

2020 Annual Report

# Ensuring the future of coffee



**WORLD COFFEE  
RESEARCH**<sup>TM</sup>

# Coffee agriculture in 2020

The world was tested in unprecedented ways in 2020, and coffee agriculture was no exception. The global pandemic proved beyond a doubt that **diversity confers resilience**, whether we are talking about individual coffee farms, roaster supply chains, entire global economies or coffee genetic diversity.

Coffee businesses need to build resilience to thrive in the 21st century, which will require innovation and creativity across the value stream, from small family farms to global retail giants. The stakes have never been higher than they are today for a tree crop like coffee: A plant put into the ground today will suffer the full brunt of the climate crisis over the next three decades. The supply chain begins with those seedlings, meaning everyone from farmers to coffee pickers to buyers to roasters to consumers will be affected by changes unfolding in the coffeelands.

Our optimism for the future is unwavering. In 2020, despite a year of enormous challenge and uncertainty, **217 coffee companies**—representing one-fifth of the global coffee market share—continued their support for collaborative science and innovation to secure a sustainable future for coffee.

-Dr. Jennifer "Vern" Long





# 2020 Global Highlights



Ensuring high cup quality for the future—82 variety candidates and accessions evaluated, many for the first time, by cuppers from 22 organizations to select the best for possible commercial release



Expanding farmer access to **good trees** (healthy + genetically pure) across Latin America

- Assistance to 66 seed lots to assess genetic purity
- Confirmed the purity of seed adequate to produce 25.8 million trees annually



Supporting **16 countries** to **get better plants into farmers' hands** through advancements in DNA fingerprinting, seed lot cleanup, breeding program evaluation and training



Continuing a global network of **262** collaborative research trials located **directly in farmers' fields** to test variety performance in 14 countries



Three new global public goods:

- Development of a **rapid, low-cost, SNP-based DNA fingerprinting** platform to accelerate variety cleanup and modern molecular breeding approaches for use by producing countries
- **Modified Breeding Program Assessment Tool for Coffee** (led by University of Queensland), a resource to assist coffee breeding programs worldwide to assess and improve their effectiveness in delivering innovations for farmers
- Publication of the **most complete study to date of arabica genetic diversity** and confirmation of its recent evolution

**Our strategy supports 11 focus countries containing 50% of the world's smallholder coffee farms and 32% of global coffee exports**



## The Business Case for Agricultural R&D

Innovation creates business opportunities that didn't exist before, allowing us to solve previously unsolvable problems, to scale solutions, or to create entirely new products and markets. The importance of innovation for coffee agriculture is no exception. Farmers need better plants, better information, and alternative approaches to thrive in an increasingly volatile marketplace. Businesses dependent on coffee need these as well in order to ensure future supply, to maintain consistent cup quality, to enhance farmer wellbeing, and to meet the world's ambitious sustainability goals in the face of the climate crisis. Innovations like variety identity tracing allow farmers to reduce their risk and bring roasters new tools for quality assurance and new product development.

### What does agricultural innovation do for...

#### Coffee Businesses?

Agricultural research and development (R&D) for coffee ensures the long-term availability of a differentiated supply of quality coffee from diverse origins, while enhancing and distributing the economic benefits of coffee for farmers. The global industry also needs to contribute meaningfully to the world's Sustainable Development Goals, which requires innovation in coffee agriculture.

#### Coffee Farmers?

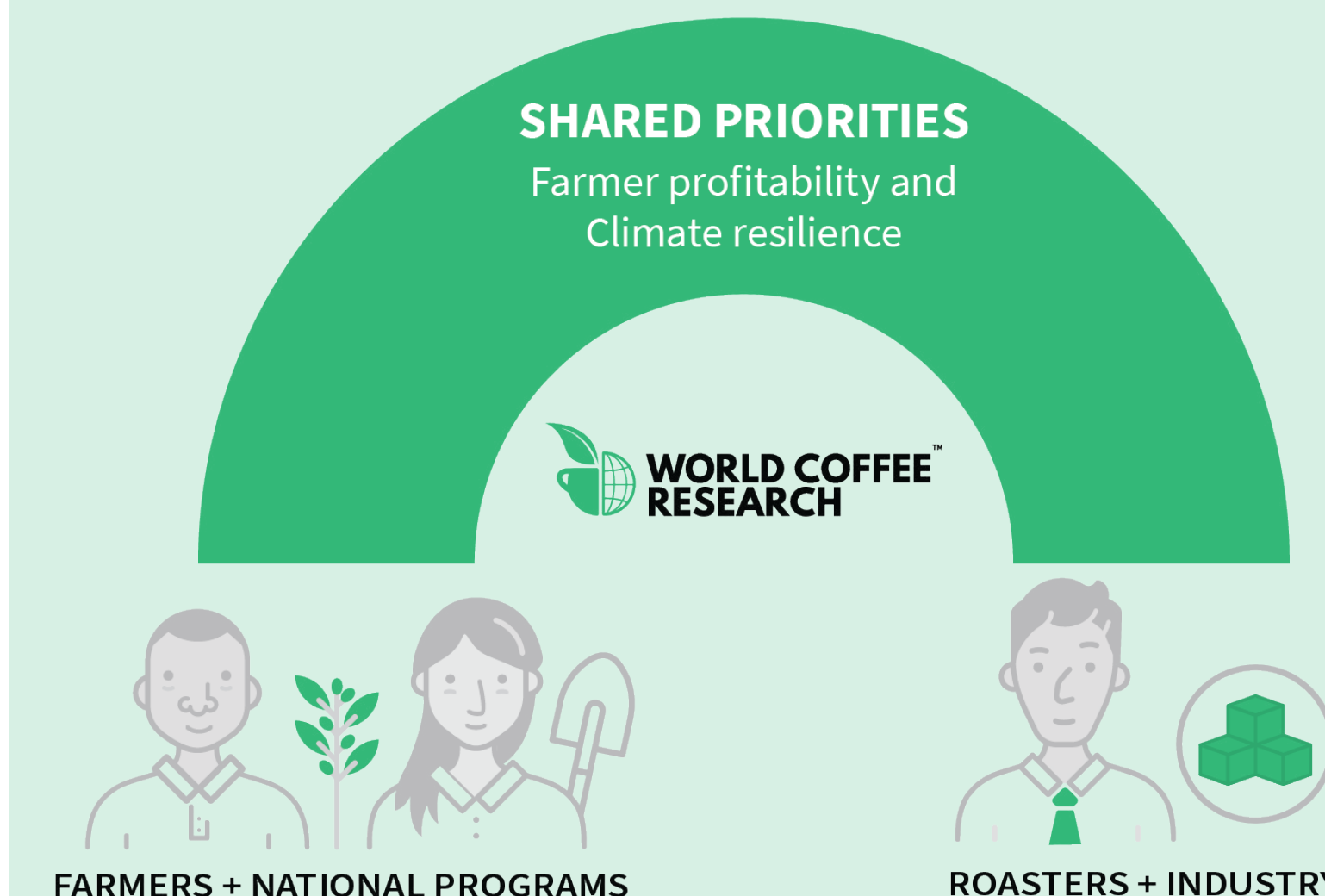
Agricultural R&D done right builds farmer resilience, profitability and longevity.

#### Coffee Drinkers?

For coffee lovers who want consistently delicious choices and are conscious about the wellbeing of coffee farmers, science and innovation ensures a sustainable future for coffee.



WCR acts as a **bridge** between industry market demand and national research programs to bring tools and approaches with proven track records in other crops to accelerate progress in coffee agricultural research, driving value for the global industry, from farmers to consumers.



*“The climate is not warming to industries leaving crop development to chance. The world without World Coffee Research increasingly looks like the world without coffee.”*

*—Chair of WCR board of directors, Doug Welsh,  
VP Coffee and Roastmaster, Peet's Coffee & Tea*

# 2021-2025: A new global strategy

In 2020, while the world hunkered down in a global pandemic, WCR undertook a widespread consultation to understand the shared concerns and priorities of key coffee-producing countries, green coffee suppliers, and roasters to inform the development of our 2021-2025 agricultural R&D strategy.

