



Do you want to tell the story of your investment in World Coffee Research?

Here are examples of how some of our members have incorporated their support of WCR into marketing their products and telling the story of their brand.

## Research improves the 'goodness' of coffee

The research we conduct today will determine the future of coffee—

how good it tastes, how good it is for the planet, and how good it is for people who grow it.



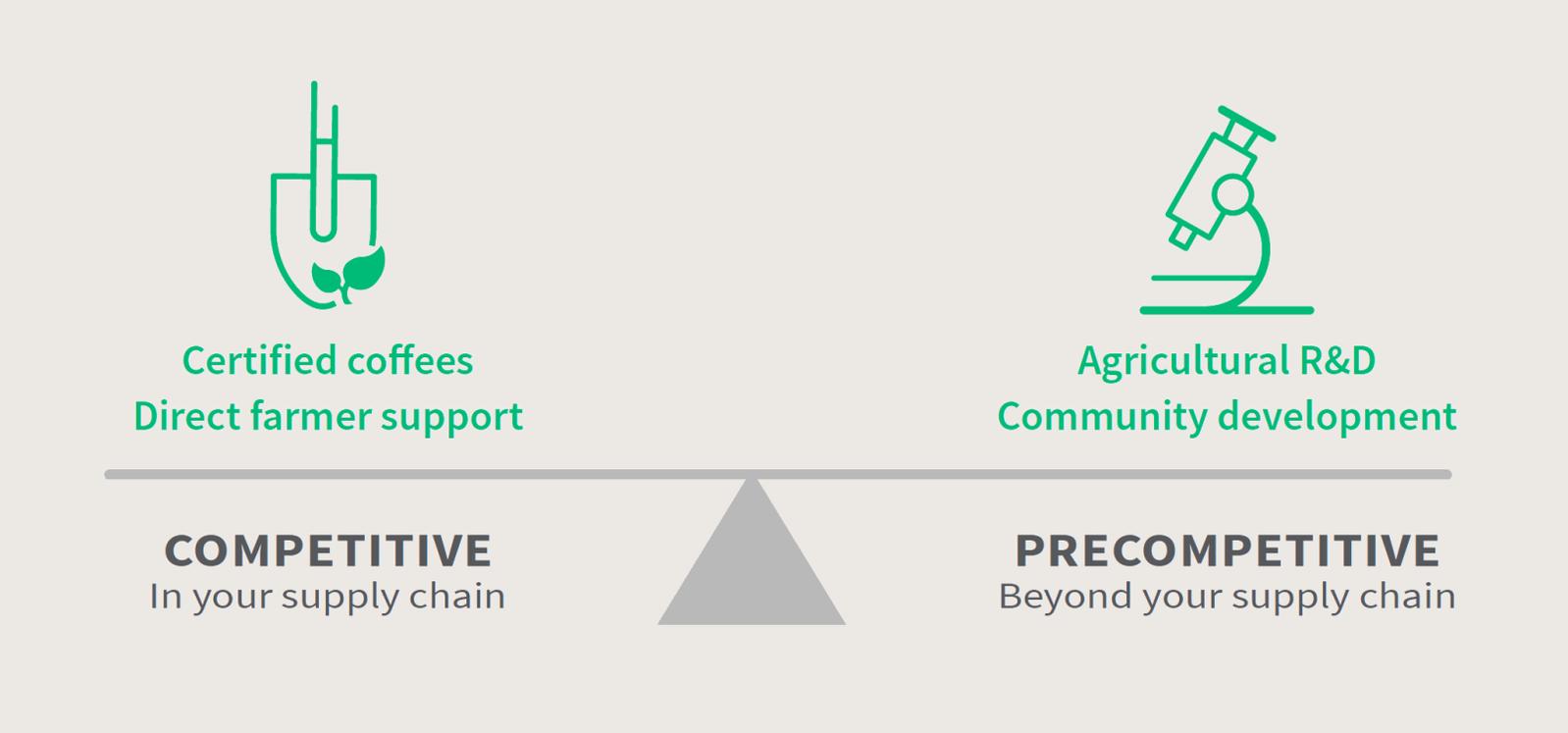
# Sustainability depends on agricultural R&D

The work of World Coffee Research contributes to eight SDGs.

Variety innovation enhances the productivity, profitability, and quality of coffee in the face of climate change—enhancing economic growth, reducing poverty and hunger, and mitigating climate emissions.



# Agricultural R&D investments are not traditional sustainability investments—they are part of a **balanced portfolio**.



Ag R&D is future-oriented and its impact extends beyond your supply chain.



*Requires a different approach to communication!*



## Key messages

### **We invest in science to ensure the future of coffee**

Through WCR, our company is working to:

- Improve coffee's goodness in the cup
- Sustain origin diversity and global supply
- Boost coffee's climate resilience and reduce its environmental impact
- Improve farmer livelihoods at scale

## Drive the future of coffee

Member companies drive our strategic agenda, have input into variety development, and receive member benefits in support of their engagement.



## Help drive the future of coffee

- ❖ **Member companies** drive our strategic agenda and have input into variety development.
- ❖ **Membership fees** determined by business category and volume of green coffee sourced or coffee-revenue generated annually.
- ❖ **Membership benefits** center around engagement and communications support, and are calibrated to fee level.



## Brand assets

Current members are entitled to use our brand assets in their communications. We encourage you to promote your membership and highlight our research as something you helped achieve as a partner in our work.

On this page, you'll find a selection of logos, photo images, communication ideas, and key messaging points.

[worldcoffeeresearch.org/brand-assets](https://worldcoffeeresearch.org/brand-assets)





# BRAND STORIES

Examples from brands that have worked to tell the story of their support for WCR as part of a strategic sustainability investment portfolio. Typically, these companies have strong, multi-faceted, business-aligned sustainability programs.



THE J.M. SMUCKER Co

# QUALITY FOOD



## Our Commitment

Help ensure people and pets have consistent access to trusted, quality food.

