



Shareable Updates, Spring 2025

World Coffee Research releases 2024 Annual Report

[Read the full update](#) and download the [2024 annual report](#)

Sample captions

[Your Company Name] is committed to creating the future of coffee. We support World Coffee Research in pursuit of the development and distribution of tomorrow's climate-resilient coffee varieties, ensuring that farmers today and in decades to come will have the choices they need to sustain their livelihoods.

World Coffee Research's 2024 annual report includes updates on the organization's four major program areas—breeding, trials, nursery, and global leadership—and highlights the progress that the organization has made together with its global members and partners, including [Your Company Name].

[Your Company Name] is proud to be a member of World Coffee Research and invest in science-based innovation for coffee agriculture. Together, we can create a brighter future for coffee. Check out some of these highlights from 2024.

Innoeva breeding trials come to life around the world

[Read the full update and view a selection of photos](#)

Sample captions

World Coffee Research's Innoeva Global Arabica Breeding Network is developing new coffee varieties that are market-tailored to meet future production challenges like climate change and the preservation of origin diversity. [Your Company Name] is thrilled to invest in this work and share the news that tree populations from the network have been installed in 7 countries across the world.

[Your Company Name] recognizes that coffee farmers need better choices. World Coffee Research's Innoeva Global Arabica Breeding Network—a collaborative effort bringing together 9

countries—is accelerating the rate of genetic improvement to transform the future of coffee and ensure that farmers have access to trees that fit their needs.

World Coffee Research’s Innovea Global Breeding Network is coming to life all around the world. The organization announced the installation of new coffee tree populations in 7 countries—5,000 unique trees in total—that contain a diversity of high-performing genetics never available to countries before now. As a member company, [Your Company Name] is supporting this work and creating a brighter future for coffee.

Seeds of hope: a photo essay on new varieties and new possibilities for Peru’s coffee sector

[Read the full update and a selection of photos](#)

Sample captions

In Peru, World Coffee Research and 8 local partner organizations established 10 new seed lots of improved varieties that will produce up to 4 million healthy, genetically conforming seedlings for farmers starting in 2028 and each year thereafter. Alongside 200+ companies worldwide, [Your Company Name] invests in this work and so much more with the goal of creating a more sustainable future for the coffee sector—together.

[Your Company Name] invests in World Coffee Research to sow seeds of hope for a resilient and prosperous coffee sector. Read this recent story that exemplifies the work being done by the organization, all made possible through support from the organization’s 200+ member companies across the world.

[Your Company Name] acknowledges that coffee farmers worldwide are facing mounting challenges like climate change, disease and pest pressure, and market volatility. Increasing access and availability of improved varieties will unlock opportunities for the global coffee sector, and we support World Coffee Research to advance this important goal.