The consultation process consisted of **137 interviews** and a survey taken by **896 stakeholders** from around the world and across the value stream, including everyone from coffee roasting company CEOs to producing country national governments.

The result was a new strategy, building on the foundational efforts made between WCR's launch in 2012 and today, to build a global network of partnerships with national R&D programs, to establish a network of global variety trials, and to conduct critical work to support the professionalization of coffee seed value chains.



**STRATEGY 2021-2025**  
Enhancing Country Competitiveness to Bolster Origin Diversity

## In 2021-2025, our strategic aim is to preserve origin diversity in the face of the climate crisis by accelerating innovation in coffee agriculture.

The strategy's primary objectives are to foster increases in productivity, profitability and climate resilience, to enhance quality across major market segments, and to mitigate supply risk and advance against climate mitigation goals in 11 strategic countries. Prioritizing origin diversity ensures the coffee industry can access the unique flavors that coffee drinkers want and coffee businesses rely on, and distributes the economic benefits of coffee to coffee farmers in key origins.



Our core work continues to be coffee genetic improvement. We work across the entire innovation pipeline to provide farmers with access to improved varieties, from breeding through field trials, to nurseries and seed value chains.



**10-30 YEARS**  
TIME TO FARMERS' FIELDS



**7-15 YEARS**  
TIME TO FARMERS' FIELDS



**1-3 YEARS**  
TIME TO FARMERS' FIELDS

Our 11 focus countries are chosen for the significance of their global exports to origin diversity and supply risk mitigation, including at least two countries per world region for washed arabica and robusta, and at least one per region for natural arabica exports.



Countries shown here are the highest exporters of coffee in each region; dark grey countries are WCR Focus Countries

OUR FOCUS COUNTRIES—BY THE NUMBERS

# Latin America



Honduras

Peru

Guatemala

Mexico

Nicaragua

Global Export Ranking	# of Farms	% Produced By Smallholders	National Coffee Institute	Agricultural R&D Intensity	WCR Trials	WCR Trial Partners
6th †	120,850	95%	IHCAFE	Very low* 0.17%	23 3 research station 20 on-farm trials	IHCAFE, Fundacion Cohonducafe, MDH-Volcafe, Swisscafe, Neumann Foundation
7th	222,800	75%	None	Low 0.35%	18 2 research station 16 on-farm trials	Junta Nacional de Café, Perhusa, OLAM, Technoserve Peru
10th	179,090	44%	Anacafe	Very low 0.14%	28 1 research station 27 on-farm	Anacafe, FECCEG, Neumann Foundation, FEDECOCAGUA, FEDECOVERA
12th	515,000	97%	INIFAP	Adequate 1.05%	11 11 on-farm	Café California, Caravela, Rogers Family
13th	44,350	50%	None	Low 0.38%	33 2 research station 31 on-farm	ECOM, MERCON, OLAM, CRS

See next page for data sources.

Latin America work significantly supported by the USDA-funded Maximizing Opportunities for Coffee & Cacao in the Americas (MOCCA) program.



In conjunction with: Lavazza Professional, KDP, and WCR member companies

## Highlight: Nursery and Seed Sector Strengthening in Latin America\*

Expanded farmer access to healthy + genetically pure trees

- **5 seed sector analyses** (Honduras, Guatemala, Nicaragua, Peru, El Salvador)
- Assistance to **66 seed lots** in **6 countries**
- **13 large nurseries** trained by WCR
- **17 varieties** from 6 countries in the region added to global genetic fingerprinting database
- Launch of Latin American Breeding Hub, hosted by IHCAFE in Honduras—97 wild arabica accessions sent (WCR Core Collection from CATIE)

\*Includes data for all focus countries in the table above, as well as El Salvador and Puerto Rico

# Africa

Uganda

Ethiopia

Kenya

Global Export Ranking	# of Farms	% Produced By Smallholders	National Coffee Institute	Agricultural R&D Intensity	WCR Trials	WCR Trial Partners	
9th <sup>†</sup>	1,821,000	99%	NaCORI	Low* 0.62%	18 1 research station 17 on-farm trials	NaCORI, Great Lakes Coffee, Kawacom, Bukonzo Organic, Ugacof, Mountain Harvest	Breeding program capacity-building, nursery and seed value chain work beginning in 2021!
8th	2,242,000	86%	JARC	Low* 0.29%			WCR collaboration in Ethiopia begins in 2021!
21st	518,000	65%	KALRO/CRI	Low* 0.48%	10 2 research station 8 on-farm	KALRO/CRI, Africa Coffee Roasters	

# Asia

Indonesia

India

Papua New Guinea

Global Export Ranking	# of Farms	% Produced By Smallholders	National Coffee Institute	Agricultural R&D Intensity	WCR Trials	WCR Trial Partners	
4th	1,342,500	99%	ICCRI	Very low* 0.17%	13 3 research station 10 on-farm trials	ICCRI, ECOM, Sarimakmur	Indonesia collaboration deepens in 2022!
5th	335,100	80%	CCRI	Low* 0.30%	1 1 research station	CCRI	India collaboration deepens in 2022!
20th	350,100	89%	CIC	Low* 0.31%	0		WCR collaboration in PNG begins in 2022!

†Data ranked from bean exports in 1000 60kg bags | \*Covers all crops, not only coffee

Data sources for all countries: <sup>1</sup>Export ranking: United States Department of Agriculture Foreign Agricultural Service (2020). Total Coffee Exports 2019/2020. [Data Set]. <sup>2</sup>Number of farms and share smallholders: Enveritas, 2018. "How many coffee farmers are there? Global coffee farm study." [Mexico data: SAGARPA, 2013.] <sup>3</sup>National agricultural R&D intensity: ASTI Global Assessment spending intensity ratios. Available at: <https://www.asti.cgiar.org>.



# Breeding

In 2020, our focus was on creating new tools to support countries to begin the transition to demand-led breeding approaches and modernization.

## The road to modernization

We adapted an international breeding assessment tool for coffee. Originally developed with support from the Bill & Melinda Gates Foundation for food crops and implemented by the University of Queensland, the **Coffee Breeding Program Assessment Tool (C-BPAT)** will assist breeding programs worldwide to more effectively create and deliver new varieties for farmers. In 2021, World Coffee Research will support Uganda and Ethiopia to implement the tool and develop modernization roadmaps, which will be used to guide public sector investment, potentially influencing millions of dollars of spending toward the coffee industry's shared priorities with producing country research institutions.

## Identity tracing

WCR worked with USDA researchers to develop a **rapid, SNP-based DNA fingerprinting platform** to accelerate modern molecular breeding approaches in producing countries. In 2020, WCR secured **variety contributions from 7 countries** to enable breeders worldwide to use molecular assisted breeding (MAS) approaches.





### Latin American Breeding Hub

In 2020, **our newest hub was formally launched**. The hub was co-created by WCR, the member countries of Promecafe, and the hub's host in Honduras, IHCAFE, with funding provided through the Maximizing Opportunities for Coffee & Cacao in the Americas (MOCCA) program. WCR breeding hubs serve as centralized-but-virtual entities from which coffee-producing countries can access breeding populations, experience, and materials to create new varieties of coffee for the benefit of producers locally in each country or region. The WCR Core Collection, a group of 97 genetically diversity wild and landrace arabicas identified from the CATIE germplasm collection and made available under the SMTA of the Plant Treaty were sent to the hub for establishment in the field. Supported with USDA funding for the Maximizing Opportunities in Coffee & Cacao in the Americas (MOCCA) program.

Tiny fermentation tanks! Seeds harvested from one of the 97 accessions in the Core Collection at the WCR research farm. The seeds were being prepared for transfer to the Latin American Breeding Hub in Honduras. Because the seeds from each tree must be kept separate, the seeds are processed and fermented in tiny batches in the WCR office in Santa Ana, El Salvador. You can still see the sticky mucilage layer on these seeds, which the fermentation process dissolves.

### East Africa Breeding Hub

WCR launched an East African Breeding Hub in Rwanda in 2018.

