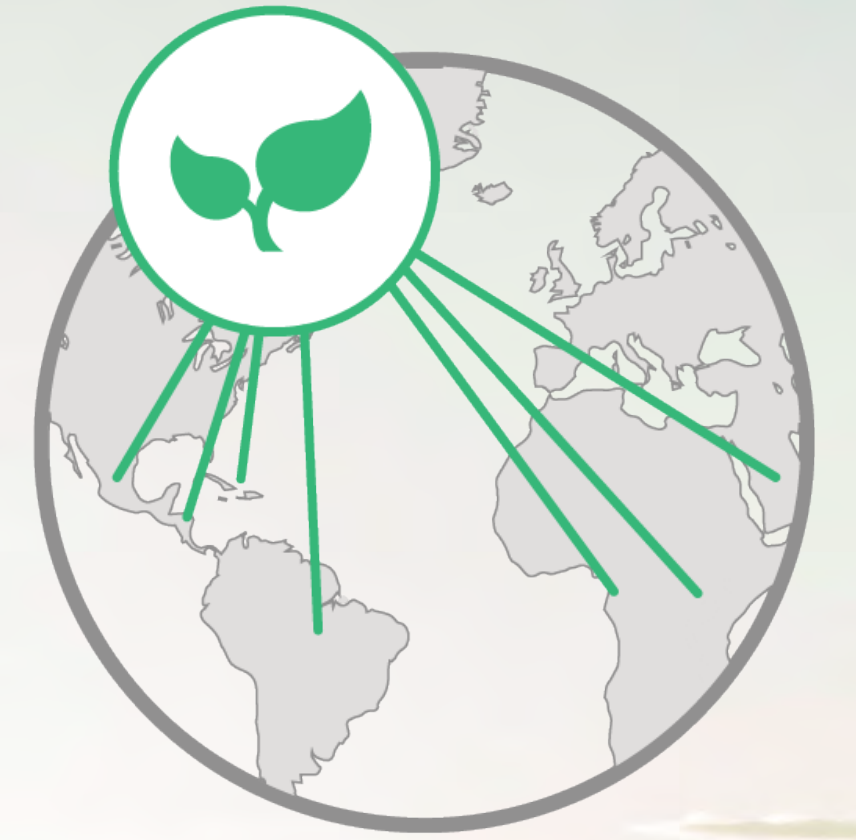
WCR launches new funding model to provide greater equity and transparency among member companies and provide long-term, sustainable funding





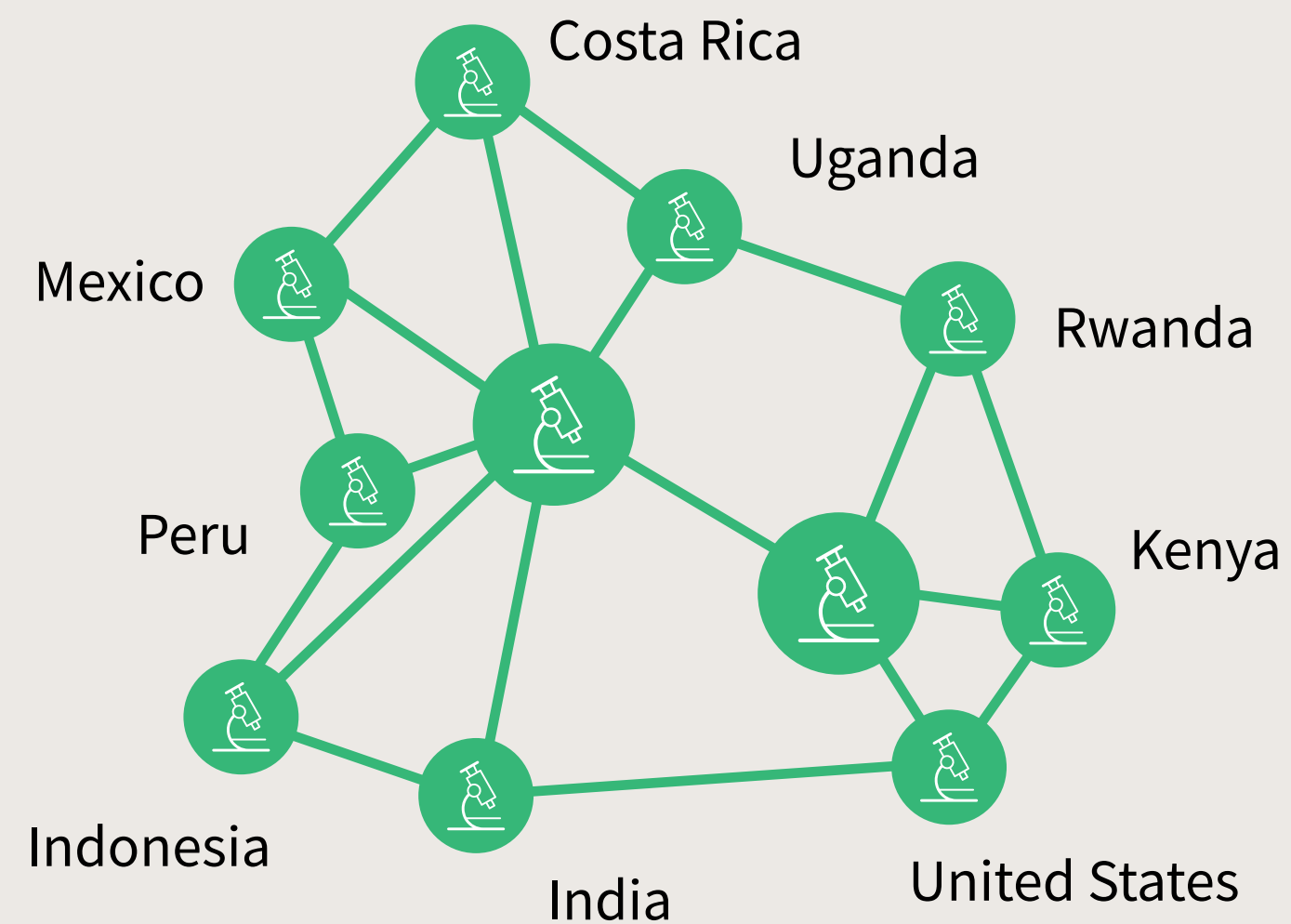
# Breeding

10-30 YEARS TO FARMER IMPACT



## Announcing: The Innoeva Global Coffee Breeding Network

The first global collaboration on coffee breeding in 50 years, Innoeva brings together collaborating countries to create higher quality, more efficient breeding pipelines. The network aims to vastly improve the ability of countries to generate new, market-tailored varieties that meet future global coffee production challenges like climate change and preserve origin diversity.





# Innovea highlights

- **9 country partners:** Costa Rica, USA, India, Indonesia, Kenya, Mexico, Peru, Rwanda, and Uganda
- Coopetition model, unlocking unique global platform for collaboration
- Focus on climate resilience with 11 test sites in 10 countries
- Infusion of new genetic diversity, combining genetic material that has never been brought together
- Modern breeding approaches, accelerating impact (genomic selection + demand-led breeding principles)
- Support and training for countries to modernize their breeding programs

## Progress by the numbers

First population created = **16** parents, **30** cross combinations, **13,000** pollinations



Check out our Innovea webinar to learn more!

## Screening for cup quality

WCR is exploring methods to predict cup quality in breeding populations. Existing quality evaluation methods, such as cupping, are not feasible for breeding programs to use during early-stage selection, when data for thousands of unique trees needs to be collected. In 2022, WCR, together with the Coffee Science Foundation, completed a preliminary study that will be developed further in future years.