## Our Approach

Maintain the safe production and distribution of products, strengthen relationships with farmers and growers and continue to support organizations committed to battling hunger.

THE J.M. SMUCKER CO.

The J.M. Smucker Co., owner of globally recognized brands like Folgers, Dunkin', and Café Bustelo, recently featured World Coffee Research in its 2023 Corporate Impact Report detailing progress on its “thriving together” agenda. Our partnership is part of The J.M. Smucker Co.’s “Quality Food” commitment, and the role of science in driving their coffee strategy is a key messaging point in their external communications.

	 <p>Launched a new partnership with Enveritas, an independent third-party global nonprofit that tracks social, economic and environmental impact in coffee-growing regions, to help us better understand and address sustainability conditions.</p>		 <p>Continued to support smallholder coffee farmers in key regions via partnerships with World Coffee Research, Hanns R. Neumann Stiftung (HRNS), TechnoServe, the U.S. Department of Agriculture (USDA) and Enveritas.</p>
<p>Key Highlights from the Past Year</p>		 <p>Named Food Processing Magazine's R&amp;D Team of the Year in the Large Company category, reflecting our strategic approach to research and development in continuing to innovate and overcome supply chain challenges.</p>	 <p>Through our Meow Mix® brand, we donated more than 1 million cases of cat food in collaboration with our partner Greater Good Charities.</p>
	 <p>Included in the 2023 Know the Chain benchmark report – a key resource for stakeholders aiming to understand and address forced-labor issues – ranking third in the Food &amp; Beverage category, reflecting our ability to support an ethical and responsible supply chain while continuing to deliver for consumers.</p>	 <p>In partnership with the American Peanut Council, continued support of the Sustainable U.S. Peanuts Initiative and its mission to help growers document and measure their environmental footprint and support continuous improvement. In its second year, the project has increased grower enrollment by 144%, representing growers with more than 95,000 acres of peanuts across 10 states.</p>	

## Food Business News

Companies ▾ R&D ▾ Ingredient Markets ▾ Advertising ▾ Subscribe ▾ More ▾

### Science drives Smucker's coffee strategy





Taylors is WCR's largest UK member. Recently, they redesigned their sustainability program + communications, more prominently positioning the investment in WCR as part of their climate commitments. Marketing channels include the Taylors' sustainability impact report + interactive website, web/blog stories, social media, and internal communications channels.

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≡ Explore



The future of our brews, and the livelihoods of those who produce it, face increasing threats from climate change, diseases and low yields. If we want the industry and the people that work in it to prosper, we need to look closely at how tea and coffee is produced and find farming techniques, and plants, that will survive and thrive in years to come.





WCR worked with JDE Peet's to integrate WCR into the L'OR brand story, focusing on the role of diverse coffee varieties in ensuring a future filled with coffee pleasure. Also included support for new product launch, including content for product packaging, story-telling, web and video.

**Navigation:** L'OR | SHOP | OUR STORY | INSPIRATION | Log In | Home | Sustainability | Coffee of the world

**Hero Section:**  
 Coffee of the world  
 WORLD COFFEE RESEARCH

**Text:**  
 L'OR is a passionate coffee expert. We have many coffees from around the world.  
 They do this to create a delightful taste sensation in order to enrich the diversity of coffees from around the world filled with coffee pleasure.  
 "A future full of coffee pleasure for the whole world."

**World Coffee Research and L'OR:**  
 At present, there are few coffee varieties, and they are produced from only a few countries globally. We know that there is a wonderful world of characteristic, unique varieties and passionate farmers all over the world, just waiting to be discovered. That is why at L'OR we have become partners with World Coffee Research.  
 We support World Coffee in its research which will enrich the varieties of coffee around the world. That means passionate research, innovation and education about distinctive and unique coffee varieties, to promote a diverse coffee landscape.  
 This way, we can help farmers choose fertile varieties for a sustainable harvest and also ensure that they can share their delicious coffee with the whole world in a fair way.

Product Name	Intensity	Price
ESPRESSO INDIA	Intensity 10	£3.59
ESPRESSO INDONESIA	Intensity 9	£3.59
ESPRESSO PAPUA NEW GUINEA	Intensity 7	£3.59
ESPRESSO COLOMBIA	Intensity 8	£3.59
ESPRESSO GUATEMALA	Intensity 7	£3.59



De'Longhi selected WCR as one of its strategic partners when launching sustainability strategy in 2022, supported by a blog post and subsequent articles on its Coffee Lounge site.

## Our sustainability partners



Championing a sustainable future for the coffee sector is a commitment that requires the collaboration of everyone involved in its production, together with the support of qualified partners who can educate and guide stakeholders along the coffee chain and allow consumers to make responsible coffee choices.

Thanks to our partnership with Slow Food Coffee Coalition, we aim to support the activities of coffee producers, and empower farmers by increasing consumer knowledge of their best practices and their commitment to producing good, clean and fair-trade coffee.

Climate change is raising new challenges for coffee cultivation in addition to those who work on the plantations: thanks to our partnership with World Coffee Research, we will invest in research that helps grow, protect, and enhance supplies of quality coffee while improving the livelihoods of farmers to safeguard the future of great coffee.





Peet's, a founding member of WCR, has three pillars in their social responsibility strategy: sustainable sourcing, farmer assistance, and community support. WCR represents their collaborative, future-oriented investment, in complement to direct supply chain and community programs. Marketing channels include the Peet's Social Responsibility website, social media, and internal communications channels.

#### PARTNERSHIP SPOTLIGHT

## WORLD COFFEE RESEARCH

In 2012 we founded [World Coffee Research](#) (WCR) with other forward-thinking companies, the only organization applying advanced agricultural science for coffee on a worldwide, collaborative basis. WCR uses research in coffee genetics and agronomy to develop better, GMO-free coffee varieties, establish better agronomic approaches, and create market opportunities that empower farmers to navigate the impacts associated with plant diseases and pests, poor soil health, and climate change.





