

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.

What is World Coffee Research?

World Coffee Research (WCR) is a non-profit agricultural research organization that leads and enables research on behalf of the global coffee industry. Our 190+ member companies in 30 countries are driving collaborative, global R&D to create the future of coffee.

What does WCR do?

We work urgently to make better plants available and accessible to farmers to enhance coffee productivity, profitability, quality, and climate resilience. • In particular, we work across four integrated program areas (breeding, trials, seed value chains, and global leadership) to deliver better trees to farmers. Together with our partners, we create and test improved varieties using modern, demand-led coffee breeding, and we strengthen nurseries and seed systems to deliver varieties into farmers' hands.

We prioritize working in countries critical for ensuring a diverse supply of coffee. Our focus countries contain 50% of the world's 12.5 million family coffee farms and produce 30% of the global supply of coffee.

Our research is executed in partnership with leading institutions in producing countries and around the world. Our programs prioritize speed and quality, recognizing the urgency of the climate crisis and the fact that it takes time for innovations to be widely adopted by farmers.

Why agricultural research?

Science is essential for fostering resilience and growth in the coffee sector. Improved varieties reduce farmers' risk and improve climate resilience and productivity—they

can increase farmers' financial stability and profitability while decreasing the need for agrochemicals, reduce GHG emissions from coffee agriculture, lessen incentives for land-use conversion and deforestation, and enhance global availability of coffee supplies from diverse origins.

The research we conduct today will determine what coffee we drink in the future. Using advances in agricultural science and breeding it is possible to dramatically improve coffee yields, quality, climate resilience and farmer profitability.

Why invest in the future of coffee?



Sustain origin diversity and global supply

Working in strategic geographies, we ensure the long-term supply of quality coffee from diverse origins.



Address the climate crisis

R&D creates tools, technology and knowledge to reduce the risk that farmers and companies face from climate change.



Achieve impact at scale

The knowledge and resources generated by WCR and our partners create benefits for millions of farmers around the world.



Improve coffee quality

Through breeding, we improve the quality of coffee for different markets.

Through collaborative investment in agricultural R&D, coffee companies are generating transformative, generational impact on coffee production worldwide, and creating the foundation for a vibrant and sustainable coffee sector in diverse origins. Member companies drive our strategic agenda, provide input, and receive member benefits in support of their engagement.