



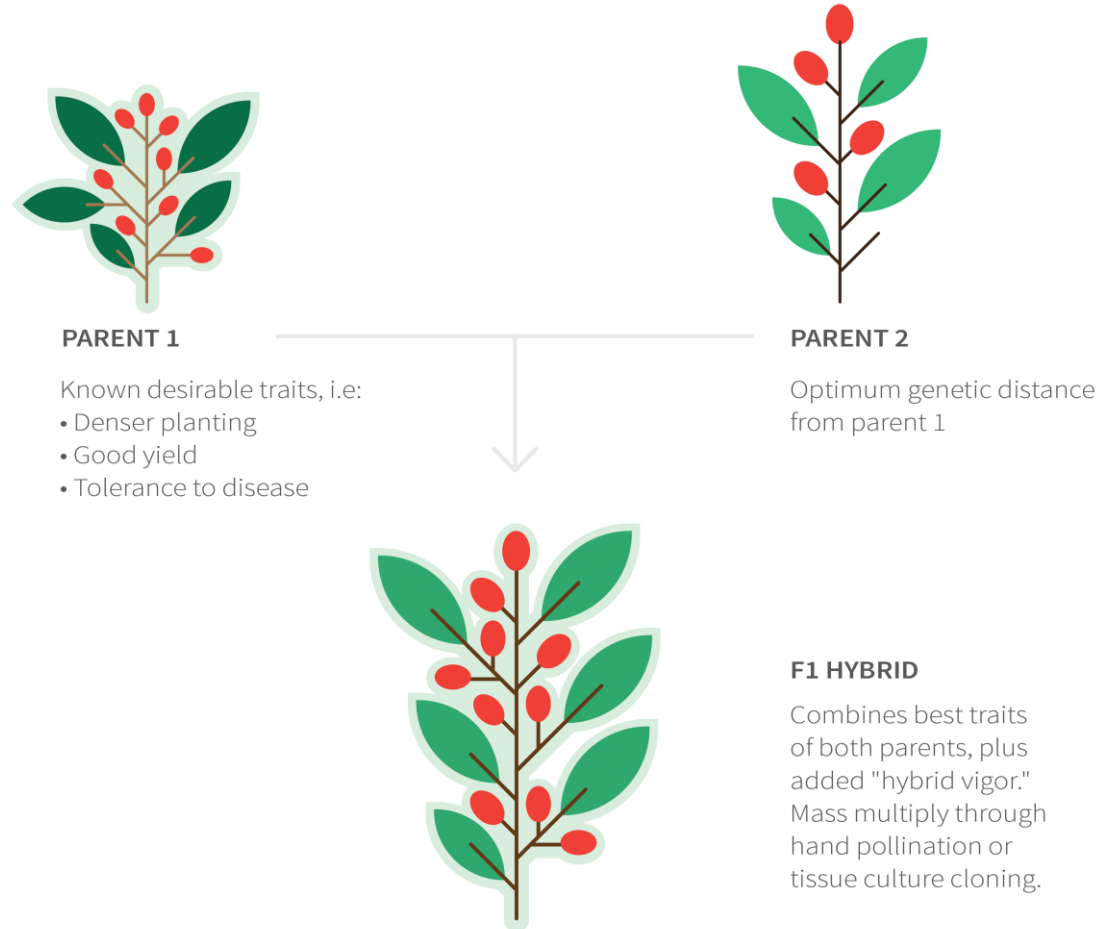
Do you want to tell the story of your investment in World Coffee Research?

