



Membership terms & conditions

World Coffee Research (WCR) works with roasters, retailers, suppliers, allied companies, research institutions, and organizations across the coffee value chain ***to grow, protect, and enhance supplies of quality coffee while improving the livelihoods of the families who produce it.*** WCR executes its mission by:

- Working collaboratively with WCR member companies and with other industry stakeholders, including national coffee institutes in producing countries and research partners from advanced research institutes across the globe;
- Mobilizing investment for coffee agricultural research, particularly for producing-country researchers, to strengthen the development of a pipeline of innovations - knowledge and technologies - that contribute to reducing farmer risk, ensuring stable supplies of quality coffee, and increasing the economic, social, and environmental sustainability of coffee production;
- Strengthening the capacity of coffee researchers at origin and serving as a bridge between the industry and coffee research in producing countries to advance a shared research agenda through partnership and support; and
- Solving problems that matter and ensuring the availability and accessibility of relevant agricultural innovations for coffee farmers and the industry.

Qualifications for membership

Membership is open to any company whose business depends on or involves coffee, whose beliefs are consistent with WCR's mission, who complies with applicable local laws and regulations, and who shares the same ethical standards of practice and commitment to the long-term sustainability of the coffee sector, its people, and communities (i.e. commitment to [the Ten Principles of the United Nations Global Compact](#) for corporate sustainability). If a company meets these qualifications, membership is effective upon complete submission of the application form. Other companies or individuals may contribute funds to WCR; however, they will be considered supporters, as membership is based on alignment with the categories and levels of the membership fee structure.

Subscription and application of funding

Members shall pay an annual fee, as determined by the WCR membership fee structure, found [here](#). WCR will invoice members during the month(s) identified in the application form. Applications can be reviewed for eligibility and affirmed by the board of directors at their convenience. In the rare event a membership is not approved/renewed, applicants may address the outstanding questions of eligibility with the board of directors and will receive a full refund of their dues if they remain ineligible.

Period of membership

Membership is on a calendar year basis. A member may choose to end their membership by notifying WCR at least sixty (60) days in advance of their renewal date. After membership dues have been paid for a calendar year, membership status and benefits remain active until the close of the year. At the end of the year, the departing member must cease communications about membership status, including usage of the WCR logo.

Member benefits

WCR member benefits are available upon receipt of the application form and found [here](#).

Tax information

WCR is an organization exempt from income tax under Section 501(c)(5) of the United States Internal Revenue Code. As such, contributions to WCR by members of the coffee industry are not deductible as tax-exempt charitable contributions according to the U.S. IRS tax code, but may be deductible as business expenses under applicable U.S. federal and state tax law. Please be advised, however, that for 2025 and 2026, three percent (3%) of your membership dues are not tax-deductible as business expenses due to WCR's lobbying activities on your behalf. Each member should consult with its tax adviser as to the appropriate treatment of WCR's annual membership dues.

Use of trademarks and logos

Each member provides WCR with a limited, revocable license during the term of its membership to use a member's name and logo to indicate that the organization is a funder of WCR; otherwise, WCR agrees to obtain advance approval from the member for any other use of its name or logo (or any other intellectual property).

WCR provides each member in good standing with a limited, revocable license during the term of membership to use WCR's name and logo to indicate that it is a member and funder of WCR as described below and in line with the [WCR Logo Use Guidelines and Claims Restrictions](#). Members not in good standing are not permitted to use the WCR logo. The WCR logo may be used in a professional, commercially appropriate manner to signify the user's membership in WCR. The logo may never be used independent of the term "MEMBER," as set forth in WCR's Logo Use Guidelines and Claims Restrictions. Any use of the WCR's name or logo in connection with a product or service, whether through use of WCR's name and logo on a physical product, or through some other medium, requires a careful review and licensing agreement between WCR and the member. Members must contact WCR to obtain pre-approval prior to any use in this area.

Notwithstanding the foregoing, the logo may not be used in any manner that, in the sole discretion of WCR: discredits WCR or tarnishes its reputation and goodwill; is false or misleading; violates the rights of others; violates any law, regulation or other public policy; or mischaracterizes the relationship between WCR and the user, including but not limited to any use of the logos that might be reasonably construed as an endorsement, approval, sponsorship, or certification by WCR of the user, the user's business or organization, or the user's products or services, or that might be reasonably construed as support or encouragement to purchase or utilize the user's products or services. All marketing materials on or in which the WCR logo is used must be fully compliant with all applicable laws and regulations of any country in which the marketing occurs, including but not limited to the EU's new greenwashing regulations.

Research independence and mission

WCR's large global membership provides financial strength and diverse perspectives. Our members, contributors, and funders provide the resources that allow WCR to deliver research and development activities necessary to fulfill our mission and find solutions for existing and emergent challenges in coffee agriculture. To ensure the greatest return on investment in alignment with our mission and strategy, WCR maintains a position of independence when reviewing proposals, selecting scientific advisors, awarding

funding for research projects, implementing programs, producing publications, and creating resources for coffee producers, nurseries and growers or any other work within the scope of WCR's mission. WCR and its board of directors may decide not to accept restricted funds or implement activities that would contribute to mission or strategy drift or create a legal liability for WCR.

WCR is committed to transparency and makes the findings of our research and activities available through peer-reviewed scientific publications, presentations at scientific conferences and coffee trade association events, our website, and various media channels.

Other disclosures

WCR is registered as a lobbying organization under the United States Lobbying Disclosure Act.

As WCR strives to ensure the relevance of our work to the broader industry, we engage with members in activities and collaborations in the course of our work, such as member company participation in cupping candidate coffee varieties. These partnerships and collaborations are fully disclosed in our annual report and/or the website.

Useful contacts

Address: 10940 SW Barnes Road #334, Portland, OR 97225, USA Website: www.worldcoffeeresearch.org
Contact Person: Alexa Heinicke, Director Industry Membership and Development,
alexa@worldcoffeeresearch.org

*The above are the standard terms for membership with World Coffee Research, as set forth in July 2021. These standard terms, which members agree to abide by, may be updated from time to time at the discretion of WCR; any such updates will be posted to WCR's website.
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