Membership Benefits 2026

(revised October 15, 2025)

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.

WCR's focus is on unleashing the power of coffee varieties to address urgent supply and sustainability risks faced by our member companies. The primary return on investment for member companies is the mitigation of these risks, which are issues of materiality for many of our members. Our collective investment model provides multiple advantages:

- pooling resources to accomplish variety development at a scale that would be prohibitive for most individual companies to invest in alone;
- delivering an industry-driven, product-focused research agenda; and
- ensuring shared benefit to farmers, origin countries, and coffee companies.

Member Benefits are the ways in which we engage member companies in the research, so that they can steward their investment in alignment with their specific interests; in addition to the benefits outlined below, these include early members-only access to research, conversations with our scientists, and tapping into our networks of research and partner contacts. To ensure that member contributions are contributing to the most important objectives, we seek to cap the value of benefits at 3%-5% of the member's total financial contribution.

WCR offers four membership levels with varying levels of contributions. You can view the membership levels and their corresponding benefits on the following page.

Seed	Sprout	Seedling	Coffee Tree
Unlimited team member access to WCR member web portal **Connection & Education** ✓ Regular member research updates ✓ Quarterly member-only webinars **Communications Support** ✓ Limited license for use of WCR name + logo ✓ Access to WCR brand asset kit **Recognition** ✓ Listed on website, annual report	**Unlimited team member access to WCR member web portal** **Connection & Education** ✓ Regular member research updates ✓ Quarterly member-only webinars ✓ Annual Member Day @ WCR Farm (additional cost) **Participation** ✓ Cupping of new WCR varieties** **Communications Support** ✓ Limited license for use of WCR name + logo ✓ Access to WCR brand asset kit ✓ Quarterly digital content packages (social media, graphics, copy, etc.) **Recognition** ✓ Listed on website, annual report ✓ Social media post in collaboration with WCR	**Unlimited team member access to WCR member web portal** **Connection & Education** ✓ Regular member research updates ✓ Quarterly member-only webinars ✓ Annual Member Day @ WCR Farm (additional cost) ✓ Virtual presentation to team **Participation** ✓ Cupping of new WCR varieties** ✓ Additional targeted origin investment opportunities **Communications Support** ✓ Limited license for use of WCR name + logo ✓ Access to WCR brand asset kit ✓ Quarterly digital content packages (social media, graphics, copy, etc.) ✓ Copywriting/editing support for blog post, newsletter, or website **Recognition** ✓ Listed on website, annual report ✓ Social media post in collaboration with WCR ✓ Member milestone announcement	**Unlimited team member access to WCR member web portal** **Connection & Education** ✓ Regular member research updates ✓ Quarterly member-only webinars ✓ Annual Member Day @ WCR Farm (additional cost) ✓ In-person presentation to team **Participation** ✓ Cupping of new WCR varieties** ✓ Additional targeted origin investment opportunities ✓ Input to breeding targets and research agenda ✓ Access to origin staff training opportunities **Communications Support** ✓ Limited license for use of WCR name + logo ✓ Access to WCR brand asset kit ✓ Quarterly digital content packages (social media, graphics, copy etc.) ✓ Copywriting/editing support for blog post, newsletter, or website ✓ Consultation on messaging and campaign support **Recognition** ✓ Listed on website, annual report ✓ Social media post in collaboration with WCR ✓ Member milestone announcement

**List of available benefits, with total value during the year to be capped at 3%-5% of the member's total financial contribution.*
***Provided sufficient quantities from trial harvests.*