WCR has worked with Dunkin' to support company-wide education on their commitments to farmers and sustainable sourcing, and to develop ongoing communications for the Dunkin' newsroom and social media channels. Communications have been anchored around Earth Day and National Coffee Day.

BRANDS - SIGN UP FOR EMAIL ALERTS

**DUNKIN' NEWSROOM** NEWS BLOG FACT SHEETS MULTIMEDIA INVESTORS ABOUT US CONTACTS

Blog Post > This Is Coffee > September 27, 2019

## How Dunkin' Is Helping Ensure The Future of Coffee



This Sunday, September 29, is National Coffee Day, and in celebration of one of our favorite holidays, we're giving our fans a behind-the-scenes look at all-things coffee at Dunkin'. Be sure to check out the [Behind the Beans](#) blog for a special blog series featuring exclusive National Coffee Day content.

**Fun fact:** to produce one pound of Dunkin' Original Blend coffee, it takes the entire harvest of a coffee tree. This means it takes 125 billion coffee trees to produce the coffee in Dunkin' Original Blend each year! Keeping our guests happy (and caffeinated!) means supporting farmers to help keep their coffee trees healthy and thriving year after year. That's why Dunkin' and National DCP (NDCP), the franchisee-owned supply chain serving Dunkin' restaurants, are fueling research toward coffee sustainability efforts that will benefit coffee farmers around the world through a strategic initiative with World Coffee Research (WCR), a nonprofit collaborative research and development program of the global coffee industry.

As part of a 5-year agreement, kicked off in 2018, a percentage of sales from every pound of Original Blend coffee beans sold to Dunkin' franchisees for use in Dunkin' restaurants goes to WCR in support of coffee sustainability efforts. This financial contribution, which could amount to \$2MM over the course of the agreement, will support WCR's mission to grow, protect and enhance supplies of quality coffee, while improving the livelihoods of the families who produce it.

Conducting science to create a brighter future for coffee isn't something one company can do alone. Dunkin' and NDCP are leading a coalition of coffee companies from across the globe to support WCR. Together with industry peers, we are helping advance coffee science to ensure the future of coffee.

So what types of things are actually happening to ensure we never know a world without coffee? Keep reading for a few examples of the work with WCR that Dunkin' is helping to fuel!

**New climate-smart coffee varieties.**

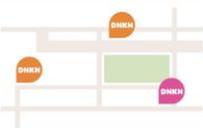
Most of the coffee trees grown around the world are adapted to a relatively narrow range of environmental and climate conditions. Dunkin's support of WCR's breeding program is changing that. WCR is working to create more productive, higher quality varieties of coffee. Improved varieties provide farmers with more income from the land they farm, reducing the pressure to cut down forests or use other unsustainable environmental practices. Currently there are 56 new varieties in development (non-GMO!) and the trees are producing their first harvests right now. The top performers will be selected for release to farmers. By 2050, billions of coffee trees growing around the world will be the result of these breeding efforts.



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**FIND YOUR DUNKIN'**

Get directions and details on the Dunkin' nearest to you!

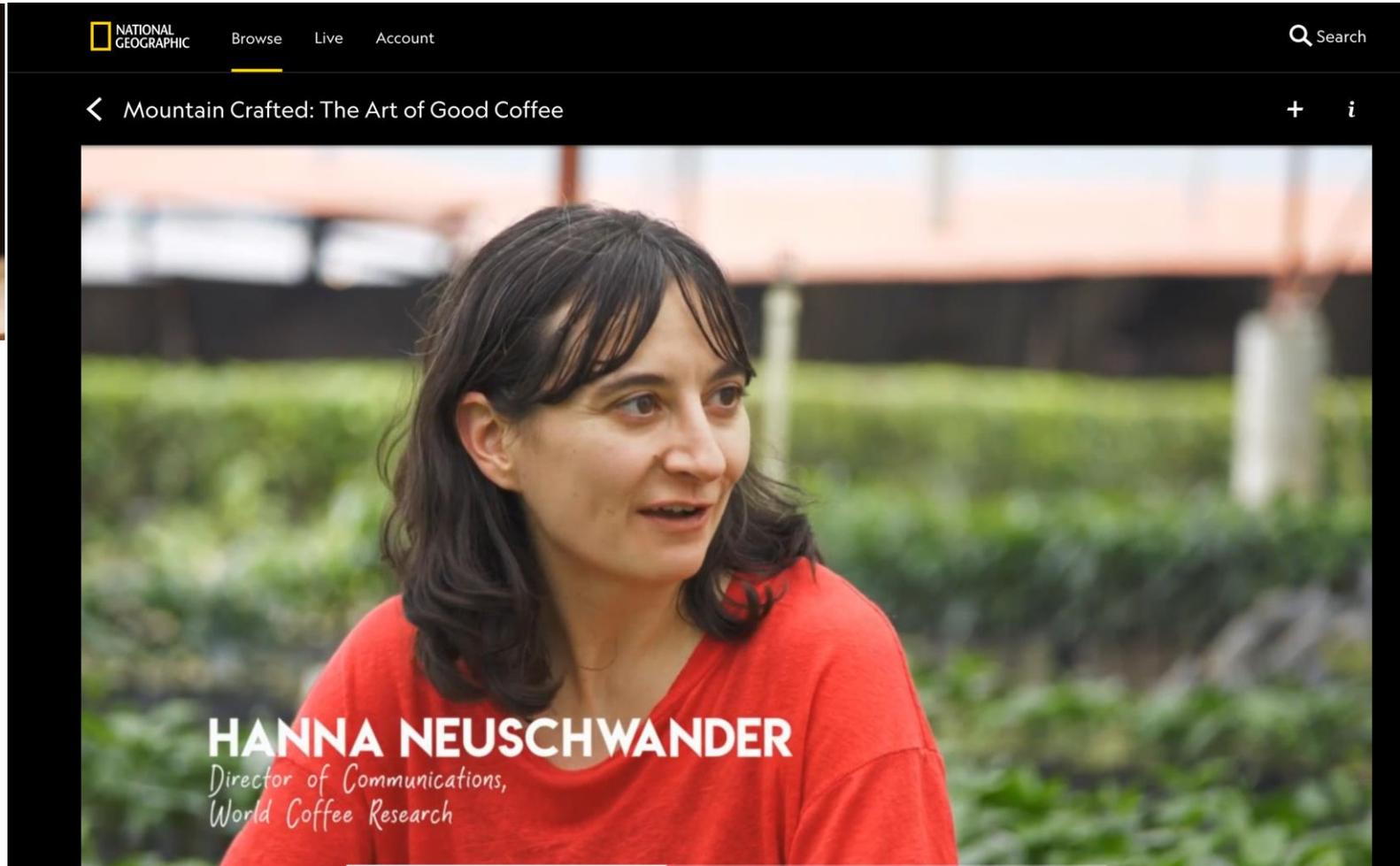
[Search Now](#)