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

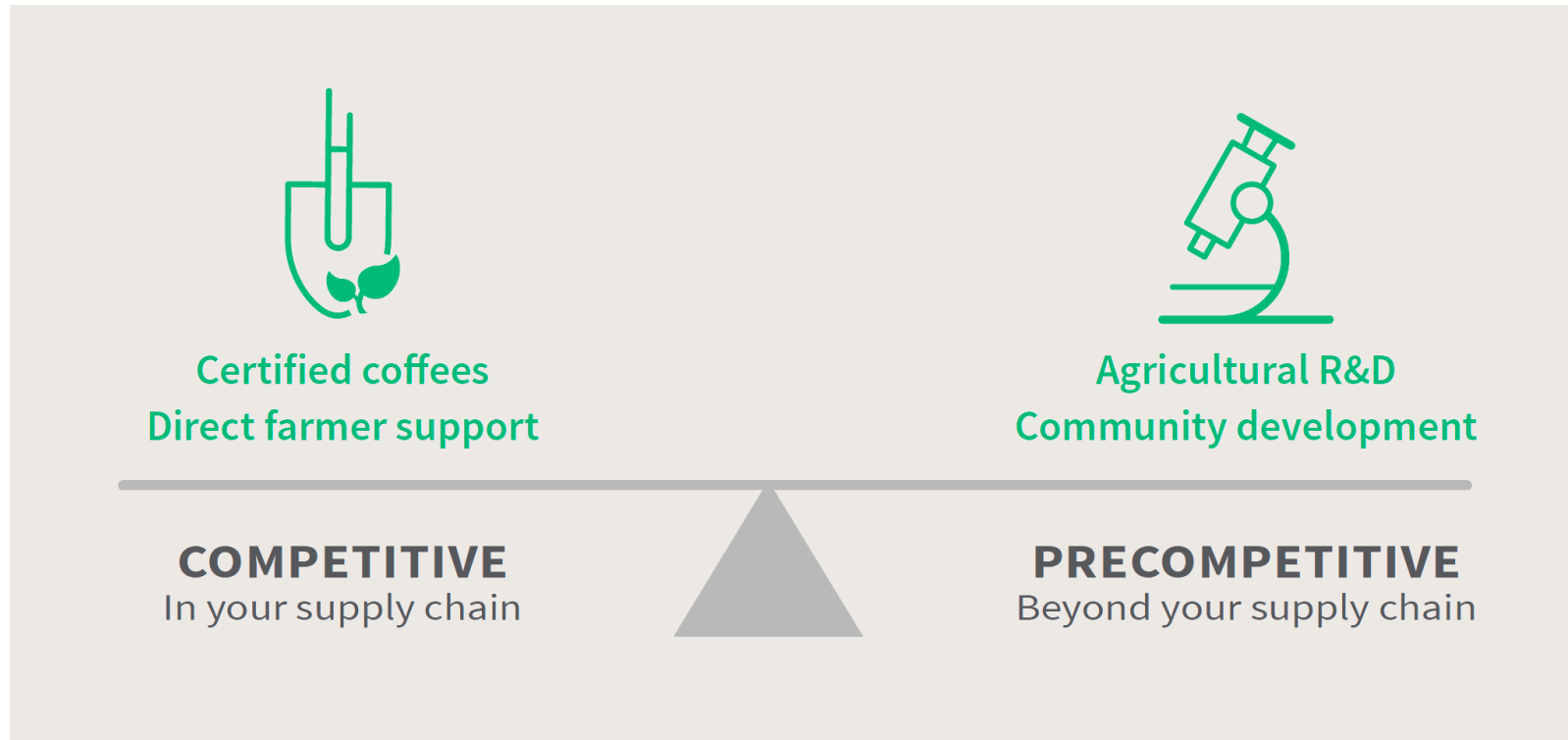
# Improving coffee varieties is the heart of what we do

## Breeding matters

- It's a long-term investment—15-30 years to develop a new variety
- Necessary for stable/sustainable supply of high-quality coffee—all crops do it
- Breeding improves yields, disease resistance, and cup quality
- In coffee, producing countries develop new varieties for farmers—WCR supports them to succeed



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!*

# Still, coffee 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.





## Why invest in the future of coffee?

The challenges facing coffee are bigger than any one company can solve. Through collaborative investment in agricultural R&D, we create the foundation for a vibrant and sustainable coffee sector in diverse coffee origins.

- Improve coffee's goodness
- Sustain origin diversity and global supply
- Address the climate crisis
- Achieve impact 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.