## Highlights

- **231 coffee samples** evaluated in 2021–2022 using descriptive cupping, chemistry, metabonomics, and near-infrared spectroscopy analysis
- **93 companies from 24 countries** involved in descriptive cupping

## TIMELINE

**2022:** Innovea launches

**2023:** First population distributed to countries

**2023–2028:** Trials installed, data collected

**2028, 2034, 2040, and beyond:** New populations created and distributed

*Variety release starting as early as 2034, depending on country breeding approach*





# Trials

7–15 YEARS TO FARMER IMPACT



WCR operates dozens of trial sites around the world, testing both existing and new varieties in different environments, on research stations and in farmers' fields. We integrate global industry feedback on cup quality into performance results.

## F1 hybrids trial

Four finalists advancing to precommercial trials

From an original group of 46 hybrid crosses, WCR identified four finalist candidates to advance to precommercial testing with trial partners in Central America. WCR's research trials showed up to 25–30% yield gains for these varieties, comparable to other hybrids; their performance will be validated in commercial settings starting in 2023.



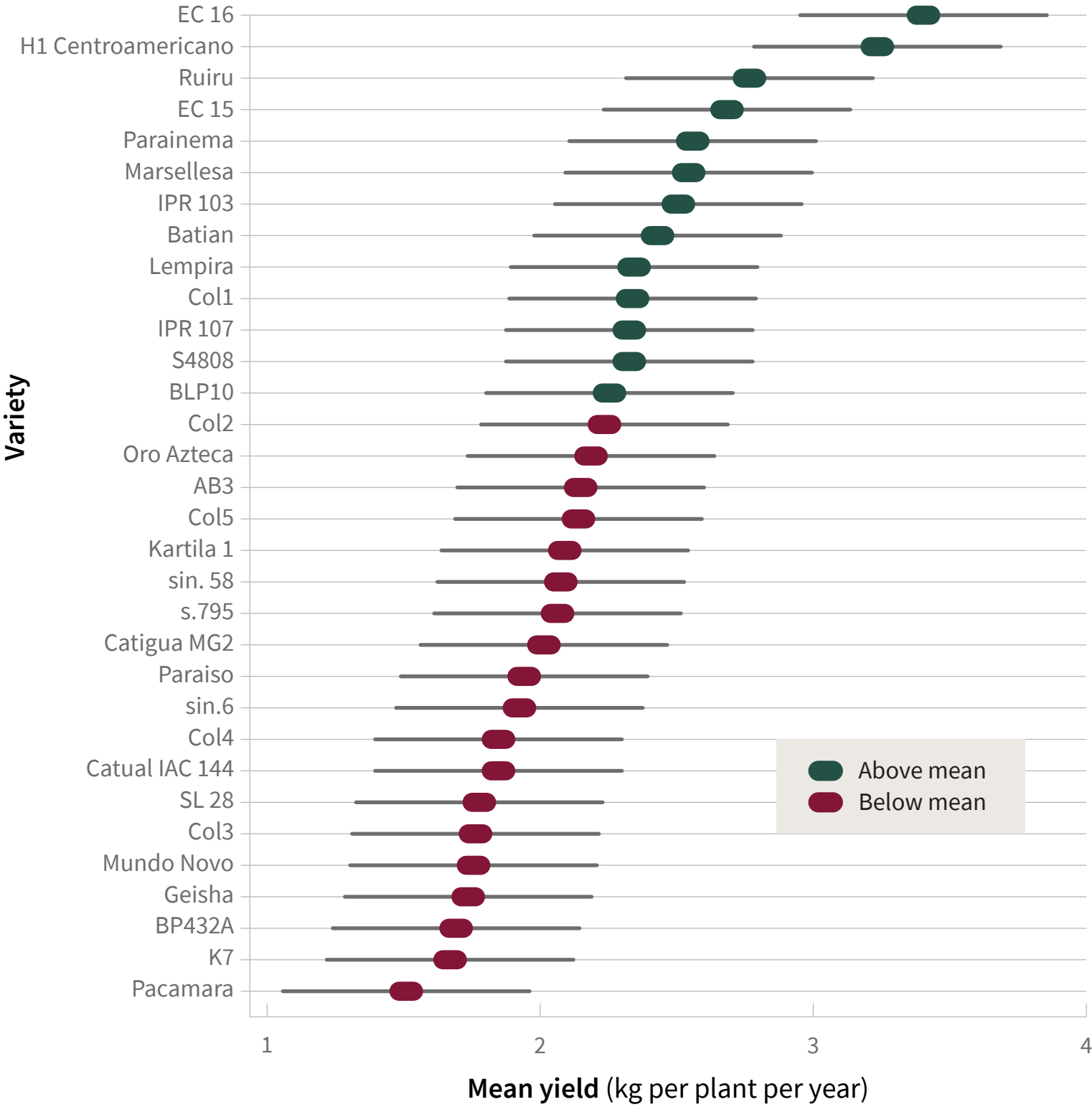


# International Multi-location Variety Trial (IMLVT)

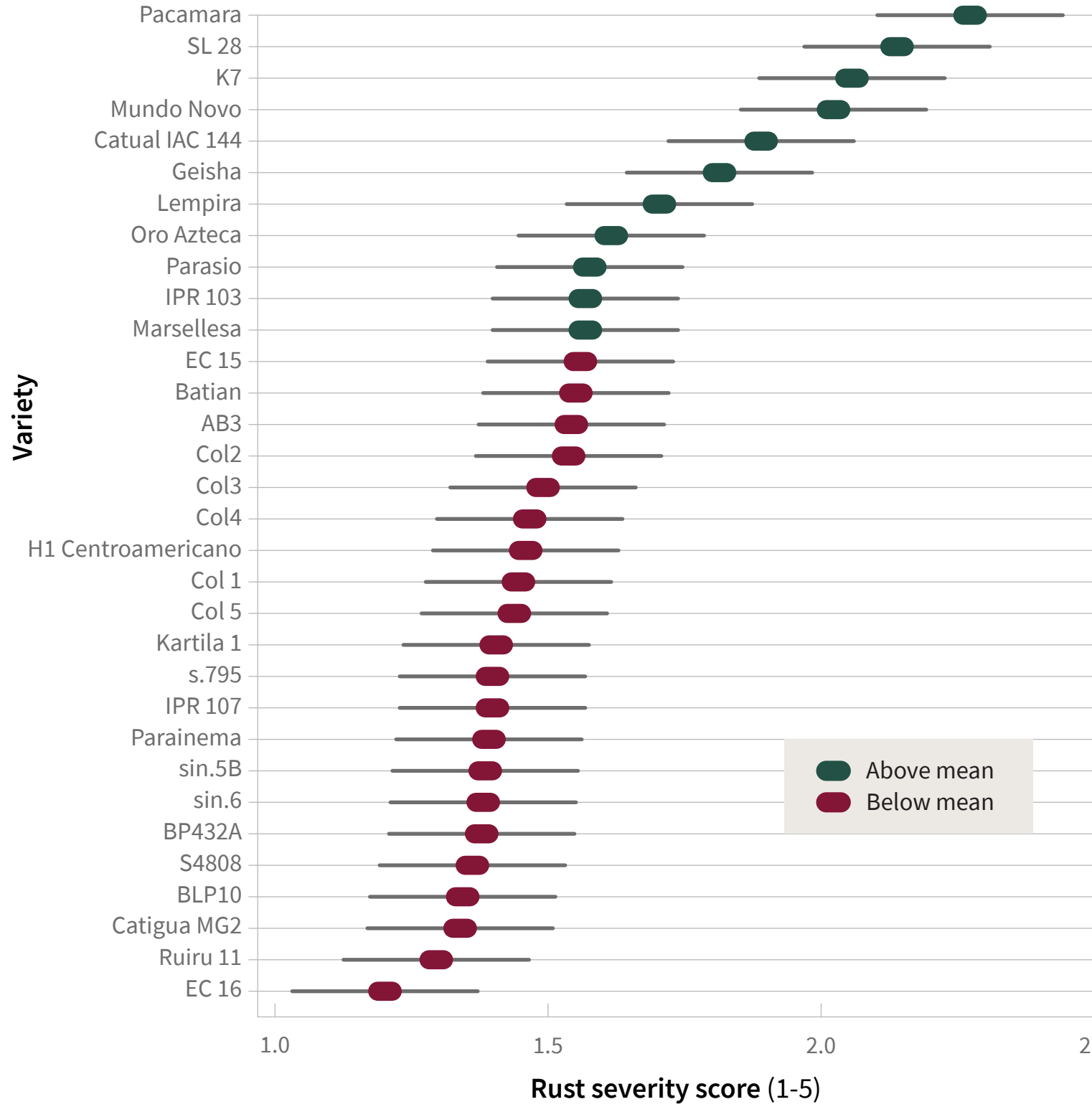
The world’s largest coffee variety trial delivers its first global results