In 2020, activities at the hub focused on three areas: collecting data on field performance for growth, yield, cup quality, and stress tolerance (called phenotyping) of plants in WCR regional field trials to inform future breeding; collecting varieties to create a new rapid DNA fingerprinting database; and organizing virtual workshops. Workshops brought together coffee breeders from Rwanda, Kenya, Uganda, Malawi, Ethiopia, and the Democratic Republic of Congo to share overviews of breeding tools and technologies, and to discuss aligning breeding objectives with farmers' needs. Breeders and other regional researchers met with coffee roasters in the first-ever "Roaster's Corner", hosted by Coffee Circle, to discuss roaster quality priorities.

# Trials

## 5-15 years to farmer impact

Since our inception in 2012, World Coffee Research has worked to establish dozens of trial sites around the world, testing both existing and new varieties in different environments, both on research stations and in farmers' fields. Many of those sites are starting to produce mature harvests, meaning the trees are ready to be evaluated for performance in the field and in the cup for possible future commercialization.

## WCR trial network in brief

### International Multilocation Variety Trial

- 31 varieties, 17 countries, 27 sites
- On research stations
- Existing varieties tested in novel locations
- Understanding the interaction of genetics and environment (GxE), variety performance for the climates of the future and breeding, and variety registration (release of existing varieties in new countries)

### Farmer Field Trials

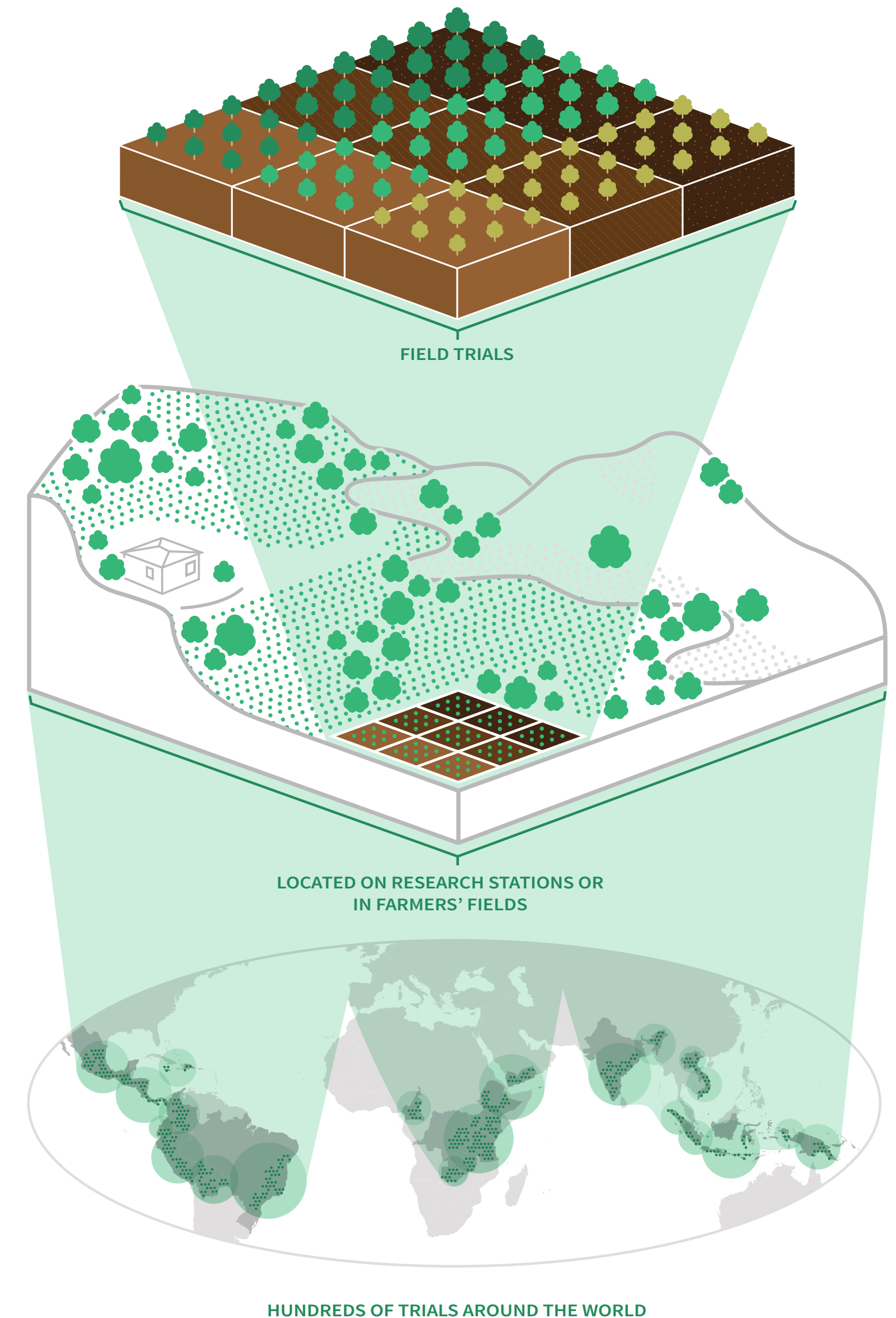
- 262 farms in 14 countries, each with 3 varieties
- In farmers' fields
- Existing but not widely adopted varieties
- Testing varieties side-by-side for performance and farmer preference in key countries

### F1 hybrid variety candidate trials

- 43 total variety candidates on 2 trial sites in Costa Rica, 1 in El Salvador and 3 in Rwanda
- Research station trials
- Potential new varieties
- Testing field and cup performance for possible eventual release for farmers in Central America; testing as future breeding lines for East Africa

### Core Collection

- 97 genetically diverse wild and landrace arabica accessions, growing at 3 sites in El Salvador, Rwanda and Honduras
- Research station trials
- Potential breeding materials
- Testing field and cup performance for possible use as future breeding lines for national breeding programs



# Defining the flavors of the future

In 2020, professional **cuppers from 22 coffee organizations** participated in quality evaluations of **36 experimental F1 hybrid variety candidates** and **45 wild or landrace accessions** from the genetically diverse WCR Core Collection. Their feedback will inform the selection of which of the trees advance for potential future commercial release or use in breeding. This early input from the coffee industry is critical to ensuring that new coffees meet the needs not only of farmers, but also of roasters and coffee drinkers. The cupping represents the first of many opportunities for WCR members to help shape the future of coffee quality.

## First Taste: Evaluating cup quality of 36 experimental F1 hybrid variety candidates



In 2015, World Coffee Research initiated the creation of 43 F1 hybrid variety candidates. The trees were planted in 2017-2018 at six sites in Costa Rica, El Salvador and Rwanda. In November 2019, the site at AQUIARES farm in Turrialba, Costa Rica (1,100 masl), produced its first production harvest of 33 of the variety candidates.



