

# Checkoff Program

Pennies per pound to ensure the future of coffee.

## HOW DOES IT WORK?

- 1** Roasters decide on a contribution rate of cents per lb/kg of green coffee. The contribution is calibrated to roasters' and retailers' purchase volume and built into the cost of green coffee.
- 2** Participating suppliers keep track of coffee sales to roasters, adding the designated cents per lb/kg to the coffee contracts. The contribution is included as a cost of doing business.
- 3** Each supplier collects funds and disperses them to WCR quarterly. Roasters receive a quarterly report summarizing their contributions.

## WHAT ARE THE BENEFITS?

- Play a direct role in ensuring the future of coffee
- Meet your corporate social responsibility and sustainability goals
- Leadership in guiding global coffee research
- Contribution is tax deductible as a 501(c)5 business expense for U.S. companies
- Access to our research and scientific network

## PARTICIPATING SUPPLIERS

Suppliers in **green** match donations or make an additional contribution.

- American Coffee Corporation- Hamburg Coffee Co.
- Atlantic Specialty Coffee
- **Atlas Coffee Importers**
- Be Green Trading
- Benchmark Coffee Traders
- Bourbon Specialty Coffee
- **Cafe Imports**
- Cape Horn Coffee Company
- **Caravela Australia Pacific**
- **Caravela Coffee Europe**
- **Caravela Coffee USA**
- Collaborative Coffee Source
- **Condesa Co. Lab**
- Coopfam
- **Covoya Specialty Coffee Americas**
- **Coffee Unified**
- **Covoya Ltd.**
- **Crop to Cup Coffee**
- **CUPRIMA**
- **Descamex**
- **DRWakefield**
- East Africa Coffee Co.
- **Excelco Trading**
- Expocaccer Cooperativa dos Cafeicultores do Cerrado
- Falcon Coffees
- Gollücke & Rothfos
- Greencof B.V.
- **Hacienda La Minita**
- InterAmerican UK
- **InterAmerican USA**
- **Intercontinental Coffee Trading Inc.**
- Kawacom
- La Bastilla Coffee Estates
- **List + Beisler**
- **Melbourne Coffee Merchants**
- Mercon Specialty
- **OFI International**
- Paragon Coffee Trading Company
- **Primavera Coffee Importers**
- Racafe
- **RGC Coffee**
- Royal Coffee
- **Sucafina Specialty EMEA**
- **Sucafina Specialty North America**
- Sustainable Harvest
- **Swiss Water Decaffeinated Coffee Company**
- **The Coffee Source**
- **Trabocca**
- Volcafe Specialty Coffee
- **Walker Coffee Trading**

## SIGN UP TODAY



Scan the QR code or go to [worldcoffeeresearch.org/membership/checkoff-program](https://worldcoffeeresearch.org/membership/checkoff-program) to get started.