The IMLVT is the world’s largest coffee variety trial with 31 varieties (50,000 plants) installed across 29 plots in 18 countries. It was initiated in 2015. In 2022, WCR released the first global analysis of variety performance, including yield, disease resistance, and cup quality. Data collection is ongoing through 2029.

- **7 countries** have reached maturity (i.e., have had three production harvests); four additional countries have produced two harvests
- **Global cupping: 10 varieties** from sites in 6 countries shipped to certified Q graders from **42 coffee companies** around the world for comprehensive sensory evaluation including descriptive cupping
- **2 countries** have negotiated access rights for improved varieties identified through the trial (Indonesia, Australia)
- Based on performance data, **11 varieties** from the IMLVT trial were identified as globally high-performing and used to make new crosses for the Innovea breeding network (see p. 11)



**Figure 1.** Global mean yield data across 18 countries and 3 years for 32 varieties. Some varieties have fewer sites and years of data. The four top yielding varieties so far are all F1 hybrid varieties (EC 16, H1, Ruiru 11, EC 15), confirming their performance advantage. The highest-performer, EC 16 (also called Mundo Maya) yields more than double the lowest (Pacamara).



**Figure 2.** Global mean rust performance across 18 countries and 3 years for 32 varieties. Some varieties have fewer sites and years of data. Varieties at the top of the figure (e.g., Pacamara, SL 28, K7, Mundo Novo) are highly susceptible to rust. The variety with the highest susceptibility, Pacamara, also has the lowest mean global yield (see Figure 1), indicating the severity of the impact of rust to Pacamara.

Check out our IMLVT webinar to learn more!



# Nurseries

1-7 YEARS TO FARMER IMPACT



For farmers, having healthy plants of the right variety is critically important, yet comprehensive quality assurance systems for new coffee trees are lacking in virtually every country that produces coffee. In 2022, WCR undertook projects to get better plants into the hands of farmers in Uganda, Central America, and Peru through training and genetic conformity testing.

WCR also developed a comprehensive approach to assessing and addressing bottlenecks in coffee's highly informal seed/plant distribution systems, laying the groundwork for a significant deepening and expansion of this work in select countries in 2023.







## Our progress

- Nurseries trained globally: **60** nurseries, including **20** large-scale commercial nurseries in Latin America (of which **10** received WCR Verified<sup>SM</sup> status)
- Staff trained on good plant production practices: **75**
- Production capacity (# of trees) of supported nurseries: **8,841,332 trees**
- **Pilot to evaluate 63 nurseries** for the Ministry of Agriculture of El Salvador for a potential national renovation program. If it proceeds, it would be the first national renovation plan to use genetic testing to ensure that distributed plants truly are the varieties that growers seek to plant (planned replacement of 24 million trees)
- In Uganda, a program to produce and distribute **100,000 healthy Coffee Wilt Disease-resistant Robusta clones** is underway; these plants can increase a farmer's income by 250%. WCR completed genetic testing of seven certified arabica seed lots, providing support to the Uganda Coffee Development Authority (UCDA).

## Challenges

In nearly every country where we have investigated coffee seed systems and supply chains, we have found a set of common challenges, which we work to address through our programs:

- Lack of knowledge about the value of improved, healthy, and genetically pure plants for reducing farmer risks
- Lack of legal framework for the introduction of new varieties
- Persistent problems with genetic purity in seed lots and mother gardens, which provide planting material to nurseries
- Widespread lack of training and following of good agricultural practices for producing healthy trees in nurseries
- Lack of market demand for improved plants
- In most countries, the infrastructure for distributing planting material to farmers is highly informal, making it difficult to identify the main stakeholders and train and support them. Other crops have much more formal, structured systems for plant material distribution.



# Global Leadership

1-3 YEARS TO FARMER IMPACT



## Leveraging our impact

### Coffee development projects

WCR contributes critical agricultural R&D components to coffee development projects around the world. These projects provide an important avenue to ensure that development efforts take into account long-term capacity building through research investment, and increase the relevance of R&D for smallholder farmers. They are a key driver of the long-term impact of coffee agricultural R&D.

- In 2022, WCR participated in **3 international coffee development projects** in **6 countries** (projects: MOCCA project in Central America; PhilCAFE in the Philippines; Peru Coffee Alliance for Excellence)
- In total, these projects invest **\$73 million dollars** and target **130,000 farmer beneficiaries**

## Advocacy

In 2022, World Coffee Research added a critical new activity to its portfolio: U.S. legislative advocacy. WCR's advocacy agenda aligns with the National Coffee Association's (NCA). Together, we achieved major successes focused on increasing U.S. government support for coffee research. Advocacy efforts will expand to other countries in coming years. Our progress this year includes:

- Multiple WCR member companies from across the U.S. participated in advocacy efforts
- Global Food Security Act was passed with an increase in funding and language that affirms a focus on smallholder farmers and support for agricultural research and development of value to the coffee industry.
- Coffee Plant Health Initiative Amendments Act (CPHIAA) was introduced; if passed with the 2023 Farm Bill, it will expand options for funding critical coffee pest and disease research.
- The U.S. Congressional budget passed with language that encourages spending on coffee agricultural research and development in low-income countries and a significant increase in funding for public research grants that can benefit coffee agriculture.