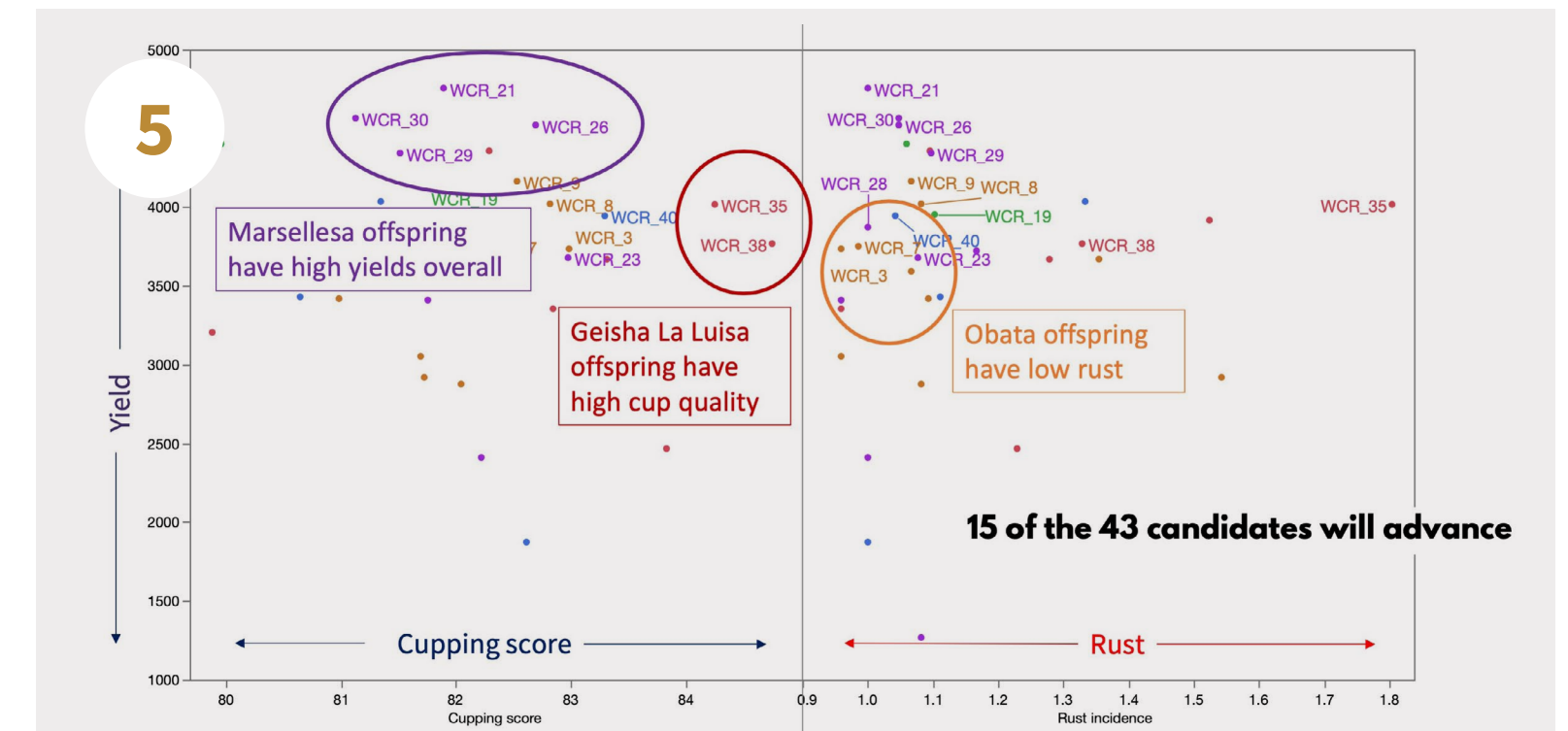
WCR invited 20 quality experts to cup the coffees using the SCA protocol, describe their flavors, and rate how well they fit existing quality specifications for their company. The team of specialty, premium, and commercial cuppers represented coffee companies from throughout North America and Europe.



Coffees were roasted by WCR partners Intelligentsia Coffee and Counter Culture Coffee—requiring three to four full days of roasting time. The COVID-19 pandemic prevented in-person cupping, so samples were mailed to participants.



Yimara Martinez, quality control manager at Sustainable Harvest, evaluated the variety candidates at a makeshift cupping lab at her home assembled when the pandemic closed Sustainable Harvest's office.



The results of the cupping, combined with field performance data from other locations and years, led to the selection of 15 candidates for continued evaluation in 2021 and 2022.

**Thanks to participating cuppers from:** Allegro Coffee, Caravela Coffee, Chameleon Cold-Brew, Community Coffee, Dunkin’/National DCP, Farmer Brothers, Intelligentsia Coffee, Keurig Dr Pepper, Olam Specialty Coffee, Java City, Lavazza, Mercon Specialty, Peet’s Coffee, Royal Cup Coffee, Westrock Coffee, The J.M. Smucker Co., Starbucks, Sustainable Harvest, Swiss Water, and Taylors of Harrogate.

# Nursery and seed value chains

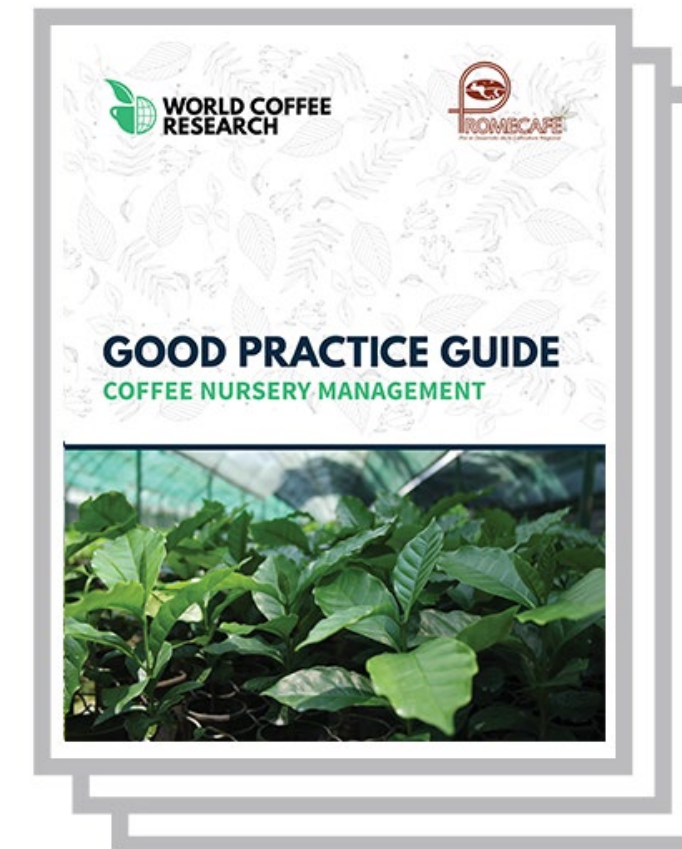
## 1-3 years to farmer impact

In 2020, WCR responded to continued increased demand for intervention in seed and nursery value chain systems. What started as individual diagnoses and trainings with single nursery operators in 2017 has evolved into the creation of new tools to support rapid and low-cost variety identification, training materials freely available to extension service providers, and advocacy and support for policy development to professionalize seed systems.

### Technical guides

Prior to now, the coffee industry globally has lacked training materials specific to seed producers and nursery operators about the correct technical management requirements to produce pure and healthy plants. This limitation severely impacts farmer access to high-quality plants.

- In 2020, WCR's technical guides for nursery and seed producers were accessed online **1,031 times** by users from **74 countries**. They were used in several projects to train nurseries in Mesoamerica.
- A **new business practices guide** was created to support entrepreneurial nurseries, and the pilot version was used to train **43 nursery operators**.



### Rapid, low-cost, SNP-based DNA fingerprinting

Today, the vast majority of the global coffee community is unable to identify and trace varieties as they move from seed gardens to nurseries, from nurseries to farmer fields, from the field to the port, and from there into roasting drums around the world. Rapid and inexpensive variety authentication accelerates seed lot and nursery cleanup, and is a foundational step in creating value for farmers.

- In 2020, WCR worked together with USDA scientists to collect and authenticate **26 key varieties** from countries, laying the foundation for a new low-cost commercial DNA testing service that will launch in 2022. The cost will be **10 to 30 times less** than current testing services.





### Pure seed lots

WCR increased activity to evaluate the genetic purity of seed available for farmers in numerous countries and determine the purest sources of seed.

- Assisted **66 seed plantations** (sampled **17 varieties** in **6 countries**)
- Confirmed the purity of **18 seed lots** producing seed for **25.8 million trees**

### Number of pure seed lots in each country, by variety

Variety	Total	El Salvador	Guatemala	Honduras	Nicaragua	Peru
ANACAFE 14	3		2	1		
Costa Rica 95	1				1	
Geisha	1					1
Centroamericano	3		2		1	
IHCAFE-90	2			2		
Lempira	2			2		
Marsellesa	2	1			1	
Parainema	4			1	3	

### Nursery training

Trained **87 staff (22% female)** from **13 large nurseries** in **6 countries**.

### Advocacy

Through the MOCCA project, WCR initiated work alongside Promecafe to promote and support 5 Latin American countries to create local public policy to regulate and standardize seed and seedling production and institutionalize good practices to safeguard the quality of planting material available to farmers.

# WCR Presents

In 2020, during global lockdowns and travel bans, WCR featured the expertise of notable coffee and agriculture experts in a series of webinars.