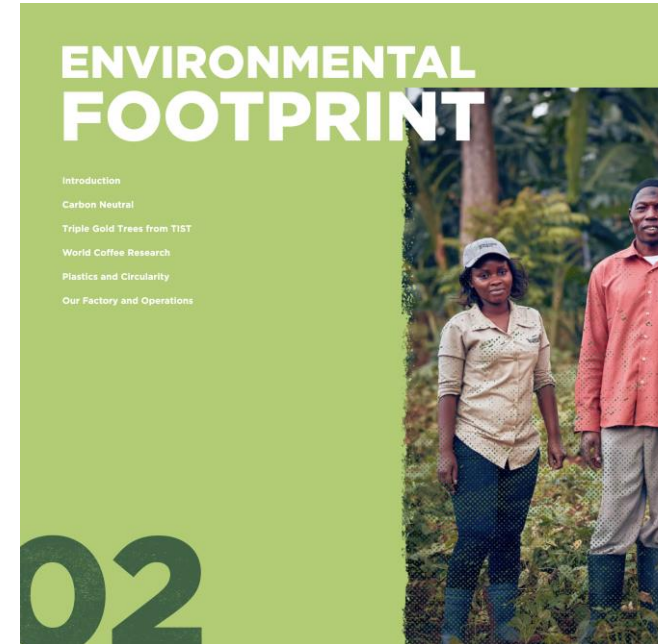


# BRAND STORIES

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.



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.







L'OR

SHOP | OUR STORY | INSPIRATION

Log In | |

Free delivery when you spend £30

up to 2 business days of delivery

Free returns

Home | Sustainability | Coffee of the world

Coffee of the world

L'OR is a passionate coffee expert. We have many α

They do this to create a delightful taste sensation in  
to enrich the diversity of coffees from around the wα  
filled with coffee pleasure.

"A future full of coffee pleasure for the whα"

Feedback

L'OR

### 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.

ESPRESSO INDIA  
Intensity 10  
 £3.59

ONLINE ONLY  
ESPRESSO INDONESIA  
Intensity 9  
 £3.59

ESPRESSO PAPUA NEW GUINEA  
Intensity 7  
 £3.59

ESPRESSO COLOMBIA  
Intensity 8  
 £3.59

ONLINE ONLY  
ESPRESSO GUATEMALA  
Intensity 7  
 £3.59



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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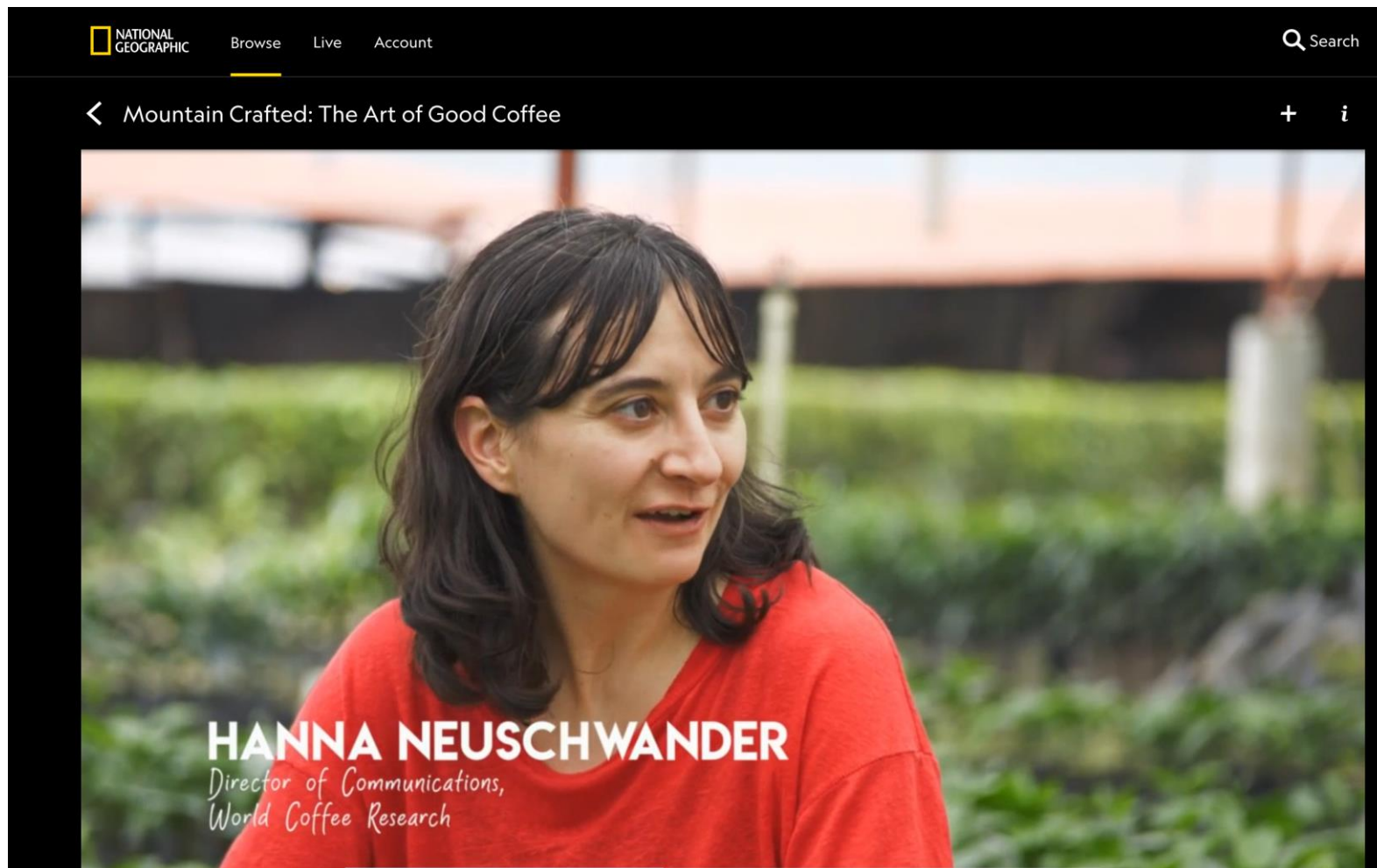
The future of coffee  
is in your hands.