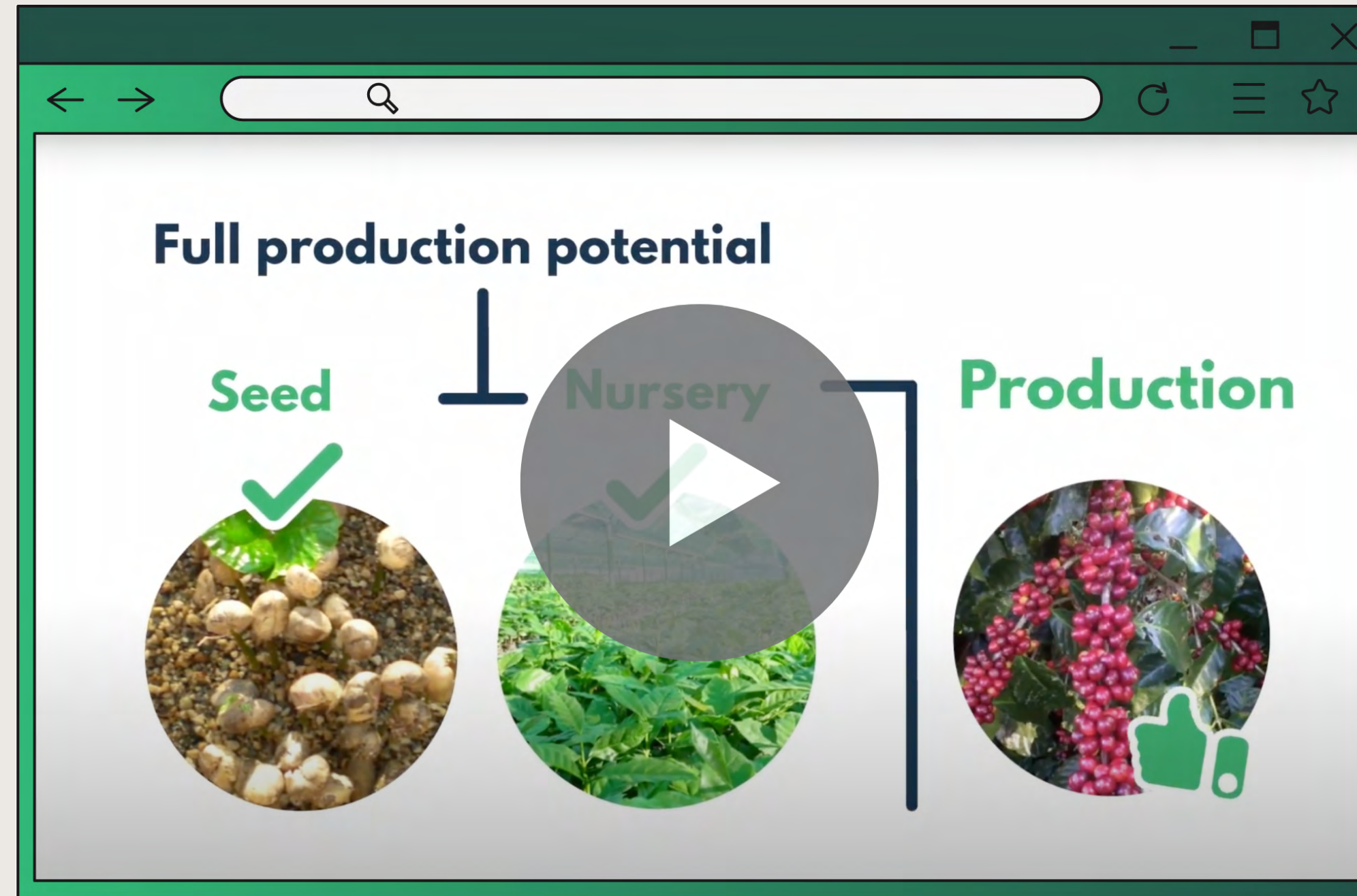
# Sharing knowledge

In 2022, WCR’s knowledge products—including the Arabica Varieties Catalog, Sensory Lexicon, nursery manuals and more—were viewed **201,779 times** in over **190 countries**.

## New videos!

A series of 6 instructional videos to support our good practice guides for seed production and coffee nursery management.

**AVAILABLE IN ENGLISH, SPANISH, AND FRENCH  
—MORE LANGUAGES ARE ON THE WAY!**



Available for free download at  
[worldcoffeeresearch.org/programs/guides](https://worldcoffeeresearch.org/programs/guides)

## WCR Webinars

Watched by 352 people in 58 countries

Download or watch at  
[worldcoffeeresearch.org/resources](https://worldcoffeeresearch.org/resources)





# 2022 Finances\*

Despite continued economic uncertainty in 2022, WCR closed the year in a strong position thanks to conservative expense management and financial support from our member companies and supporters.

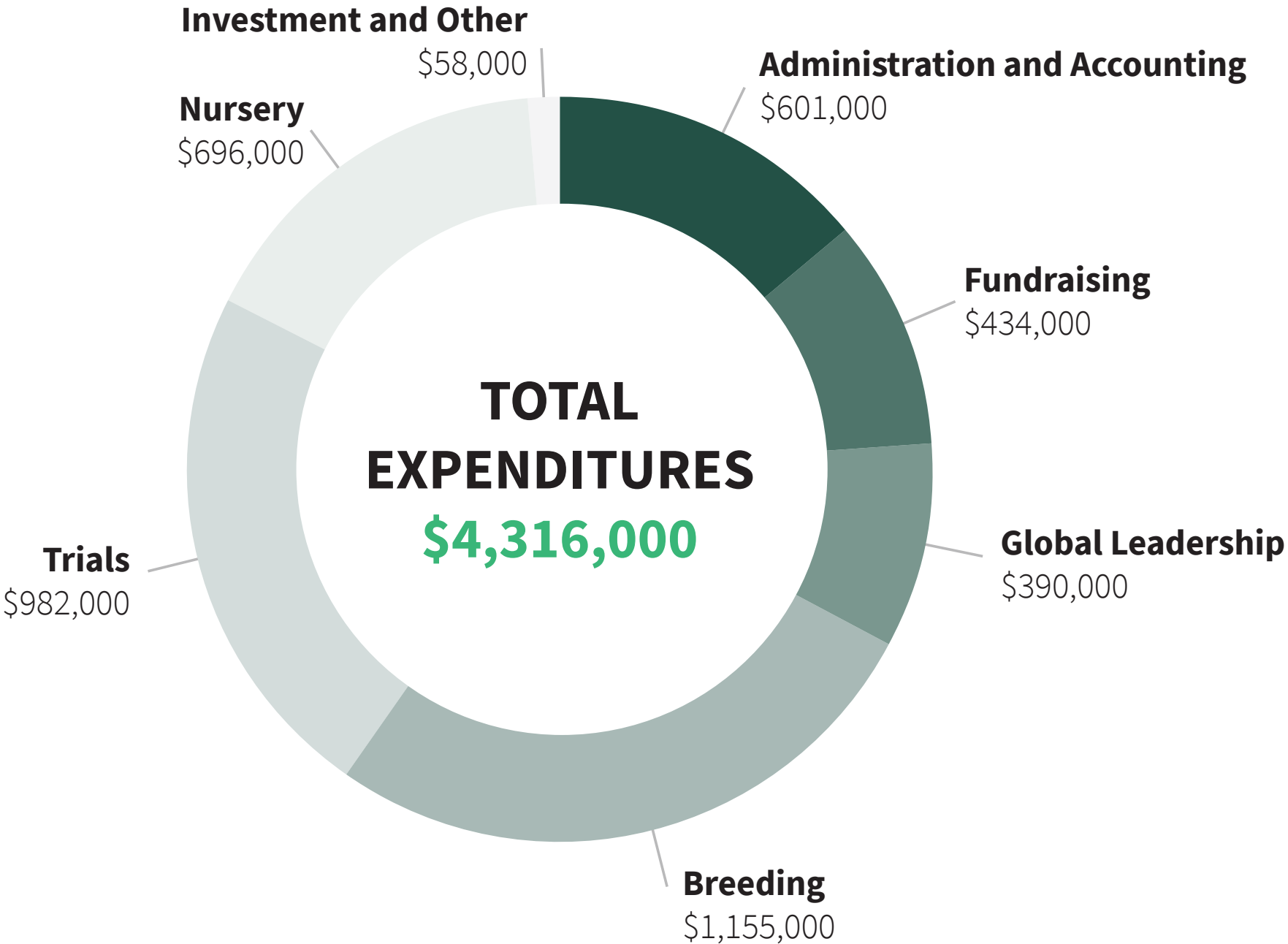
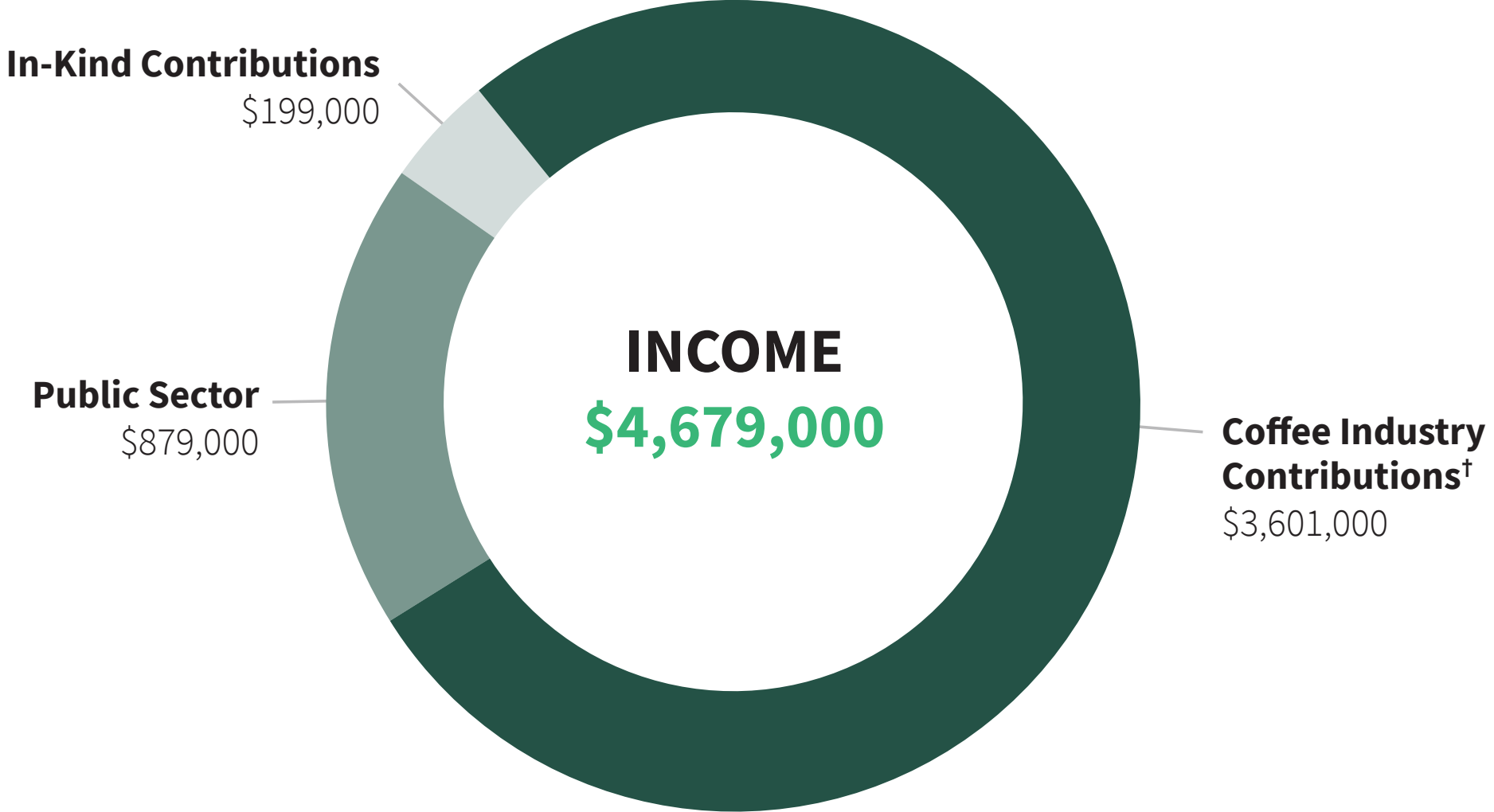
**Contributions earned\*\* from the coffee industry in 2022 was \$3,599,000**