- ‘Rust: A History’ with Dr. Stuart McCook
- ‘Unlocking Sustainability’s Collaborative Advantage’ with Ethos Agriculture, Enveritas and Peet’s Coffee
- ‘A New Way to Think About Climate Change’ with Dr. Walter Baethgen
- ‘Virtuous Agriculture’ with 2020 World Food Prize Winner Dr. Rattan Lal and Andrea Illy

**1,166** total webinar views  
(average per webinar, **291** views)

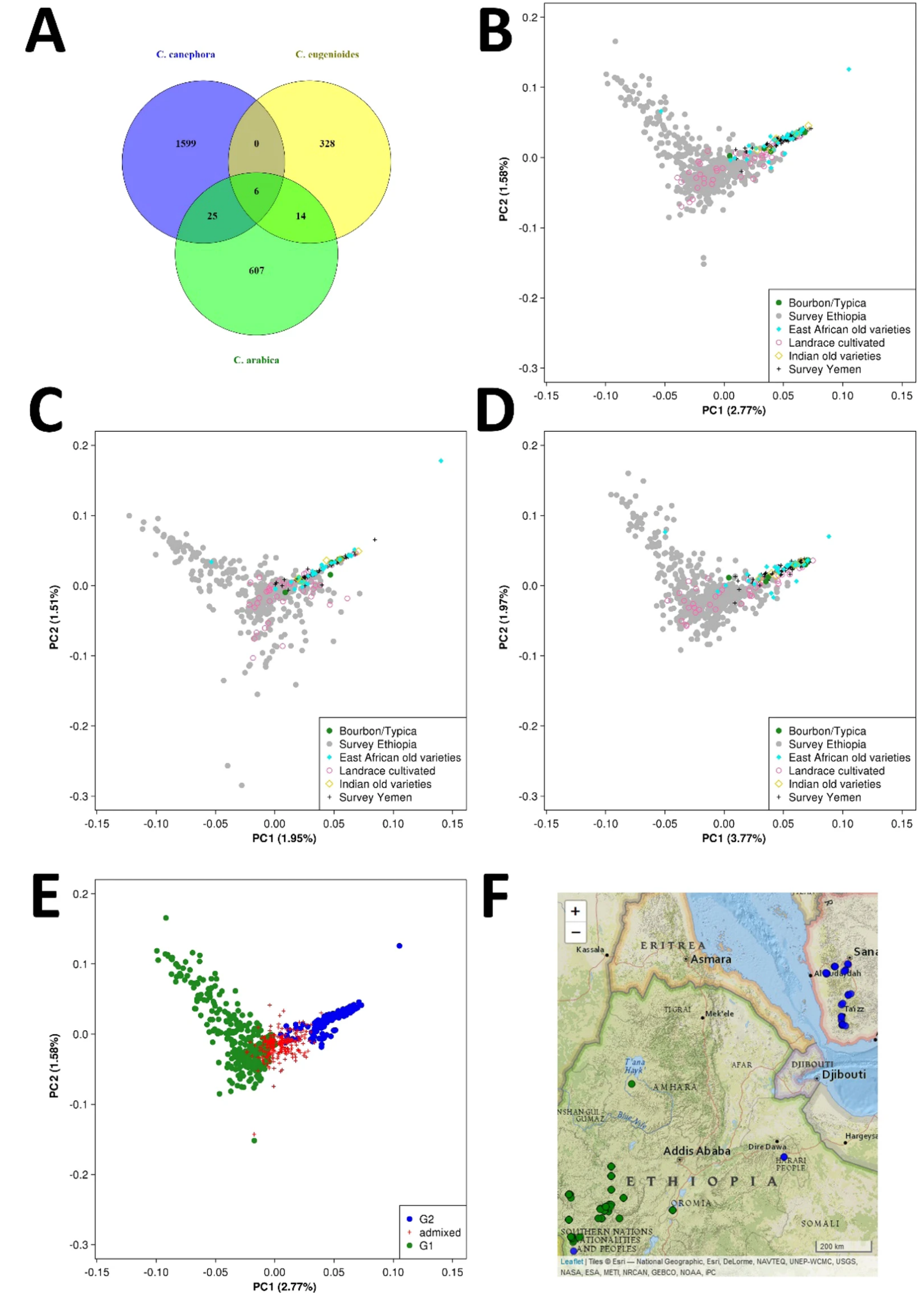


# Global leadership

## Publications

In 2020, WCR contributed to a number of published scientific studies, including:

- The most complete study to date of arabica genetic diversity and confirmation of its recent evolution, published in Nature Scientific Reports
- **6,327** Accesses, **18** Citations
- A study of DNA fingerprinting for arabica coffee, finding widespread lack of genetic conformity across farms, nurseries and seed gardens, published in AOAC International



# Honoring Tim Schilling

In 2020, World Coffee Research honored our founder and first CEO, Dr. Timothy Schilling, upon his retirement from a decades-long career in coffee.

In honor of Tim, WCR commissioned artwork from renowned botanical illustrator Lucy T. Smith. Lucy's painting celebrated Tim's contributions to rebuilding Rwanda's coffee sector after the genocide (the painting depicts the first coffee washing station established at Maraba) and to establishing a foundation for global coffee research through the creation of WCR.

**An oral history of Tim's coffee career can be found online:**  
<https://worldcoffeeresearch.org/news/dr-timothy-schilling-life-coffee/>



“ Tim is the most amazing intersection of an entrepreneurial spirit, a research scientist, and a charismatic leader. He brought all those things together with World Coffee Research in the most magical way to create a lasting institution. ”

—Ric Rhinehart, former board chair, World Coffee Research



# Accountability

As the pandemic ground much of the world's business to a halt in early 2020, WCR looked inward. A panel of experts reviewed our strategy, programs, and projects for relevance and impact on achieving WCR's objectives and mission.

## Board Recommendations from External Review

1. Develop WCR's "theory of change" to clarify how innovation translates into improved livelihoods
2. Prioritize nursery work
3. Reconsider design of on-farm trials (scale back, incorporate farmer input)
4. Develop genomics-assisted breeding approach
5. Prune non-aligned research streams

*"External peer review ensures the technical quality and operational feasibility of WCR programs. As WCR matures as an organization, we're strengthening our accountability systems and ensuring our work remains timely and relevant."*

—Vern Long, CEO

## External Technical Evaluation Panel



### Dr. Rodomiro Octavio Ortiz Rios (Chair)

*Chair, Professor of Genetics and Plant Breeding, Swedish University of Agricultural Sciences*

**Expertise:** Breeding with exotic germplasm to develop elite progenitors; gene action for economically important traits; improving breeding efficiency



### Dr. Josette Lewis

*Chief Scientific Officer at Almond Board of California*

**Expertise:** Molecular Biology, genetics, commodity organizations.



### Dr. Jennifer Twyman

*Gender Research Leader, International Center for Tropical Agriculture (CIAT)*

**Expertise:** Socioeconomics, gender equity, and social inclusion in the context of agricultural and rural development



### Dr. Jean Ristaino

*Professor and Director, Emerging Plant Disease and Global Food Security Cluster at NC State University*

**Expertise:** Plant pathology, especially Oomycete pathogens, and population genetics, epidemiology and food security



### Dr. Erika Styger

*Associate Director, Climate-Resilient Farming Systems at Cornell University*

**Expertise:** Tropical agronomy, agroforestry and natural resources management, especially for intensification of rice production

# 2020 Finances\*

Despite the severe economic uncertainty of 2020, WCR closed the year in a strong position. Thanks to conservative expense management and renewed support from our 217 member companies, we closed 2020 with solid reserves.

Cash received from the coffee industry in 2020 was \$2,851,784.