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.





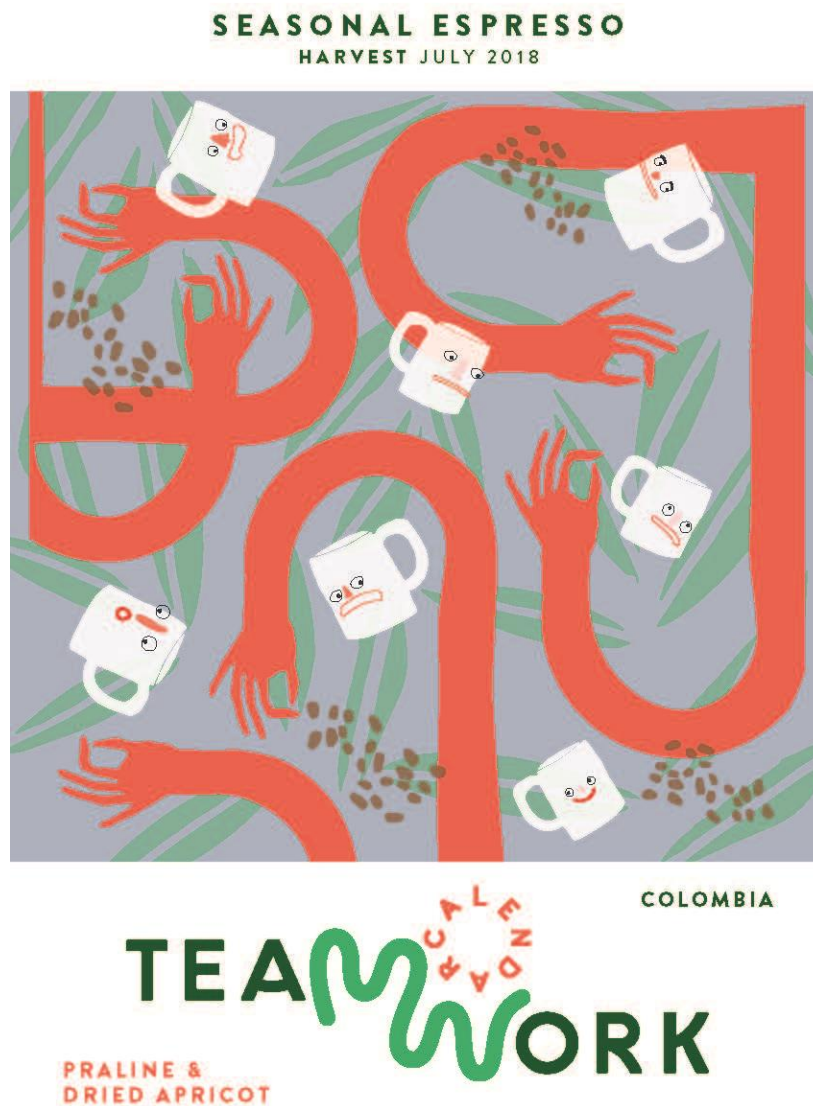


# PRODUCT MARKETING

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



Calendar Coffee, an Irish specialty roaster, contributes €0.50 of every kilo of their seasonal espresso blend sold to World Coffee Research. They position the contribution as helping farmers adapt to the challenges of climate change. The primary marketing channels are bag design + web.