## 2022 Year-End Financial Position

Cash/Investments:	\$4,305,000
Pledges Receivable:	\$5,868,000
Other Assets:	\$485,000
Liabilities:	\$421,000
Net Assets:	\$10,237,000

**Total Financial Position 10,658,000**

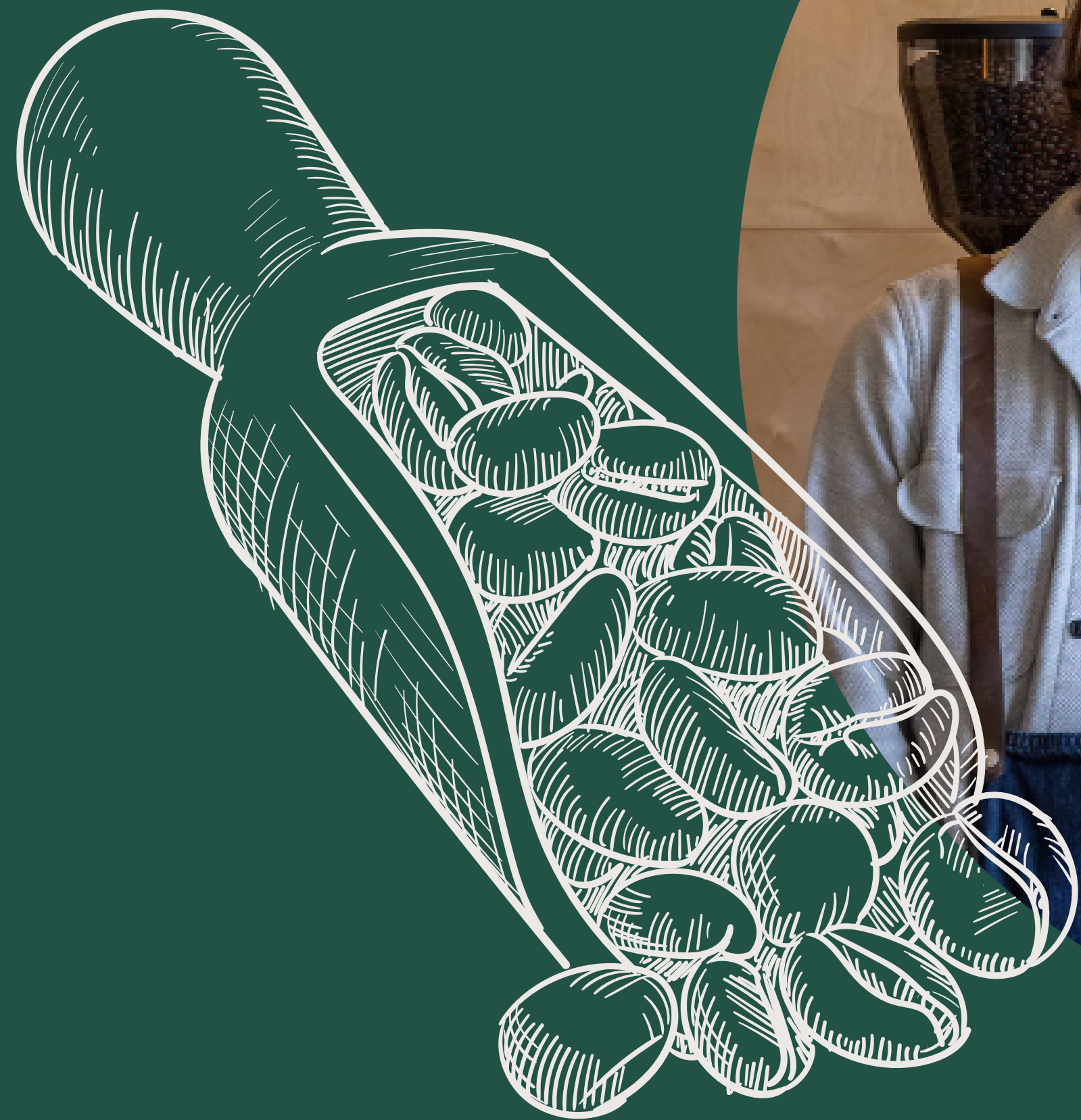
†Of which \$1,695,000 are future-year pledges  
 \*Pre-audit figures on an accrual basis  
 \*\*Contributions earned and cash received from current and prior year pledges (non-GAAP)





# New membership model

In 2022, World Coffee Research (WCR)'s membership and funding model shifted to link contribution amounts to coffee purchase volumes or annual revenue. This approach provides greater equity and transparency among member companies and more sustainable funding. The new model supports WCR to execute its 2021-2025 strategic plan, which included the launch in 2022 of a new Global Breeding Network.