The future of coffee is in your hands.





WCR worked with KDP's flagship coffee brand, Green Mountain Coffee Roasters, to highlight WCR's breeding program in a half-hour National Geographic docu-special, *Mountain Crafted: The Art of Good Coffee*. Included on-site filming at WCR partner research site in Costa Rica.





Long-time WCR member PROBAT emphasizes shared values around science and innovation in regular features about WCR in its customer magazine and newsletter publications, as well as events.



— Dr. Jennifer „Vern“ Long ist die neue Geschäftsführerin von World Coffee Research. Im PROBAT MAGAZINE spricht sie über den hohen Stellenwert von Partnerschaften innerhalb der Kaffeewirtschaft.

Im Jahr 2012 gründete die globale Kaffeewirtschaft WCR. Treiber hierfür war die Erkenntnis, dass der Kaffeeanbau bei steigender Nachfrage langfristig nur dann zu einer profitablen und nachhaltigen Existenzgrundlage werden kann, wenn die Innovationskraft innerhalb des Kaffeesektors – unter Beachtung der Regenerationsfähigkeit der natürlichen Ressourcen – zunimmt. Heute betreibt WCR Forschungs- und Weiterbildungsaktivitäten in über 27 Nationen weltweit, in einem Netzwerk von über 92 Partnern und 34 Teammitgliedern in zwölf Ländern, mit Niederlassungen in Maracajá, Portland, Kigali und Santa Ana, El Salvador.

#### Partnerschaftliche Zusammenarbeit

„WCR ist noch immer eine recht junge Organisation. Innerhalb der ersten fünf Jahre haben wir uns vorrangig auf die Inbetriebnahme von Testnetzwerken konzentriert. Es gibt zwei große Netzwerke – eines für Sortenversuche an Forschungsstationen in 22 Ländern und eines für Feldversuche, um die Rentabilität verschiedener Sorten und Anbauverfahren zu testen. Das war unglaublich viel Arbeit. Deshalb freuen wir uns sehr, dass wir in diesem und im nächsten Jahr mit der Ernte beginnen können. 2020 werden wir also jede Menge relevante Daten generieren und der Branche berichten können, was wo funktioniert“, erklärt Long. World Coffee Research arbeitet kooperativ. Ein Team von über 20 Agronomen betreut das weltweite landwirtschaftliche Feldversuchsnetz zusammen mit lokalen Partnern. Unsere Agronomen sind ständig vor Ort, überprüfen Pflanzen, besuchen Baumchulen und sammeln Daten. Die wissenschaftliche Leitung hat dabei in erster Linie eine Moderationsfunktion für unsere Forschungspartner auf der ganzen Welt. Neben den Feldversuchen arbeitet WCR an zahlreichen weiteren Projekten, um die Kaffeeforschung voranzubringen und Wissen an die Produzenten weiterzugeben. Im November 2019 wurden beispielsweise kostenlose Handbücher eingeführt, um Baumchul- und Saatgutproduzenten bei der Optimierung ihrer Arbeit zu helfen.

#### Die Industrie als Partner der globalen Kaffeeforschung

In der Vergangenheit war die Industrie nicht an diesen Bemühungen beteiligt. Nachhaltigkeit in der Kaffeeproduktion zu gewährleisten, befähigt Unternehmen, an der globalen Kaffeeforschung teilzuhaben. Wir arbeiten eng mit Regierungen, nationalen Kaffeeforschungsinstituten, Forschungseinrichtungen, Kaffeewissenschaftlern, NGOs, Agronomie- und Beratungsinstitutionen zusammen. Dabei werden Forschungsprogramme entwickelt, die nationale Bemühungen ergänzen und verstärken und so der globalen Kaffeewirtschaft ermöglichen, ihre großen Herausforderungen zu bewältigen“, sagt Long.

Aktuell wird WCR von über 185 Kaffeeunternehmen unterstützt, von winzigen Mikrobetrieben bis hin zu multinationalen Exportunternehmen. Dabei bilden Röster die Mehrheit der Gemeinschaft. Andere verbundene Unternehmen sind Espressohersteller, Geträinlassautomatenhersteller und Verpackungsunternehmen. „PROBAT war 2011 WCR-Gründungsmitglied und ist seitdem aktiv. Sowohl PROBAT als auch WCR tragen Innovations- und Forschungsideen in ihrer DNA, unsere Werte sind deckungsgleich. PROBAT stellt auf beispielhafte Weise langfristige, vorwettbewerbliche Unterstützung bereit, die unerlässlich ist, um die Branche voranzubringen. Um den Kaffeeanbau zu verändern, brauchen wir eine ehrgeizige, vernetzte, globale Agenda und ein hohes Maß an Kooperation“, beschreibt Long den gemeinsamen

— World Coffee Research's new CEO Dr. Jennifer "Vern" Long on the importance of partnership and collaboration and how the organization gets supported by the coffee industry.