By 2050, climate change is set to halve the amount of land currently used for growing coffee. As temperatures rise and extreme weather becomes more frequent, coffee farming is becoming increasingly difficult and less profitable for many producers across the globe.

World Coffee Research is a non-profit organisation providing farmers with the tools, knowledge, and plants necessary to adapt in a changing climate. Together with our importing partners Caravela, we are donating €1 from every kilogram of TEAMWORK Seasonal Espresso to support their work.

Let's invest in the future of coffee!

**PRODUCER**

49 Smallholder Farmers

**REGION:**

Tolima

**VARIETY:**

Caturra, Castillo,  
Colombia

**PROCESS:**

Washed

**ROAST:**

Enjoy within 3 months of roast date

This bag is 100% recyclable. Artwork by Cadi Lane

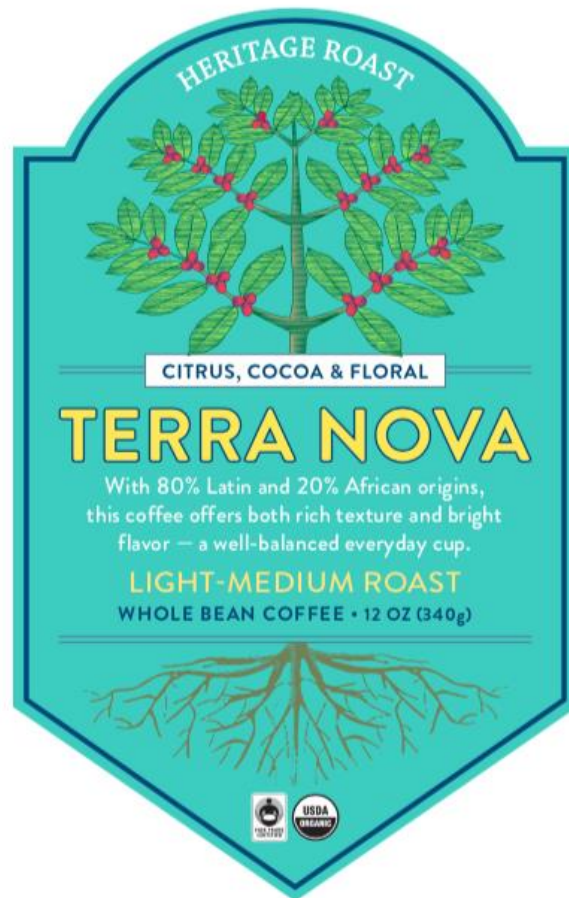
—  
**CALENDARCOFFEE.IE**

—  
Ahaglugger, Barna, Co. Galway, Ireland

**250G**



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.