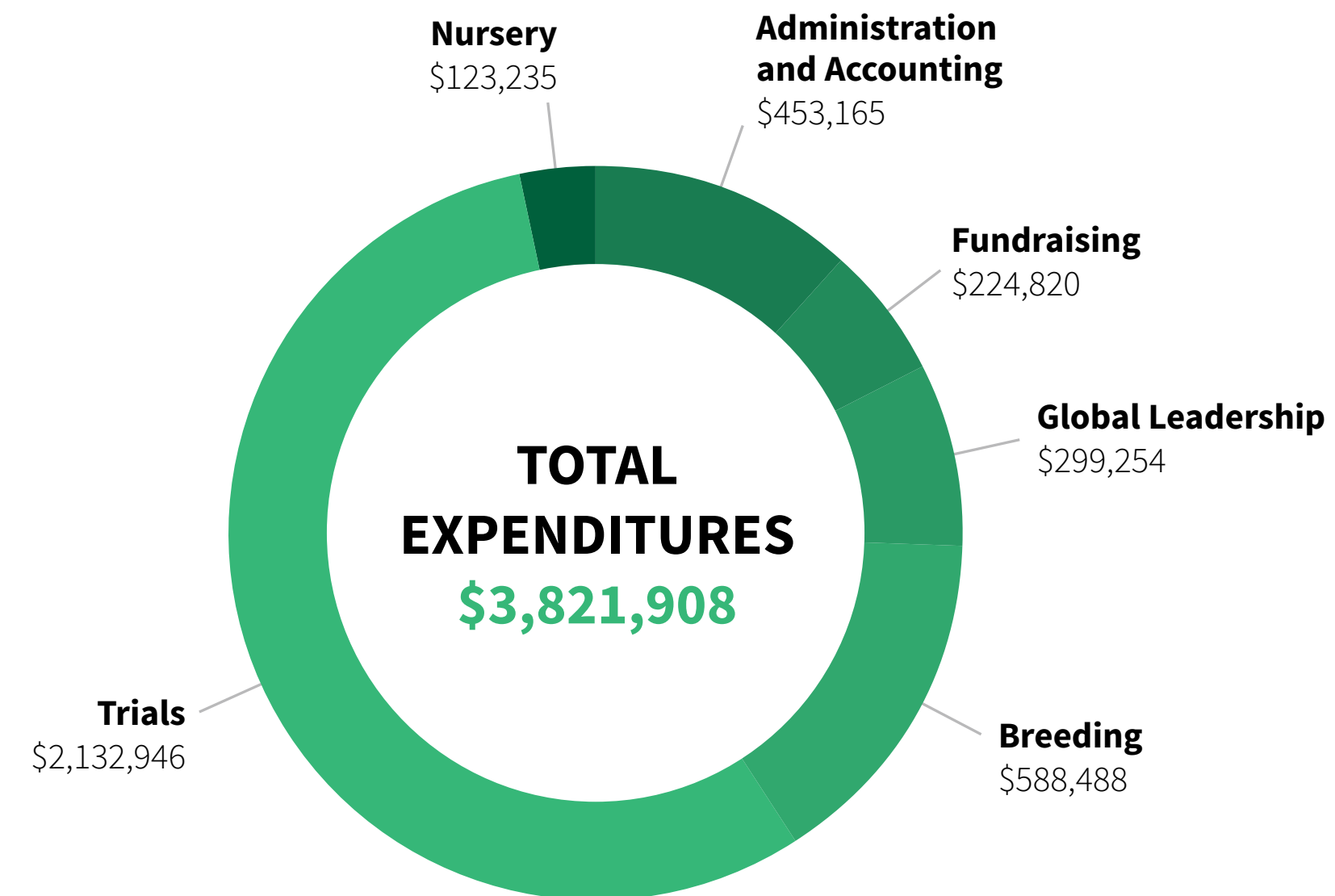
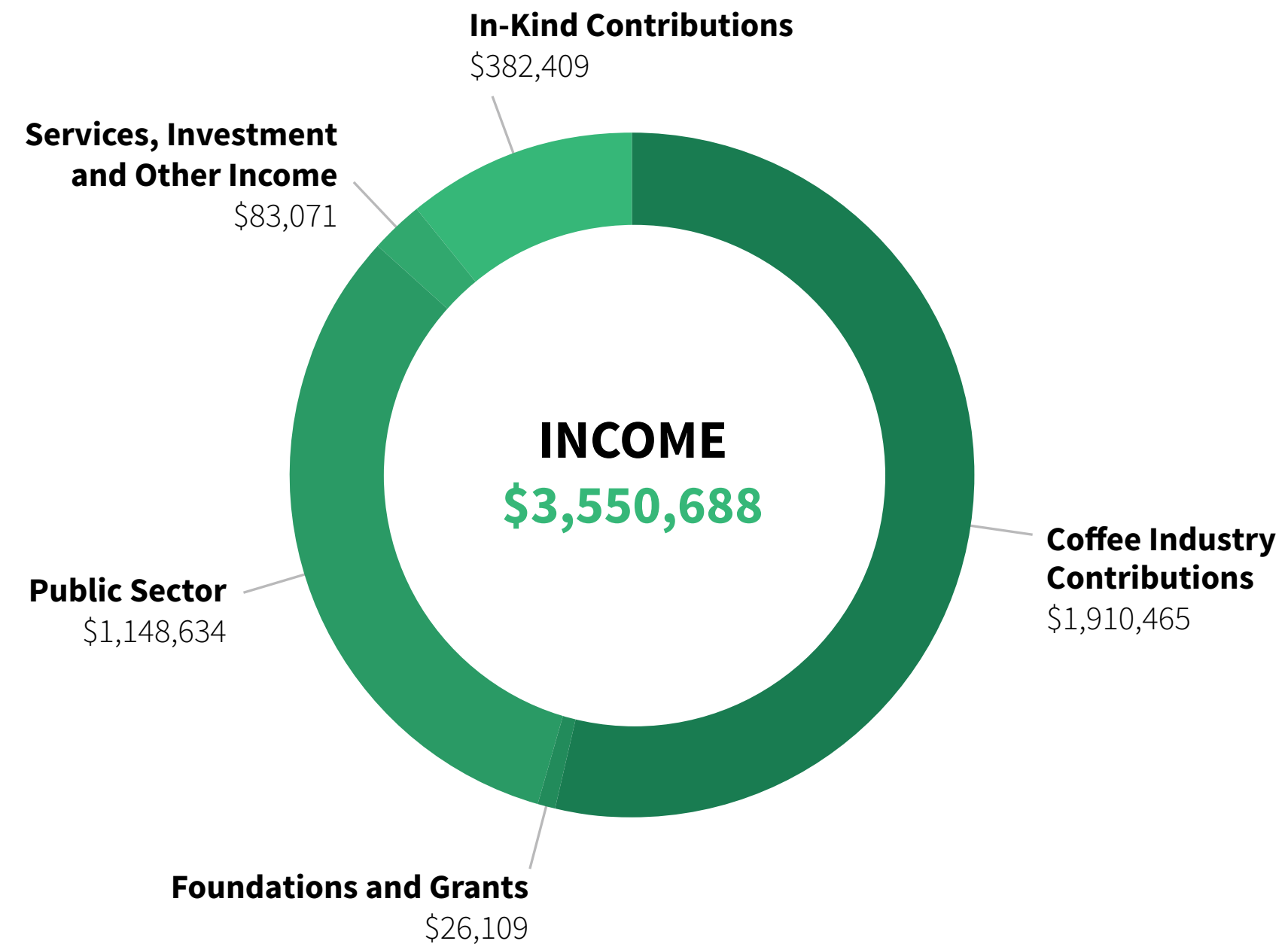
For every dollar contributed by members in the coffee industry, WCR conducts \$1.86 worth of research.

