

World Coffee Research

Sustainability content package for members

We recognize that sustainability is a pre-eminent topic of importance to World Coffee Research (WCR) members. For Q1 of 2025, we are launching resources to support members in communicating about our achievements together over the previous year and how investing in coffee agricultural R&D drives greater sustainability for our industry.

Below, you will find a content package, including sample language to feature in annual or sustainability reports, images, and caption language suitable for social media sharing, in addition to instructions on how to best use these assets. If you have any questions, please feel free to reach out to WCR's Industry Communications Manager, Maeve Holler at maeve@worldcoffeeresearch.org.



SUSTAINABILITY + ANNUAL REPORTING

This language is designed for a feature in a sustainability or annual report, but may also be useful for a landing page, blog post, or otherwise. We invite you to personalize the language to align it with your brand.

Creating the future of coffee

[**Company name**] invests in World Coffee Research to drive science-based solutions that strengthen coffee's resilience and generate opportunity for farmers worldwide. Through World Coffee Research, [**Company name**] unleashes the power of coffee varieties to secure a diverse and sustainable supply of quality coffee today and for generations to come.

"In 2024, the WCR community has made tremendous strides to accelerate the development of tomorrow's climate-resilient varieties and ensure the movement of these high-performing planting materials into farmers' fields. It is with thanks to companies like [**Company name**] and our global network of implementing partners that we are able to undertake this massive, collective effort to create the future of coffee."

—Dr. Jennifer "Vern" Long, Chief Executive Officer, World Coffee Research

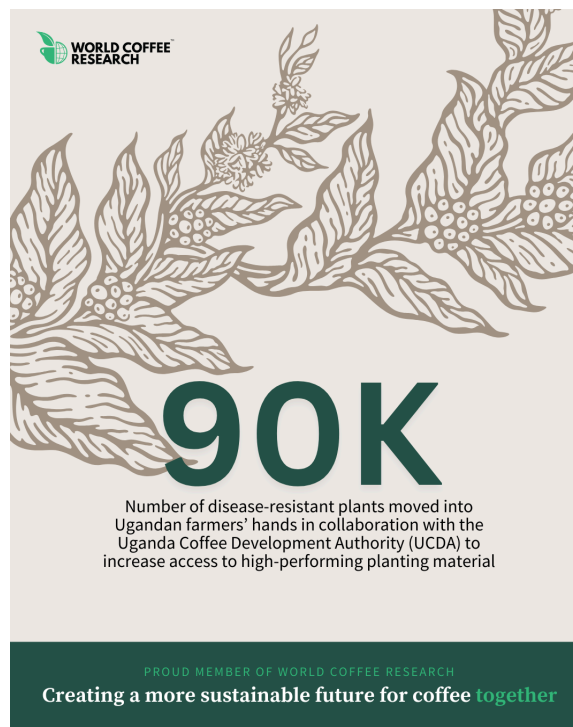
Highlights from our past year in collaboration include:

- **Realizing the consequential milestone of field trial installation for the Innovea Global Arabica Breeding Network around the world.** After two years of generating crosses, harvesting, shipping seeds, and WCR's partners carefully tending to 5,000 genetically unique trees in nurseries, the most diverse set of high-performing trees ever created have been installed in fields.
- **Developing new, strong partnerships with important producing countries to advance robusta breeding.** Following the formation of WCR's robusta breeding strategy and initiating the first wave of crosses earlier this year, the organization has established formal partnerships with countries including Vietnam, Uganda, Ghana, Rwanda, and India with more to be announced in the coming months.

- **Activating seed sector partnerships between public and private sector actors to increase access to high-performing planting material.** In collaboration with eight Peruvian partner organizations, WCR established 10 new seed lots of improved varieties across three major regions that will collectively generate enough seed to grow ~4 million plants annually. In addition, in collaboration with the Uganda Coffee Development Authority (UCDA), WCR moved 90,000 disease-resistant plants into farmers' hands in the Greater Masaka Region to establish nurseries that may have the capacity to produce ~50,000 seedlings annually. In addition, WCR trained over 100 arabica nursery operators and seed producers across three regions in Uganda.

INFOGRAPHICS + PHOTO ASSETS

Choose any combination of the cover photos and infographics below. You have access to the full set of images in two sizes (standard post and story formats).



Personalize it! Canva templates

We encourage you to personalize your selections by adding your logo. Click the links below to download a Canva template:

- **Standard format:** [Cover photos](#) | [Infographics](#)
- **Story format:** [Cover photos](#) | [Infographics](#)

1	2	3	4	5
Select a cover photo and/or that infographics you like	Add your logo to your selected photos/infographics	Select a caption and personalize it to align with your brand	Tag WCR—find us at @wcoffeeresearch on IG, X, FB, and LI	Share your post on your social media profile and WCR will amplify!

SOCIAL MEDIA CAPTIONS

You can use the captions below to accompany any of the cover photos and/or infographics above. We encourage you to personalize the captions to align with your unique brand.

- **[Company name]** invests in World Coffee Research to drive science-based solutions that strengthen coffee’s resilience and generate opportunity for farmers worldwide.
- Through World Coffee Research, **[Company name]** unleashes the power of coffee varieties to secure a diverse and sustainable supply of quality coffee today and for generations to come.
- **[Company name]** recognizes that creating better coffee varieties will not only give farmers choices but will underpin flourishing and sustainable coffee businesses for generations to come.
- Improved coffee varieties are one of the most powerful tools the industry has to meet the challenges of the climate crisis. **[Company name]** invests in World Coffee Research to make this a reality.
- As a part of the World Coffee Research community, **[Company name]** is proud to share the tremendous strides made over the last year to accelerate the development of tomorrow’s climate-resilient varieties and their movement into farmers’ fields.
- **[Company name]** is a proud member of World Coffee Research—investing in a more sustainable future for coffee alongside 190+ companies in nearly 30 countries across the globe.