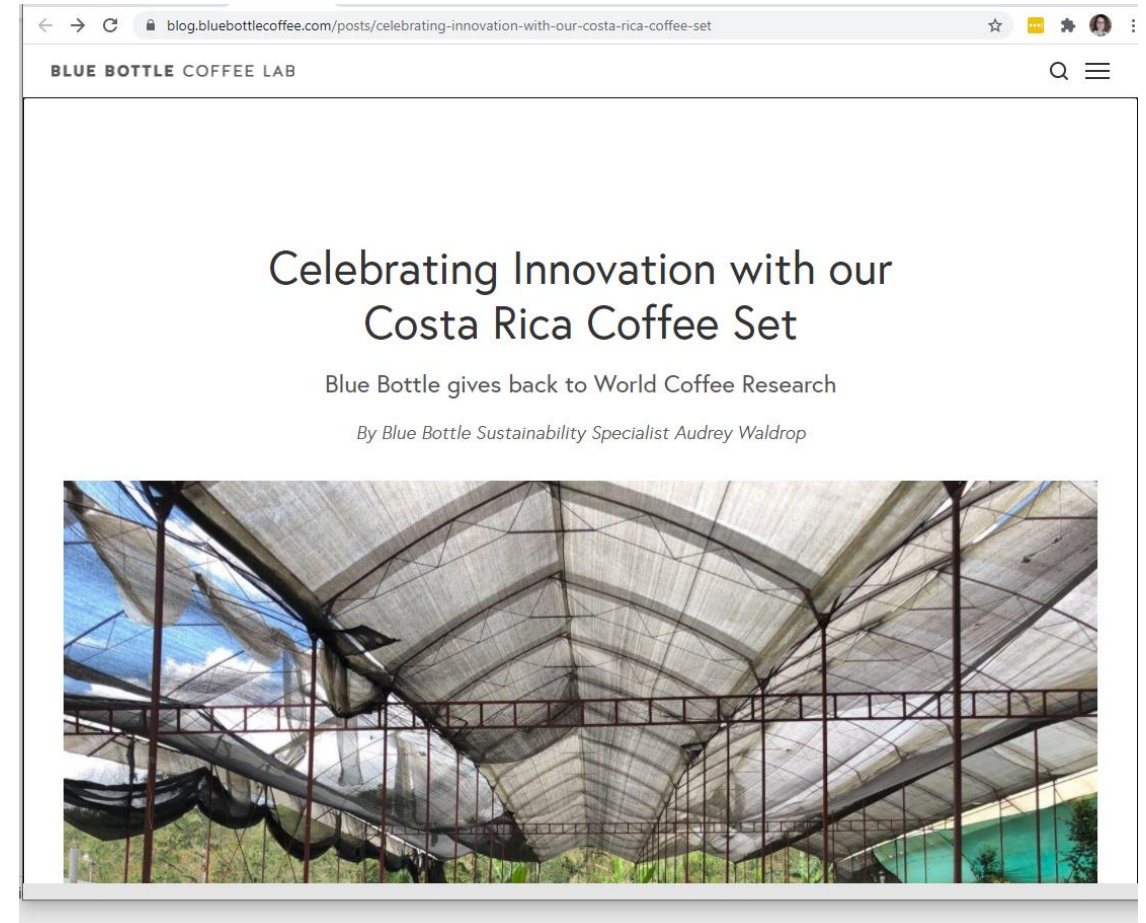
**PCC FARMLAND TRUST** protects and stewards threatened farmland in Washington, keeping land in production and supporting the next generation of farmers.

**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 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.







The Gentlemen Baristas donated a portion of proceeds from its special Ethiopian single origin coffee to WCR during Summer 2021.



## HATS OFF TO... WORLD COFFEE RESEARCH

£12.00

Tax included. [Shipping](#) calculated at checkout.

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**Origin:** Botto, Gomma, Jimma, Ethiopia, Semi-Forest Highlands

**Cultivar:** Mixed Heirloom

**Process:** Honey

**Altitude:** 1950-2200m

**Tasting Notes:** Apricot, Bergamot, Lemon Peel

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Producer; Mustafa Mohammed Ali

Drying; Raised Beds - manual harvest

What is forest coffee?

Ethiopia is the birthplace of Arabica coffee where you can still find different varieties growing wild and semi-wild in parts of the primary forests. This particular high-quality coffee is shade grown in South Western Ethiopia. It is grown

# RAWBEAN PROPER COFFEE

Raw Bean Limited donated a portion of proceeds from its five different ground coffees to WCR during Summer 2021.

## ABOUT THIS COFFEE



Some decaffeination methods can affect flavour, body and aroma so we use the Swiss Water® process, a 100% chemical free method that preserves the characteristics of the origin. Perfect for this Colombian single estate coffee.

Proud to support World Coffee Research projects for:

- › Higher quality coffee
- › More productive coffee farms
- › More sustainable and dignified livelihoods for coffee farmers



## PREPARING THE PERFECT CUP

Grind your beans the way you like them. You'll need one heaped dessert spoon of ground coffee per cup (if you'd prefer it stronger, add more). You can always add more water once brewed if it's too strong. Allow the kettle to come off the boil to avoid scalding the coffee. For best results, add a few drops of water to wet the grounds before topping up, then leave to infuse for up to five minutes.

YOU'RE GOING TO NEED A COFFEE GRINDER...



...AND ONE OF THESE...



ROASTED AND PACKED WITH LOVE IN THE UK **227g e**

## ABOUT THIS COFFEE

These beans are grown in a mountain region of Southern Mexico, at 1150–1300 masl. The cooler mountain temperatures produce slower growth and the higher elevation reduces the amount of water in the fruit, both of which result in deeper, more interesting and intense flavours.

Proud to support World Coffee Research projects for:

- › Higher quality coffee
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## PREPARING THE PERFECT CUP

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...AND ONE OF THESE...