WCR member company Fulcrum Coffee is based in Seattle.



# 2022 Members and Contributors

Our members—companies large and small—invest collectively to set a shared global agenda for coffee research. Their participation is a critical foundation for a vibrant and sustainable coffee sector.

In 2022, WCR was supported by **205** member companies from **27** countries



## Coffee Blossom



## Seedling

- Allegro Coffee Company
- Community Coffee Company
- illycaffè
- La Marzocco
- PROBAT



## Coffee Tree



## Sprout

- Asahi Quality & Innovations
- Blue Bottle Coffee
- Caravela Coffee
- Chameleon Cold-Brew
- Coffee Circle
- Counter Culture Coffee
- De'Longhi
- Dutch Bros Coffee
- Eight O'Clock Coffee
- Intelligentsia Coffee
- La Colombe Coffee Roasters
- Mercon Coffee Group
- Philz Coffee
- Strauss Commodities
- Sucden Coffee
- Workshop Coffee

### MEMBERSHIP TIERS

Coffee Blossom 

Coffee Tree 

Seedling 

Sprout 

Seed 





## Seed

- 1740 Coffee Genesis
- 1Cup Coffee Roasters
- Atlas Coffee Importers
- Bäckerei Happ GmbH & Co.
- Barrie House Coffee
- Beanstock Coffee Roasters
- Beck Flavors
- Bell Lane Coffee
- Bewley's North America/Java City
- Black Oak Coffee Roasters
- BlendIn Coffee Club
- Blossom Coffee Roasters
- Blume Coffee Traders
- Bodum Roasting
- Bolt Coffee Company
- Boomtown Coffee
- Boon Boona Coffee
- Boxcar Coffee Roasters
- Brewpoint Coffee
- Bridge Coffee Co.
- Bulavity
- Bun Coffee Byron Bay
- BUNA
- Cafcom Trading
- Cafe Imports
- Cafe Virtuoso
- Calendar Coffee
- Camber Coffee
- Caravan Coffee
- Casa Espresso
- Chanji Coffee Firm
- Chouette
- Torréfacteur Laboratoire
- Coastal Coffee Traders
- Coffee Bros.
- Coffee Friend
- Coffee Libre
- Coffee Nexus Ltd.
- Coffee Traders
- Coffeebar
- Coldblow Coffee Company
- Colour Coffee Roasting
- Covoya Americas
- Covoya Ltd.
- Crankhouse Coffee
- CUPRIMA
- Curve Coffee Roasters
- Dancing Goats Coffee
- Dark Woods Coffee
- Dear Green Coffee Roasters
- Descamex
- Dispatch Coffee
- Don Alberto Coffee Co
- Driftaway Coffee
- DRWakefield
- Dunn Brothers Coffee
- ECRE
- Equator Coffees
- Espanola Coffee Roasters
- Exhale Healthy Coffee
- Falcon Coffees
- Firsthand Coffee
- FiXX Coffee
- Flat Fox Coffee Company
- Fort Findlay Coffee & Doughnut Shoppe
- Fortitude Coffee Roasters
- Friday Coffee Roasters
- Fuglen Coffee Roasters Oslo
- Fuglen Coffee Roasters Tokyo
- Fulcrum Coffee
- Full City Roaster
- Gaia Artisan Coffee
- Greenway Coffee Company
- Hansa Coffee
- Heart and Graft Coffee Ltd
- Horiguchi Coffee Institute
- Horsham Coffee Roaster
- Huckleberry Roasters
- Imbibe Coffee Roasters
- InterAmerican Coffee
- Intercontinental Coffee Trading
- Irving Farm New York
- Johann Jacobs Haus
- Jones Coffee Roasters
- Junker's Café-Rösterei
- KALDI COFFEE FARM
- Kaldi's Coffee
- Kiss the Hippo
- Kittel Coffee
- Kona Kaffeerösterei
- Kua
- Kyokuto Fadie Corp.
- Landmark Specialty Coffee
- Limini Coffee
- List + Beisler
- MadCap Coffee Company
- Mantra Coffee Beans
- Marigold Coffee
- Market Lane Coffee
- Marubeni Foods
- Melbourne Coffee Merchants
- Method Coffee Roasters
- Metric Coffee Co.
- Monastery Coffee Roasters
- MoonGoat Coffee Roasters
- Moplaco Trading
- Mount Sunzu Coffee
- Mr. Espresso
- Nemesis Coffee
- North Fork Coffee Roasters
- Nylon Coffee
- Old Spike Roastery
- Olisipo Coffee Roasters
- Ome Project PLT
- Orbital Coffee Roasters
- Origin Coffee Roasters
- Ozo Coffee Roasters
- Pacific Espresso
- Peekskill Coffee
- Philippine Coffee and Barista Insitute
- Prometheus Coffee Roasters
- Quaffee
- Rabbit Hole Roasters
- Rave Coffee
- Raw Bean Limited
- Red Cedar Coffee Co.
- Rimini Coffee
- Ringtons Ltd
- Rio Coffee
- River City Coffee Ltd
- Roast House Coffee
- Rose N Crantz Roasting Co.
- Rose Park Roasters
- Ross Street Roasting Co.
- Roundtable Coffee Works
- Rumble Coffee Roasters
- S. Ishimitsu & Co. - Micro Torrefacteur
- Sample Coffee Roasters
- Sarutahiko Coffee, Inc.
- Satoru Coffee
- SCS Global Services
- Single O
- Small Planes Coffee
- Solberg & Hansen
- South Texas Coffee Initiative
- Spyhouse Coffee Roasting Co.
- Square One Coffee Roasters
- Stitch Coffee
- Structure Coffee Roasters
- Sustainable Harvest
- Sweet Maria's Coffee
- Swiss Water Decaffeinated Coffee Company
- Taf Coffee
- Tata Coffee Ltd.
- TBD Coffee Co
- Temecula Coffee Roasters
- Temple Coffee Roasters
- TERAROSA (Haksan Co.Ltd)
- The Coffee Source
- The Roastery
- The Steam Engine
- Tony's Coffee
- Torque Coffees
- Trabocca
- Transcend Coffee
- Tropic-X
- True Stone Coffee Roasters
- Union Hand-Roasted Coffee
- Vagabond Coffee Roasters
- Vides58Coffees
- Walker Coffee Trading
- WB Coffee
- West Cork Coffee Roastery
- Zephyr Green Coffee
- Square Mile Coffee Roasters
- Sucafina Specialty North America
- Sucafina Specialty NV
- Travis Horesh
- Westrock Coffee Company
- Wonderstate Coffee

## In 2022, 26 companies and individuals provided additional financial support

- Brian Gaffney
- Coffee by Tate
- Condesa Co. Lab
- Crop to Cup Coffee
- Excelco Trading
- Foodbuy (Farmer Brothers Artisan Coffee)
- Hacienda La Minita
- Hoffmann Industries
- Jared Gottdiener
- Jonas Wellington
- Lūna Coffee
- MiiR
- Miracle Kitchen
- Nicolas Rivolta
- OFI International
- Osito Coffee
- Primavera Coffee Importers
- Prufrock Coffee
- Royal Cup Coffee
- Samuel Liu
- Square Mile Coffee Roasters
- Sucafina Specialty North America
- Sucafina Specialty NV
- Travis Horesh
- Westrock Coffee Company
- Wonderstate Coffee



