



Shareable Updates, Summer 2025

Robusta breeding: a year underway

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- *[Your company name] recognizes the potential for robusta coffee and supports World Coffee Research (WCR) in its progress toward improving robusta and creating new, high-performing varieties through its global breeding network.*
- *Robusta coffee now makes up 40% of global production—up nearly 25% from the 1990s. Rising global demand and robusta’s climate resilience has made studying the species more important than ever before. [Your company name] supports World Coffee Research (WCR), which is making significant strides in breeding new, high-performing varieties for robusta-producing countries.*
- *The future of coffee includes new, high-performing robusta varieties. [Your company name] is a proud member of World Coffee Research (WCR), which hosts a global, collaborative breeding network that will support farmer success by ensuring that robusta is resilient to climate stressors and adapted to local growing conditions.*

Coffee leaf rust knows no borders—neither does coffee science

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Sample captions

- *[Your company name] believes that a brighter future for coffee is possible through innovation. We applaud World Coffee Research and its partners for publishing a new study—involving the unprecedented collaboration of coffee researchers and collaborators from 15 countries—providing insights into how current arabica varieties respond to coffee leaf rust (CLR) in different growing environments.*
- *World Coffee Research and its partners are getting closer to understanding coffee leaf rust (CLR) resistance by studying arabica varieties in growing environments across the globe. This*

research, supported by members like [Your company name], will inform breeding strategies to meet the challenge posed by this devastating crop disease.

- *Stronger and more resilient coffee varieties are key to the future of our industry. [Your company name] supports World Coffee Research (WCR), an organization conducting essential research & development activities to study existing variety performance and create new ones that are relevant for farmers' needs.*