WCR was formed by the global coffee industry in 2012, with the recognition that innovation in coffee agriculture is necessary to transform coffee production into a profitable, sustainable livelihood that can meet rising demand while also safeguarding natural resources. Today, WCR has trial sites and research activities taking place in 27 countries, nearly all of them operated collaboratively with a network of over 92 partners. There are 34 team members in 12 countries, with clusters in Maracajá, Portland, Kigali, and Santa Ana, El Salvador.

#### Working through partnership and collaboration

“WCR is still a young organization. During the first five years, we concentrated heavily on getting trial networks up and running. There are two major networks – a network of variety trials located on research stations in 22 countries and a network of trials in farmer fields, testing the profitability of different varieties and agronomy treatments. Together, those trials involve over 50 partners. That was a tremendous amount of work. We are thrilled because those trials are starting to produce harvests this year and next. It means that 2020 is the year we will begin to have a lot of relevant data to report to the industry about what is working where,” explains Long. World Coffee Research works through partnership and collaboration. There is a team of over 20 agronomists worldwide who oversee the farmer field trial network, and who work with local partners—they are in the field constantly, checking on plants, visiting nurseries, collecting data. The scientific leadership act primarily as facilitators, working with all research partners around the world to keep WCR's programs on track. But it's not only the field trials that keep WCR busy. There is a lot of other work to advance coffee science and bring knowledge to producers. For example, the coffee sector lacks competent systems to deliver healthy plants to farmers. In November 2019, WCR launched free manuals for nursery and seed producers to improve their operations.

#### Enabling industry to be a partner in setting the agenda for global coffee research

Historically, industry has not been part of these efforts to ensure sustainability of coffee production. “WCR enables the industry to be a partner in setting the agenda for global coffee research. We then work closely with governments, national coffee institutes, university researchers, coffee scientists, NGOs, agronomy and extension organizations to design and implement research programs that complement and strengthen national efforts, and enable the global community to address the biggest challenges facing coffee,” Long says. WCR is supported by over 185 coffee companies, which range from tiny micro-roasters to multinational exporting companies, and everything in between. Roasters make up the majority of the membership. Other allied companies include espresso manufacturers, beverage dispensing equipment manufacturers, and packaging companies. “PROBAT was a genesis donor of WCR in 2011 and now contributes annually. We both have innovation and research woven into our DNA—our values align perfectly. PROBAT is a leader in providing the kind of pre-competitive, long-term support essential for delivering the impact the industry both needs and expects. We can't transform coffee agriculture one small project at a time—it takes an ambitious, interconnected, global agenda, and lots of partnership,” says Long.



Tchibo published a lively dialogue between Sustainability Director Pablo von Waldenfels and WCR's Hanna Neuschwander in 2022, focused on the launch of the Innoeva Breeding Network and Pablo's site visit in Costa Rica.



WORLD COFFEE RESEARCH

## Coffee Breeding Network for Long-term Coffee Supplies





# SOCIAL MEDIA

Social media is a low-barrier way for all brands to promote membership to WCR and showcase it publicly. We are available to collaborate and re-share posts for maximum visibility.

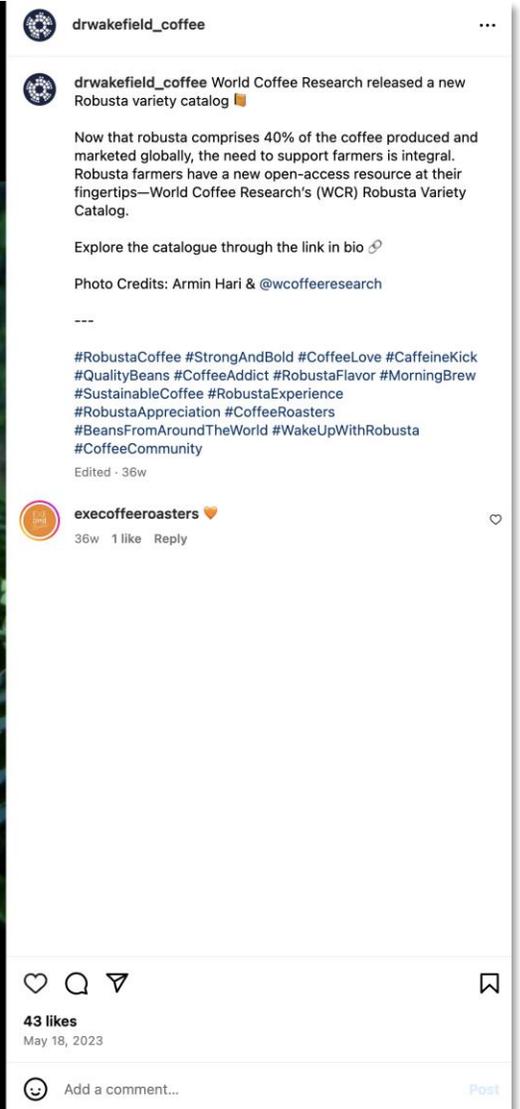


# DRWakefield

EST. 1970

DRWakefield Coffee promoted one of our news stories about our new robusta variety catalog on their social media in 2023—and built on it with a Q&A-style article focused on robusta.

TIP: We shared this news via our shareable updates newsletter, which provides bite-sized timely messages on a bi-monthly basis for marketing teams to easily copy/paste.





National DCP recently shared a video featuring the members of our board of directors on their social media. This video explains why membership to WCR is important and encourages others to make the investment in our work.

TIP: We have many other videos like this one available for sharing on our YouTube channel!

 **National DCP, LLC**  
Food and Beverage Services



We are proud to partner with [World Coffee Research](#) in their mission to grow, protect and enhance supplies of quality coffee while improving the livelihoods of the families who produce it. Over the course of our partnership, NDCP has contributed more than \$2 million to support WCR's important work in coffee innovation. Take a look at why NDCP and other companies are making the investment to secure coffee supplies for future generations.