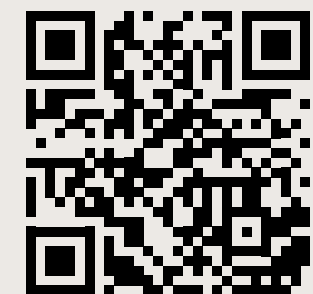
# Checkoff Program Participants

## Participating Suppliers: Matching/Contributing

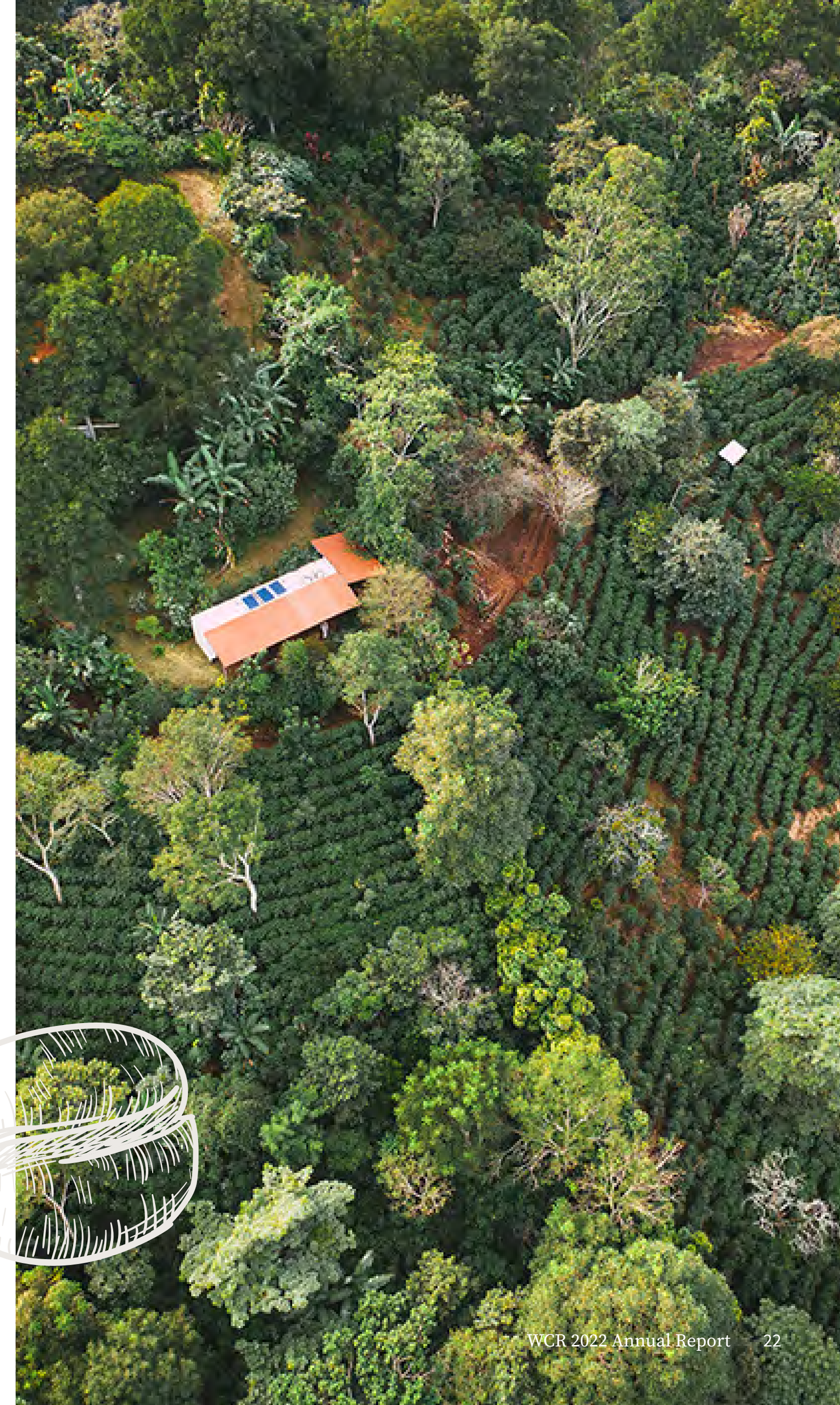
- Atlas Coffee Importers
- Cafe Imports
- Caravela Australia Pacific
- Caravela Coffee Europe
- Caravela Coffee USA
- Coffee Unified
- Condesa Co. Lab
- Covoya Americas
- Covoya Ltd.
- Crop to Cup Coffee
- CUPRIMA
- Descamex
- DRWakefield
- Excelco Trading
- Hacienda La Minita
- InterAmerican Coffee/Neumann Gruppe USA
- Intercontinental Coffee Trading
- List + Beisler
- Melbourne Coffee Merchants
- OFI International
- Primavera Coffee Importers
- Sucafina Specialty EMEA
- Sucafina Specialty North America
- Sustainable Harvest
- Swiss Water Decaffeinated Coffee Company
- The Coffee Source
- Trabocca
- Walker Coffee Trading

## Participating Suppliers: Non-Matching

- American Coffee Corporation
- Atlantic Specialty Coffee
- Be Green Trading
- Benchmark Coffee Traders
- Bourbon Specialty Coffee
- Cape Horn Coffee Company
- Collaborative Coffee Source
- Coopfam
- East Africa Coffee Co. LLP
- Expocaccer Cooperativa dos Cafeicultores do Cerrado
- Falcon Coffees
- Gollücke & Rothfos
- Grencof
- InterAmerican/Neumann Gruppe
- Kawacom/ECOM
- La Bastilla Coffee Estates
- Mercon Specialty
- Paragon Coffee Trading Company
- Racafe
- RGC Coffee
- Royal Coffee
- Volcafe Specialty Coffee



Become a WCR Member!







## Participating Roasters/Retailers

- 1Cup Coffee Roasters
- Allegro Coffee Company
- Bäckerei Happ GmbH & Co.
- Barrie House Coffee
- Beanstock Coffee Roasters, Inc.
- Bewley's North America /Java City
- Black Oak Coffee Roasters
- Blume Coffee Traders
- Bodum Roasting
- Bolt Coffee Company
- Boxcar Coffee Roasters
- Brewpoint Coffee
- Cafe Virtuoso
- Calendar Coffee
- Chameleon Cold-Brew
- Coldblow Coffee Company
- Colour Coffee Roasting Ltd
- Curve Coffee Roasters
- Dancing Goats Coffee
- Dark Woods Coffee
- Dear Green Coffee Roasters
- Dunn Brothers Coffee
- ECRE
- Equator Coffees
- Fortitude Coffee Roasters
- Full City Roaster
- Greenway Coffee Company
- Heart and Graft Coffee
- Horsham Coffee Roaster
- Huckleberry Roasters
- Intelligentsia Coffee
- Irving Farm New York
- Johann Jacobs Haus
- Junker's Café-Rösterei
- Kaldi's Coffee
- Kittel Coffee
- Kona Kaffeerösterei
- La Colombe Coffee Roasters
- Landmark Specialty Coffee
- Limini Coffee
- Market Lane Coffee
- Monastery Coffee
- MoonGoat Coffee Roasters
- Mr. Espresso
- North Fork Coffee Roasters
- Olisipo Coffee Roasters
- Origin Coffee Roasters
- Ozo Coffee Roasters
- Philz Coffee
- Quaffle
- Rave Coffee
- Rimini Coffee
- Ringtons Ltd
- River City Coffee
- Roast House Coffee
- Rose N Crantz Roasting Co.
- Rose Park Roasters
- Ross Street Roasting Co.
- Roundtable Coffee Works
- Saint Henri - Micro Torrefacteur
- Small Planes Coffee
- Spyhouse Coffee Roasting Co.
- Square One Coffee Roasters
- Stitch Coffee
- Structure Coffee Roasters
- Taylors of Harrogate
- Temecula Coffee Roasters
- Temple Coffee Roasters
- The Roastery
- True Stone Coffee Roasters
- Vagabond Coffee Roasters
- West Cork Coffee Roastery





# Board of Directors

Our board members are some of the most important leaders and thinkers from coffee companies around the world. They work hard behind the scenes to guide our programs.