## 2020 Year-End Financial Position

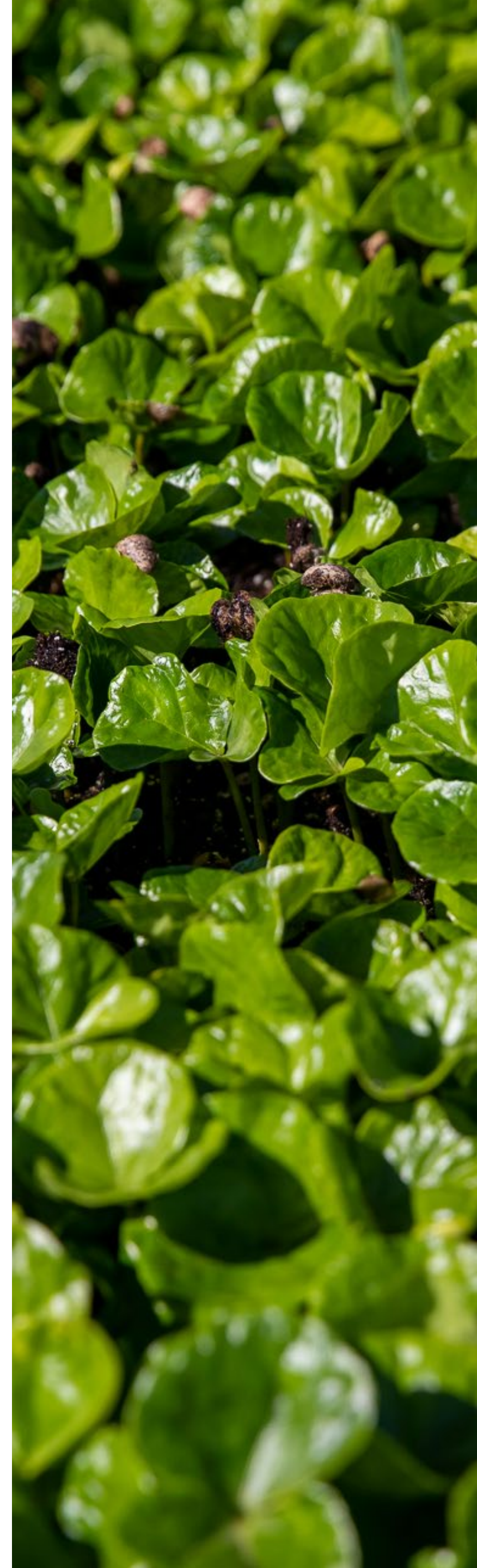
Cash/Investments: \$2,248,794      Liabilities: \$ 163,235

Other Assets: \$1,332,161      Net Assets: \$3,417,720

**Total Financial Position: \$3,580,955**



\*Figures on an accrual basis





## Leverage for impact

Globally, a number of important coffee development projects incorporate World Coffee Research as a partner. These projects provide a key avenue to ensure that development efforts take into account long-term capacity building through research investment, and ensure the relevance of R&D for smallholder farmers. They are a key driver of the long-term impact of coffee agricultural R&D.

### Maximizing Opportunities in Coffee and Cacao in the Americas (MOCCA)

**Countries:** Guatemala, El Salvador, Honduras, Nicaragua and Peru

**Funder:** Food for Progress, USDA

**Main project partners:** TechnoServe, PROMECAFE, NCIs, NGOs

### Strengthening Value Chains Kivu

**Country:** Democratic Republic of Congo

**Funder:** Feed the Future USAID/DRC

**Main project partners:** Tetratech, ONC, INERA, UCB

### Philippine Coffee Advancement and Farm Enterprise (PhilCAFE) project

**Country:** Philippines

**Funder:** Food For Progress, USDA

**Main partners:** ACDI/VOCA

### Alliance for Resilient Coffee

**Countries:** Honduras, Guatemala, Uganda

**Funder:** Feed the Future USAID/Washington

**Main partners:** HRNS

### Rehabilitating Puerto Rico's Coffee Seed Sector Post Hurricane Maria

**Funder:** Starbucks Foundation and Fonalledas Foundation

**Partners:** Puerto Rico Coffee Roasters

### Innovative Technology for the Management of Coffee Nurseries—Mexico

**Funder:** Interamerican Bank

**Partners:** Sustainable Harvest

### Peru Coffee Alliance for Excellence

**Funder:** USAID/Peru

**Partner:** Technoserve

# 2020 Members and Contributors

\$500,000+



THE J.M. SMUCKER Co.®

\$200,000-\$499,999



\$100,000-\$199,999



\$50,000-\$99,999

- Community Coffee
- Foodbuy and Farmer Brothers
- KEYCOFFEE Y.S. Foundation
- Lavazza Professional
- Tchibo
- Westrock Coffee Company

Supported by 217 companies and individuals from 23 countries



### \$20,000-\$49,999

- Caravela Coffee
- Coffee Circle
- EFICO Group
- La Marzocco
- Mercon Coffee Group
- PROBAT
- Royal Cup Coffee
- Swiss Water Decaffeinated Coffee
- The World's Largest Coffee Tasting

### \$10,000-\$19,999

- Clif Bar & Company
- Counter Culture Coffee
- Descamex
- F. Gaviña & Sons
- Intelligentsia Coffee
- KEY COFFEE
- Lincoln & York Coffee Roasters
- Louis Dreyfus Company
- Olam Specialty Coffee
- Philz Coffee
- Sustainable Harvest
- Tata Consumer Products/ Eight O'Clock Coffee
- Tessengerlo Kerley/ NovaSource
- The Coffee Source

### \$5,000-\$9,999

- Coffee Libre
- Bewley's N.A./Java City
- Origin Coffee
- Rave Coffee
- Reily Foods
- S. Ishimitsu & Co.
- Single Origin
- Specialty Coffee Association of Japan
- Terarosa Coffee
- Workshop Coffee

### \$1,000-\$4,999

- Atlas Coffee Importers
- Barrie House Coffee
- Batdorf & Bronson
- Beck Flavors
- Black Oak Coffee Roasters
- Cafcom
- Cafes Lobodis
- Calendar Coffee
- Camber Coffee
- Camel Coffee Co.
- C-COOP
- Chameleon Cold-Brew
- Dark Woods Coffee
- Driftaway Coffee
- DRWakefield
- Dunn Brothers Coffee
- Equator Coffees
- Falcon Coffees
- Huckleberry Roasters
- InterAmerican Coffee - UK
- Intercontinental Coffee Trading
- Irving Farm Coffee Roasters
- Kaldi's Coffee
- Kyokuto Fadie Corp.
- Limini Coffee
- Marubeni Food Corp.
- Melbourne Coffee Merchants
- Mr. Espresso
- Ozo Coffee
- Pacific Espresso
- Red Cedar Coffee Co.
- Ringtons
- Roast House Coffee
- Sarutahiko Coffee
- Sucafina Specialty EMEA
- Sweet Maria's Coffee
- Tata Coffee
- Temple Coffee Roasters
- The Roastery
- The Seed
- Tony's Coffee
- Transcend Coffee
- Vides 58 Coffees
- Walker Coffee Trading
- Wonderstate Coffee



## Up to \$999

- 1Cup Coffee Roasters
- Anne Markova
- Bäckerei Happ
- Be Brave
- Beanstock Coffee Roasters
- BlendIn Coffee Club
- Blossom Coffee Roasters
- Blume Coffee Traders
- Bolt Coffee Company
- Boon Boona Coffee
- Boxcar Coffee Roasters
- Brewpoint Coffee
- Bridge Coffee Co.
- Brookmill Roastery
- Cafe Virtuoso
- Calanthe Coffee Company
- Camino Real Coffee Roasters
- Caravan Coffee
- Carlin Eng
- Casa Espresso
- Chouette Torréfacteur Laboratoire
- Coastal Coffee Traders
- Coffea arabica limited
- Coffee by Tate
- Coffee Mania/Coffee Depot
- Coffee Medley
- Coffee Nexus
- Coffee Traders
- Collective Roasting Solutions/ECRE
- Colour Coffee Roasting
- Crankhouse Coffee
- Crop to Cup Coffee Importers
- Curve Roasters
- Danny Parfitt
- Dave's Koffiebranderij
- Dispatch
- Erica Chandler
- Espanola Coffee Roasters
- Etrusca Comercial
- Excelco Trading
- Flat Fox Coffee Company
- Fortitude Coffee Roasters
- Fulcrum Coffee Roasters
- Full City Rooster
- Genius Coffee
- Girl with a portafilter
- Greenway Coffee Company
- Hacienda La Minita
- Heart and Graft Coffee
- Horsham Coffee Roaster
- Imbibe Coffee Roasters
- Iron & Fire Coffee Roasters
- Jake Robinson
- Jared Gottdiener
- Johann Jacobs Haus
- Jonas Wellington
- Jones Coffee Roasters
- Josh Babani
- Junker's Café-Rösterei
- Kiss the Hippo Coffee
- Kittel Coffee
- Landmark Specialty Coffee
- Lineover Coffee Ltd
- List + Beisler
- Luisana Estevez
- Lúna Coffee
- Macondo Coffee
- Marigold Coffee
- Market Lane
- Method Roastery
- Metric Coffee
- Michaela Tomchek
- Mike Tomchek
- Monastery Coffee
- Nathan Page
- Nicolas Rivolta
- North Fork Coffee Roasters
- Olisipo Coffee Roasters
- Ome Project
- Pedro Ros Casanova
- Public Coffee House
- Quaffee
- Rabbit Hole Roasters
- Rana Hassanieh
- Restaurant au Jardin
- Rimini Coffee
- Ritual Coffee Roasters Tasmania
- River City Coffee
- Rose N Crantz Roasting Co.
- Rose Park Roasters
- Ross Street Roasting
- Saint Henri - Micro Torrefacteur
- Sample Coffee Roasters
- Satoru Coffee
- Shane Dirks
- Small Batch Coffee Roasters
- South Texas Coffee Initiative
- Spyhouse Coffee Roasting Co.
- Square Mile Coffee Roasters
- Square One Coffee Roasters
- Startup Coffee Company/ Apex Coffee
- Structure Coffee Roasters
- Taf Coffee
- Taiwan Coffee Laboratory
- Takewara Coffee
- Therefore Coffee Roasters
- Travis Horesh
- True Stone Coffee Roasters
- Vagabond Coffee Roasters
- Vessel Roasters
- WB Coffee
- West Cork Coffee Roastery
- Zen Coffee Roasters

