

World Coffee Research *Member benefits*



World Coffee Research (WCR) 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.

Better coffee starts with a seed. World Coffee Research membership advances the shared research and development (R&D) infrastructure no single company could build alone. Members receive benefits near and long-term.

- **Advantage.** Influence variety quality profiles and know what's coming before non-member competitors.
- **Leverage.** Provide direct input on WCR's innovation pipeline through a cooperative model that lifts every member and category.
- **Access.** Stay informed with early intelligence on variety performance and early tasting of new variety candidates. Take field visits and connect directly to coffee genetics at origin.
- **Credibility.** Benefit from an expert-verified, cutting-edge approach, Enveritas-approved sustainability, and climate risk mitigation for CSRD/ESG compliance.
- **Innovation.** Support plant innovation and the delivery of breakthrough genetics to farmer fields across the world.

Document revised October 2026.

**To ensure that membership fees are directed to priority research objectives, WCR seeks to cap the value of benefits at 3% of the member's annual financial contribution.*



Membership benefits

Sow

Connection & Distinction

- **Member portal.** Unlimited user access for your whole team.
- **Research updates.** WCR science told through our newsletter, with the most important items sent directly.
- **Member-only webinars.** Sessions diving deeper into WCR's research and work.
- **Annual virtual business meeting.** Report out with full membership, once a year.
- **Recognition.** Naming on the WCR website and in the annual report.

Content

- **Name and logo use.** Full package of marks, including our “Proud Member” logo, for use.
- **Logo on packaging.** Licensing agreement, hands-on support to get our logo on-pack.
- **Brand assets.** Includes photo kit and key messages to tell the WCR story.



Membership benefits

Plant ●●

Connection & Distinction

- **Member portal.** Unlimited user access for your whole team.
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- **Member-only webinars.** Sessions diving deeper into WCR's research and work.
- **Annual virtual business meeting.** Report out to the full membership once a year.
- **Local member events.** Gatherings in major cities: a presentation, Q&A, and reception.
- **Recognition.** Naming on the WCR website and in the annual report.
- **Member Day at the WCR Farm.** Experience a day at origin, inside the science.

Content

- **Name and logo use.** Full package of marks, including our “Proud Member” logo, for use.
- **Logo on packaging.** Licensing agreement, hands-on support to get our logo on-pack.
- **Brand assets.** Includes photo kit and key messages to tell the WCR story.
- **Market your membership guide.** A practical playbook for putting membership to work.
- **Digital content packages.** Social graphics, copy, and videos, ready to publish.
- **Report content on demand.** Research highlights, quotes, and boilerplate for annual and sustainability reporting.

Collaboration

- **Tasting of WCR F1 hybrid coffee.** Sample kits with brand assets to tell the story.*
- **Input on research agenda.** Help shape the variety development pipeline and other research priorities.

**Available to members in non-coffee-producing countries, and while supplies last. Additional fees may apply for higher-than-typical shipping/customs costs.*



Membership benefits

Flower ●●●

Connection & Distinction

- **Member portal.** Unlimited user access for your whole team.
- **Research updates.** WCR science told through our newsletter, with the most important items sent directly.
- **Member-only webinars.** Sessions diving deeper into WCR's research and work.
- **Annual virtual business meeting.** Report out to the full membership once a year.
- **Local member events.** Gatherings in major cities: a presentation, Q&A, and reception.
- **Virtual WCR presentation for your team.** From a high-level briefing for broad teams to a focused research update for a sourcing or sustainability group; tailored to company priorities and strategy.
- **Recognition.** Naming on the WCR website and in the annual report.
- **Member Day at the WCR Farm.** Experience a day at origin, inside the science.

Content

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- **Logo on packaging.** Licensing agreement, hands-on support to get our logo on-pack.
- **Brand assets.** Includes photo kit and key messages to tell the WCR story.
- **Market your membership guide.** A practical playbook for putting membership to work.
- **Digital content packages.** Social graphics, copy, and videos, ready to publish.
- **Report content on demand.** Research highlights, quotes, and boilerplate for annual and sustainability reporting.

Collaboration

- **Tasting of WCR F1 hybrid.** Sample kits with brand assets to tell the story.*
- **Cupping evaluation events.** Send a quality team member to spend three days evaluating new variety candidates in a small group, paired with a visit to the WCR farm or a national research partner site.
- **Input on research agenda.** Help shape the variety development pipeline and other research priorities.

**Available to members in non-coffee-producing countries, and while supplies last. Additional fees may apply for higher-than-typical shipping/customs costs.*



Membership benefits

Harvest ●●●●

Connection & Distinction

- **Member portal.** Unlimited user access for your whole team.
- **Research updates.** WCR science told through our newsletter, with the most important items sent directly.
- **Member-only webinars.** Sessions diving deeper into WCR's research and work.
- **Annual virtual business meeting.** Report out to the full membership once a year.
- **Local member events.** Gatherings in major cities: a presentation, Q&A, and reception.
- **Virtual WCR presentation for your team.** From a high-level briefing for broad teams to a focused research update for a sourcing or sustainability group; tailored to company priorities and strategy.
- **Bi-annual WCR CEO visit.** A full day in-person with our CEO—sessions for all staff, the coffee/sourcing/sustainability team, and leadership.
- **Recognition.** Naming on the WCR website and in the annual report.
- **Member Day at the WCR Farm.** Experience a day at origin, inside the science.

Content

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- **Logo on packaging.** Licensing agreement, hands-on support to get our logo on-pack.
- **Brand assets.** Includes photo kit and key messages to tell the WCR story.
- **Market your membership guide.** A practical playbook for putting membership to work.
- **Digital content packages.** Social graphics, copy, and videos, ready to publish.
- **Report content on demand.** Research highlights, quotes, and boilerplate for annual and sustainability reporting.

Collaboration

- **Tasting of WCR F1 hybrid.** Sample kits with brand assets to tell the story.*
- **Cupping evaluation events.** Send a team member to spend three days evaluating new variety candidates in a small group, paired with a visit to the WCR farm or a national research partner site.
- **Input on research agenda.** Help shape the variety development pipeline and other research priorities.
- **Strategic influence.** Board director or Advisory Committee seat, pending Board approval.

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