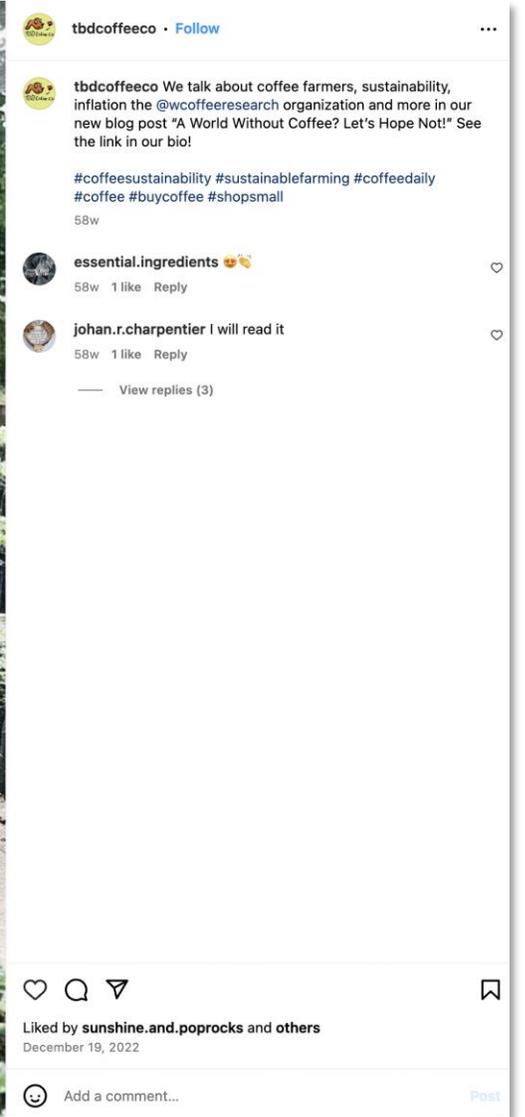
**World Coffee Research: The future of coffee**

[youtube.com](#)



In 2022, TBD Coffee Co. published a blog about the future of coffee—including farmers, sustainability, and inflation—featuring our work.

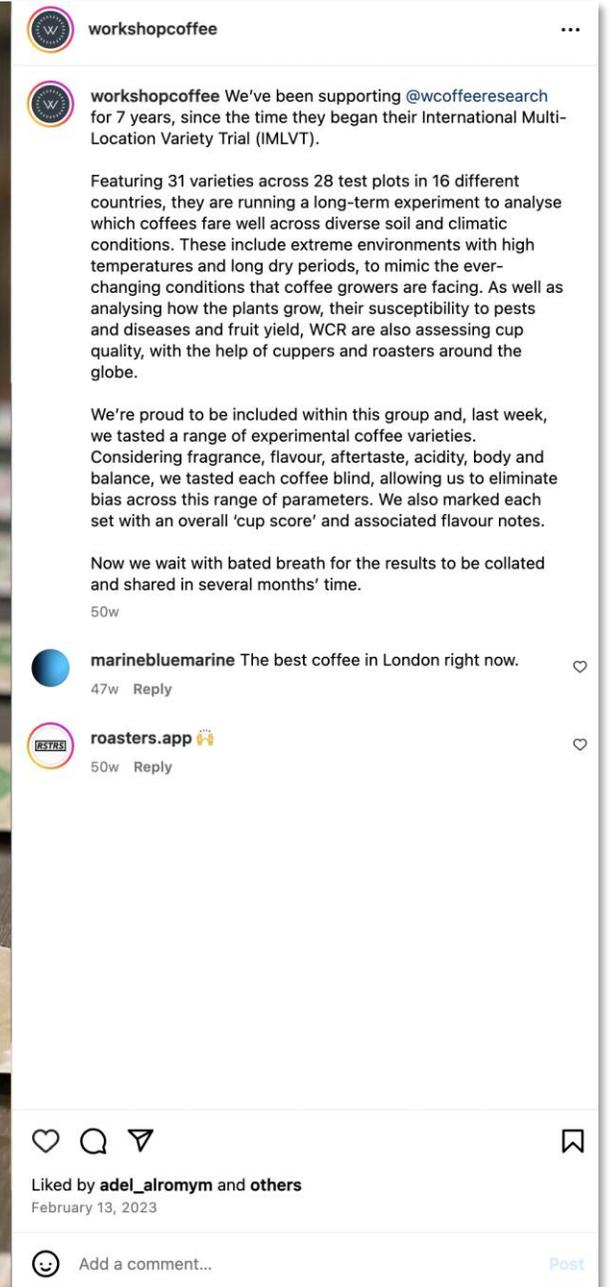
TIP: This post was created using a photo from our photo kit!





Workshop Coffee, which participates in quality trials for our International Multilocation Variety Trial (IMLVT), showcased its cupping experiment on social media in 2023 to promote its membership and our research.

TIP: Connecting your posts to our research and programs can showcase the value of your support!