**Jim Trout**  
J.M. Smucker Co.  
Chair



**James McLaughlin**  
Intelligentsia Coffee  
Vice Chair



**Giacomo Celi**  
Mercon Coffee Group  
Secretary



**Shawn Hamilton**  
Klatch Coffee  
Treasurer



**Hope Bagozzi**  
Tim Hortons



**Mario Cerutti**  
Lavazza



**Kelly Goodejohn**  
Starbucks Coffee Company



**Nadia Hoarau-Mwaura**  
JDE Peet's



**Mark Howell**  
Community Coffee Company



**Andrea Illy**  
illycaffè S.p.A.



**Liz Longstreet Darr**  
National DCP - Dunkin'



**Monique Oxender**  
Keurig Dr Pepper



**Victoria Salin**  
Texas A&M (TAMU)



**Pablo von Waldenfels**  
Tchibo



**Keith Writer**  
Taylors of Harrogate

## Additional board committee members:

**Eve Bartnick** (Swiss Water Decaffeinated Coffee Company), **Philippe Casas** (JDE Peet's), **Ingo Lantz** (Tchibo), **Ellen Nielsen** (Probat), **Gloria Pellegrino** (Lavazza), **Corrado Piscanec** (illycaffè), **Matt Saurage** (Community Coffee Company), **Fionula Scanlan** (Taylors of Harrogate), **Luca Turello** (illycaffè), **Joe Vaughan** (J.M. Smucker Co.)



# Team

Our team executes our ambitious agenda to modernize variety innovation systems to increase supplies of quality coffee and improve farmer livelihoods.

## LEADERSHIP

**Dr. Jennifer “Vern” Long**  
CEO



**Dr. Tania Humphrey**  
RESEARCH & DEVELOPMENT DIRECTOR

**Dr. Kraig Kraft**  
ASIA & AFRICA DIRECTOR

**Salvador Urrutia Loucel**  
LATIN AMERICAN DIRECTOR

**Hanna Neuschwander**  
STRATEGY & COMMUNICATIONS DIRECTOR

**Liam Cummins**  
FINANCE DIRECTOR

**Siaska Vieira de Castro**  
PEOPLE & ADMINISTRATION DIRECTOR

## OUR TEAM

**Julio Alvarado**  
Regional Breeding, Trialing,  
and Quality Assistant

**Santos Barrera Lemus**  
Research Scientist – Plant  
Breeding and Genomics

**Jorge Berny Mier y Teran**  
Research Scientist – Plant  
Breeding and Genomics

**Elly Castro**  
Regional Project Manager  
Latin America

**Neil Franje**  
Country Agronomist  
Philippines

**Kristin Franklin**  
Contracts and  
Grants Manager

**José María Gómez Vargas**  
Global Project  
Administration and  
Learning Manager

**Koleen Hall**  
Business Manager

**Jarrold Harris**  
Finance and  
Post-Award Manager

**Alexa Heinicke**  
Senior Corporate  
Membership Manager

**Maeve Holler**  
Communications Manager

**Jean Baptiste Kayigamba**  
Breeding Hub Technician  
East Africa

**Catherine Mumba Maina**  
Global Variety Trials &  
Project Manager

**Amber Mascari**  
Accounting Manager

**Jimmy More**  
Project Manager Peru

**Nick Muir**  
Breeding Manager

**Simon Martin Mvuyekure**  
Breeding Hub Advisor

**Maureen Namugalu**  
Country Project  
Manager Uganda

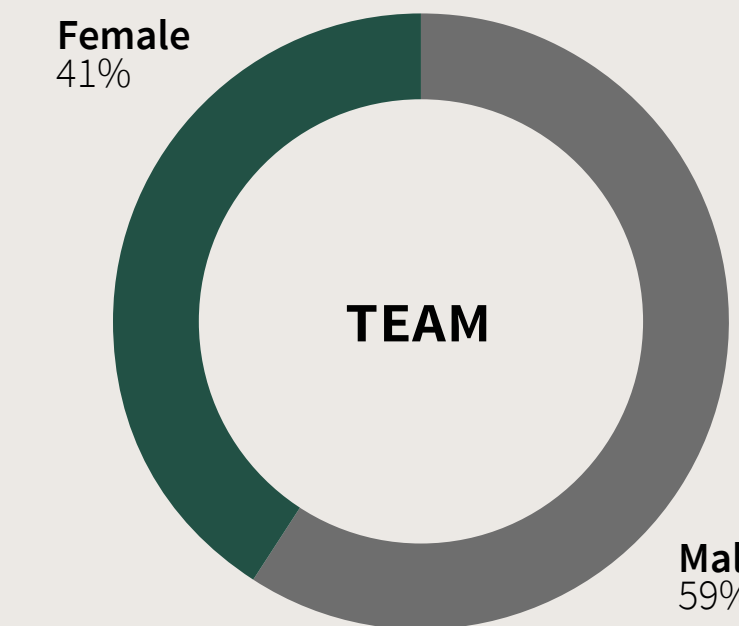
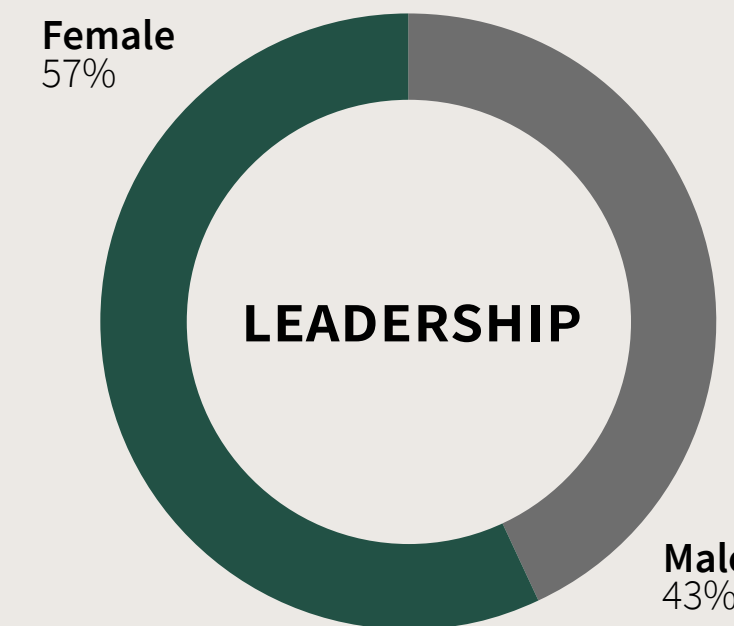
**Maud Nicolas**  
Executive Administration  
and Membership Manager

**Nuzul Qudri**  
Regional Project  
Manager Asia

**Emilia Umaña**  
Nursery Development  
Program Manager

**Jesslin Zeledón**  
Project Specialist

## As of December 31, 2022, WCR team members were:



**LIVING IN 16 COUNTRIES**



# Core Values

Be collaborative

Be nimble and curious

Solve problems that matter

Adopt a spirit of kaizen

Embrace accountability

Our core values guide everything we do.