**Special thanks to 2,872 people who donated through The World's Largest Coffee Tasting with James Hoffman**



# Checkoff Program Participants

## Suppliers - Matching/Contributing

- Atlas Coffee Importers
- Caravela Coffee Australia Pacific
- Caravela Coffee Europe
- Caravela Coffee USA
- Crop to Cup Coffee Importers
- Descamex
- Excelco Trading
- Hacienda La Minita
- InterAmerican Coffee - UK
- Intercontinental Coffee Trading
- List + Beisler
- Louis Dreyfus Company
- Melbourne Coffee Merchants
- Olam International
- Olam Specialty Coffee (Europe)
- Olam Specialty Coffee (N. America)
- Osito Coffee
- Primavera Coffee Importers
- Rothfos
- Sucafina Specialty EMEA
- Sustainable Harvest
- Swiss Water Decaffeinated Coffee
- The Coffee Source
- Walker Coffee Trading

## Suppliers - Non-Matching

- Algrano
- American Coffee Corporation
- Atlantic Specialty Coffee
- Be Green Trading
- Benchmark Coffee Traders
- Bourbon Specialty Coffees
- Cafe Imports
- Cape Horn Coffee Company
- Capricorn Coffee Comercio Internacional
- COFCO International
- Coopfam
- DRWakefield
- East Africa Coffee Company
- Expocaccer Cooperativa dos Cafeicultores do Cerrado
- Exportadora de Café Guaxupé
- Falcon Coffees
- Gollücke & Rothfos
- Greencof
- InterAmerican Coffee - US
- International Coffee Traders
- Kawacom
- La Bastilla Coffee Estates
- Nordic Approach
- Onyx Coffee
- Paragon Coffee Trading
- Racafé
- RGC Coffee
- Royal Coffee
- Sucafina Specialty North America
- The Green Coffee Company
- Trabocca
- Village Coffee Imports
- Volcafe Specialty Coffee
- Zephyr Green Coffee

## Roasters/Retailers

- 1Cup Coffee Roasters
- Allegro Coffee Company
- Bäckerei Happ
- Barrie House Coffee
- Batdorf & Bronson
- Beanstock Coffee Roasters
- Black Oak Coffee Roasters
- Blackstar Coffee Roasters
- Blossom Coffee Roasters
- Blume Coffee Roasters
- Bolt Coffee Company
- Boon Boona Coffee
- Boxcar Coffee Roasters
- Brewpoint Coffee
- Cafe Virtuoso
- Calendar Coffee
- Camino Real Coffee Roasters
- Caravan Coffee
- Casa Espresso
- Chameleon Cold-Brew
- Coffee by Tate
- Coffee Factory
- Coldblow Coffee
- Collective Roasting Solutions/ECRE
- Colour Coffee Roasting
- Counter Culture Coffee
- Crankhouse Coffee
- Curve Roasters
- Dark Woods Coffee
- Dave's Koffiebranderij
- Dispatch
- Driftaway Coffee
- Dunn Brothers Coffee
- Equator Coffees
- Fort Findlay Coffee & Doughnut Shoppe
- Fortitude Coffee Roasters
- Full City Roaster
- Greenway Coffee Company
- Heart and Graft Coffee
- Horsham Coffee Roaster

## Roasters/Retailers (continued)

- Huckleberry Roasters
- Imbibe Coffee Roasters
- Intelligentsia Coffee
- Irving Farm Coffee Roasters
- Bewley's N.A./Java City
- Johann Jacobs Haus
- Jones Coffee Roasters
- Junker's Café-Rösterei
- Kaldi's Coffee
- Kiss the Hippo Coffee
- Kittel Coffee
- Landmark Specialty Coffee
- Limini Coffee
- Lüna Coffee
- Marigold Coffee
- Market Lane
- Monastery Coffee
- Mr. Espresso
- National DCP - Dunkin'
- North Fork Coffee Roasters
- Olisipo Coffee Roasters
- Origin Coffee
- Ozo Coffee
- Philz Coffee
- Public Coffee House
- Quaffle
- Rabbit Hole Roasters
- Rave Coffee
- Rimini Coffee
- Ringtons
- River City Coffee
- Roast House Coffee
- Rose N Crantz Roasting Co.
- Rose Park Roasters
- Ross Street Roasting
- Saint Henri - Micro Torrefacteur
- Sample Coffee Roasters
- Single Origin
- Small Batch Coffee Roasters
- Spyhouse Coffee Roasting Co.
- Square Mile Coffee Roasters
- Square One Coffee Roasters
- Structure Coffee Roasters
- Taylors of Harrogate
- Temple Coffee Roasters
- The Roastery
- Tony's Coffee
- True Stone Coffee Roasters
- Vagabond Coffee Roasters
- Vessel Roasters
- West Cork Coffee Roastery
- Workshop Coffee
- Zen Coffee Roasters





# Board of Directors



**Doug Welsh**  
Peet's Coffee  
Chair



**Jim Trout**  
The J.M. Smucker Company  
Vice Chair



**Giacomo Celi**  
Mercon Coffee Group  
Secretary



**Shawn Hamilton**  
Bewley's North America  
Treasurer



**Mario Cerutti**  
Lavazza Group



**Frank Dennis**  
Swiss Water



**Kelly Goodejohn**  
Starbucks



**Helen Griffith**  
Westrock Coffee/S&D



**Andrea Illy**  
Illycaffè



**Samuel Kamau**  
AFCA



**Rene Leon Gomez**  
PROMECAFE



**Liz Longstreet Darr**  
National DCP



**James McLaughlin**  
Intelligentsia Coffee



**Elizabeth McLaughlin**  
Westrock Coffee/S&D



**Monique Oxender**  
Keurig Dr Pepper



**Jose Ramirez**  
Farmer Brothers



**Victoria Salin**  
Texas A&M (TAMU)



**Matt Saurage**  
Community Coffee



**Jim Smith**  
Royal Cup Coffee



**Keith Writer**  
Taylors of Harrogate

# Team

## Leadership

**Dr. Jennifer “Vern” Long**  
*CEO*

**Dr. George Kotch**  
*Research Director*

**Dr. Kraig Kraft**  
*Asia & Africa Director*

**Salvador Urrutia Loucel**  
*Latin America Director*

**Hanna Neuschwander**  
*Strategy & Communications Director*

**Siaska Castro**  
*Administration & Finance Director*



## Welcome, George!

In 2020, Dr. George Kotch joined WCR, bringing his global expertise in building effective plant breeding programs and networks that link the needs of customers (both farmers and consumers) to the research process and strategic R&D investments. Over three decades, he has managed some of the world’s largest global breeding programs, from alfalfa to zucchini and everything in between. With WCR, Dr. Kotch is working to develop a modern, global breeding consortium for coffee.

### Leadership

**50% female / 50% male**

### Team

**37% female / 63% male**

Our team members live in  
**17 countries**