ROASTED AND PACKED WITH LOVE IN THE UK **227g e**



Exhale Healthy Coffee donated a portion of proceeds from its different coffees to WCR during Fall 2021.



## Your healthy coffee habit

Brace yourself: coffee beans aren't actually beans, they're the seeds of the Rubiaceae cherry plant, and they're bursting with fruity goodness (including the mighty vitamin B3). They say colourful foods are the healthiest, but you may be surprised that the coffee fruit goes through almost every colour of the rainbow as it ripens.

But how on earth do you keep all the goodness of the raw seed in a bag of dried, brown coffee? The magic is in the unique way we source and roast our coffee - which locks in more of the good stuff while keeping out the bad, such as mycotoxins and pesticides. We also carry out nine different tests at labs across Europe to ensure we have one of the healthiest coffees on Earth (that tastes pretty damn good too).

So go sip your morning brew safe in the knowledge it's ridiculously good for you - then don some fluorescent Lycra, smash your PB...and exhale.

### WHAT'S IN IT FOR YOU?\*

- increased energy
- brain support
- stress buster & psychological support
- reduction of fatigue

### HOUSE ROAST ORGANIC COFFEE

WHOLEBEAN / MEDIUM FINE

Scan the QR code to view tasting notes, learn more about the coffee's provenance, and see what goes on at our labs. And for those interested in taking things to the next level (superhero), you can discover ways to supercharge performance and boost recovery - all with a strategic brew.



To brew in a small cafetiere use 17g or 2 heaped tbsp. Add hot water 30s off the boil. Stir after 30s and plunge after a total of 4mins. For other brew methods follow the QR code.

TEST	per 100ml	95%
Energy (kJ/kcal)	0.0	
Carbohydrate	0.0	
Protein	0.0	
Moisture	0.0	100%

\*Every 2 cups of coffee daily as part of a balanced diet and healthy lifestyle. 2 cups of exhale coffee actually provide 20% of your RDA of antioxidants. Exhale contributes to overall energy yielding metabolism, the normal functioning of the nervous system, normal psychological function and the reduction of tiredness and fatigue.

Roasted fresh on: xx/xx/xxxx  
Best before end: xx/xx/xxxx  
At it's best for 6 weeks, use within 3 months of roast date.

225g @yourexhale  
Highway Miles Coffee Ltd, 14 Cootagh Rd, W15 5AB

We love health and coffee, but also trees and squirrels. We've earned these badges that prove our coffee won't screw squirrels. Check out the full story about our environmental commitments at [www.exhalecoffee.com](http://www.exhalecoffee.com)

Certified  
PALEO FRIENDLY  
PENDING

1% FOR THE PLANET

WORLD COFFEE RESEARCH

compost net Our peck is made 100% from plants





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





Gimme! Coffee featured WCR in its cause-marketing product, the “Rally” coffee line, in 2018. Marketing materials included bag design, web and social media content.

**We can't function  
without coffee.**



**The coffee varieties we know and love  
may not withstand the environmental  
threats of the 21st century.  
A global coffee shortage is predicted.**



**World Coffee Research is working on  
solutions to protect the livelihoods  
of coffee farmers and the businesses  
that depend on them.**



**Through scientific research,  
they are focusing on developing  
new coffee varieties to ensure  
the future of coffee.**



**#climatechangeisreal**



**We are giving \$1  
for every Rally bag sold  
to climate-focused  
nonprofit organizations.**

#### **World Coffee Research**

Climate change is considered one of coffee's biggest long-term threats. Rising temperatures, increasing weather volatility, and increased prevalence of diseases and pests associated with climate change contribute both to lower yields and lower quality, affecting the economic security of coffee farmers.

World Coffee Research is the only organization in the world applying advanced agricultural science for coffee on a world-wide, collaborative basis. WCR recognizes that innovation in coffee agriculture is necessary to transform coffee producing into a profitable, sustainable livelihood. [worldcoffeeresearch.org](http://worldcoffeeresearch.org)

*Since 2017, Rally has raised over \$4,000 for nonprofit organizations.*



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

## The Ultimate Energy Bar-ista



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.

<sup>†</sup>USDA reference database for 1 fl. oz. of espresso is 63mg of caffeine.  
<sup>\*\*</sup>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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CLIF BAR  
FAMILY  
FOUNDATION