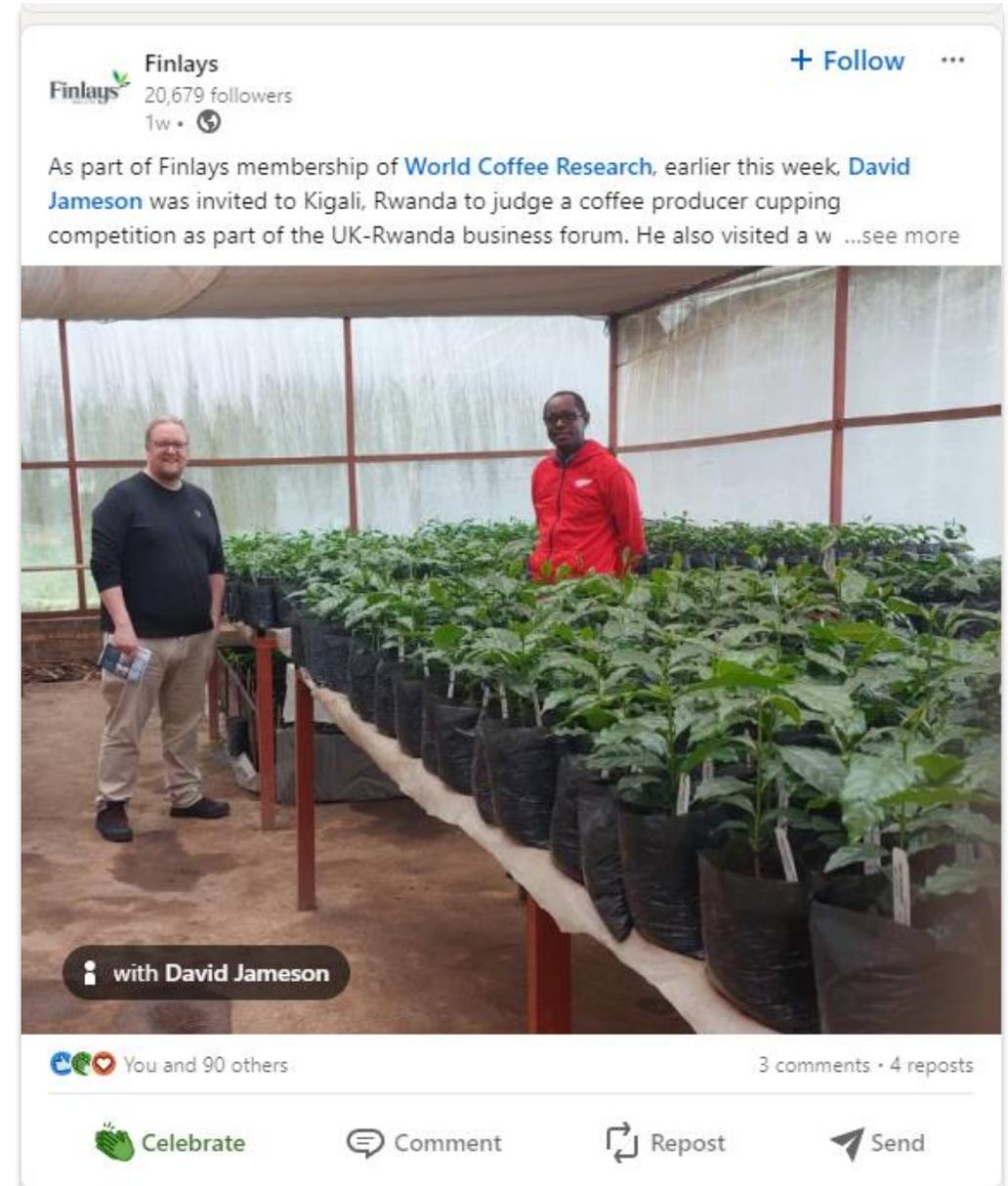
Covoya Specialty Coffee celebrated Earth Day in 2023 by sharing a post about their support of our work. They used copy from our mission statement to help their audience understand what we do and why we do it.

TIP: While Covoya used their own image, we also supplied members with a social kit for Earth Day this past year!





New WCR member Finlays excitedly communicated their new membership in WCR with a post about coffee buyer David Jameson's visit to WCR's trials on the Rubona Research Station in Rwanda, together with WCR Breeder Dr. Simon Martin.



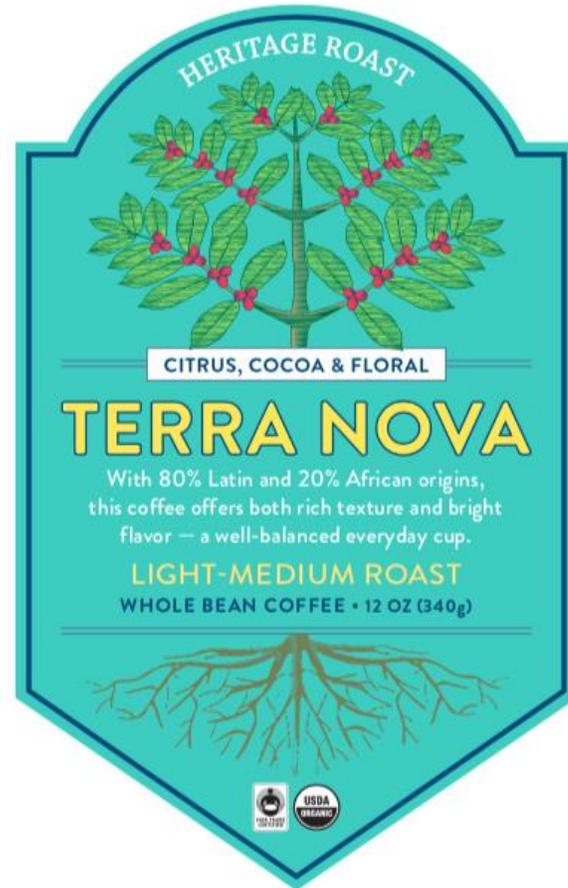


# PRODUCT MARKETING

Product marketing approaches tend to be used by specialty roasters and smaller donors, sometimes tied to limited-run products



Tony's Coffee partnered with the PCC chain of grocery stores in the Seattle area to market a special blend of sustainable coffee, with 50 cents returned to WCR. The primary marketing channel was bag design and in-store signage.



## SIP TO A SUSTAINABLE FUTURE

Terra Nova isn't just delicious, organic, fairly traded coffee. For every bag sold, we'll donate 50 cents to PCC Farmland Trust to protect local farmland, and 50 cents to World Coffee Research to support regenerative farming practices in coffee-growing regions around the world — both of which help keep carbon in the soil and out of the atmosphere.

**PCC FARMLAND TRUST** protects and stewards threatened farmland in Washington, keeping land in production and supporting the next generation of farmers.

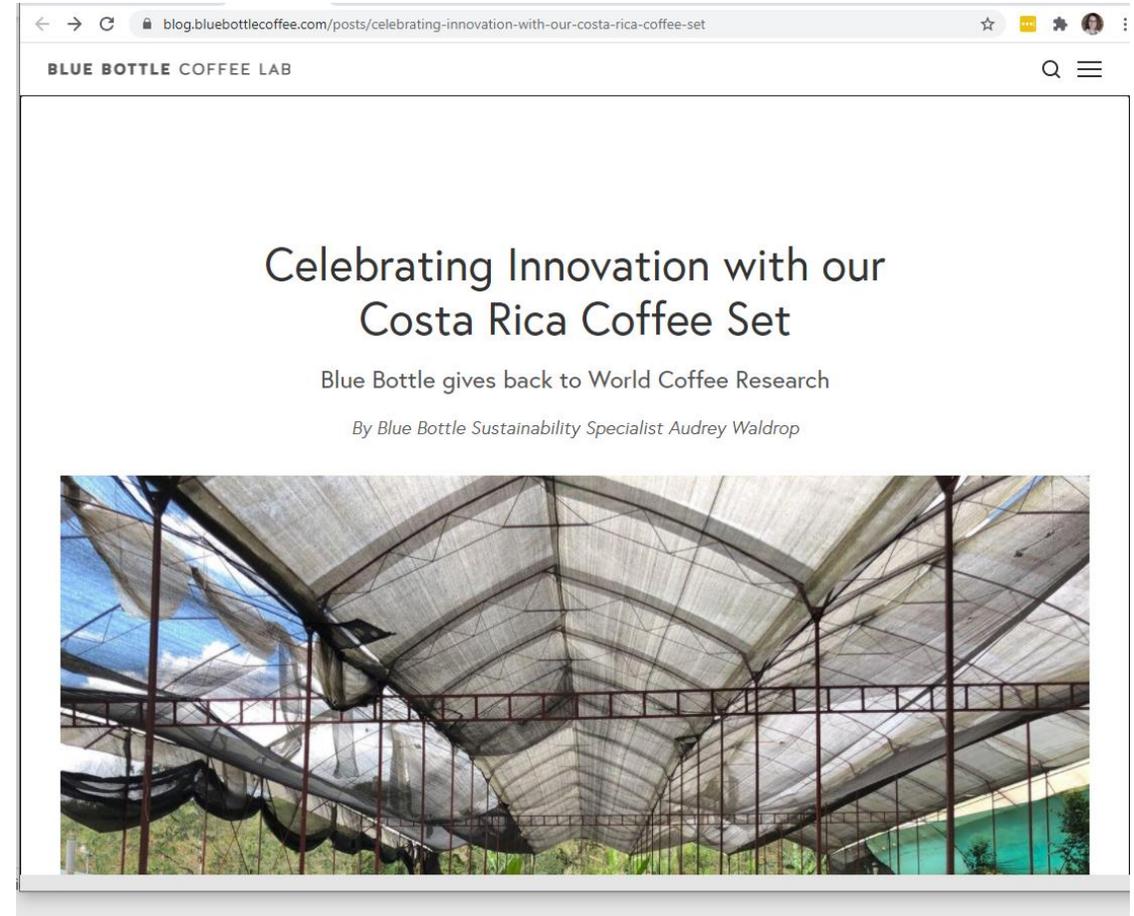
**TONY'S COFFEE** in Bellingham, Washington sources exclusive craft coffees from smaller farms and estates around the globe who are doing good while growing superior coffee.

Distributed by PCC Community Markets, Seattle, Washington 98121  
Certified Organic by Washington State Department of Agriculture



**BLUE BOTTLE  
COFFEE**

Blue Bottle Coffee donated a portion of proceeds from its Costa Rica Coffee Set to WCR during the 2020 holiday season. A blog post described WCR's commitment to innovation and new F1 hybrids planted in several locations, including a research farm in Costa Rica.



**ROAST  
HOUSE**

Roast House Coffee supports WCR through the Checkoff Program, contributing cents for every pound of coffee. They added the WCR logo to the new redesign of their product packaging.





Clif featured WCR in their coffee product line marketing, including bar wrapper, web content, and social media.

## The Ultimate Energy Bar-ista

<p>CONTAINS 65MG <b>1 SHOT ESPRESSO*</b> CAFFEINE**</p>	<p>MADE WITH <b>ORGANIC</b> COFFEE BEANS</p>	<p>PLANT-BASED <b>9g</b> PROTEIN</p>	<p>NON-GMO PLANT BASED</p>
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With 65mg of caffeine in every bar—equivalent to a shot of espresso—you'll have the energy to tackle any adventure.



In keeping with our company mission to serve people and the planet, we partnered with Sustainable Harvest to source coffee beans that are traceable, organic, and fair trade certified.



For every pound of coffee sourced, we'll make a donation to World Coffee Research, a global organization dedicated to enhancing coffee supplies while improving the lives of the families who produce it.



**MORNINGS TYPICALLY START WITH A CUP OF JOE.** There's just something about the taste and aroma that always gets us going. (The caffeine doesn't hurt either!) Celebrating coffeehouse flavors was a no-brainer, but doing it the right way—the Clif Bar way—took effort. That's why we've partnered with Sustainable Harvest® to responsibly source organic coffee beans from Colombia. We're also committed to making contributions to World Coffee Research to combat climate change's effect on the coffee supply chain. After all, coffee can't be the only thing that gets us up in the morning.

*Andy & Kit*  
Founder and Co-CEOs, Clif Bar & Company

\*USDA reference database for 1 fl. oz. of espresso is 63mg of caffeine.  
\*\*Caffeine can range between 60–70mg. Not recommended for pregnant women, children under 18 years old, or people sensitive to caffeine.

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# *Camber*

Camber Coffee debuted a limited release World Coffee Research Benefit Series of coffee in 2020 (in addition to their membership contribution) and WCR's Hanna Neuschwander joined them for a talk on Instagram Live.

