



WCR conducts agricultural research for the global coffee industry that is vitally important to its future supply and sustainability. Investment in WCR mitigates significant supply risk and contributes to environmental and economic sustainability goals.

Category (Unit)	WCR Bands	Option (minimum rate)	
		Checkoff \$/lb.*	Fixed
1) Brand Roaster/ Manufacturer/Retailer (Pounds of Global Green Coffee Purchased Annually)	0-500,000 pounds	\$0.0100	\$500
	500,001-2,000,000 pounds	\$0.0050	\$6,200
	2,000,001-5,000,000 pounds	\$0.0045	\$15,000
	5,000,001-10,000,000 pounds	\$0.0040	\$30,000
	10,000,001-20,000,000 pounds	\$0.0035	\$52,000
	20,000,001-40,000,000 pounds	\$0.0030	\$90,000
	40,000,001-75,000,000 pounds	\$0.0025	\$143,000
	75,000,001-150,000,000 pounds	\$0.0020	\$225,000
	150,000,001-300,000,000 pounds	\$0.0015	\$337,000
	300,000,001-500,000,000 pounds	\$0.0011	\$440,000
	>500,000,000 pounds	\$0.0008	\$560,000
2) Business-to-Business Roaster/Manufacturer (Pounds of Global Green Coffee Purchased Annually)	0-500,000 pounds		\$500
	500,001-2,000,000 pounds		\$3,100
	2,000,001-5,000,000 pounds		\$7,500
	5,000,001-10,000,000 pounds		\$15,000
	10,000,001-20,000,000 pounds		\$26,000
	20,000,001-40,000,000 pounds		\$45,000
	40,000,001-75,000,000 pounds		\$71,500
	75,000,001-150,000,000 pounds		\$112,500
	150,000,001-300,000,000 pounds		\$168,500
	300,000,001-500,000,000 pounds		\$220,000
	>500,000,000 pounds		\$280,000
3) Green Coffee Supplier/ Trader/Decaffeinator (Bags of Global Green Coffee Traded Annually)	<50,000 Bags	Checkoff Roaster matching scheme (must meet fixed rate minimum for applicable band*)	\$500
	50,001-100,000 Bags		\$2,900
	100,001-200,000 Bags		\$5,000
	200,001-500,000 Bags		\$9,000
	500,001-1,000,000 Bags		\$19,000
	1,000,001-2,000,000 Bags		\$32,000
	2,000,001-6,000,000 Bags		\$52,000
	>6,000,000 Bags		\$93,000
4) Allied Company (Coffee-Industry Revenue Generated Annually)	<\$1,000,000 USD		\$500
	\$1,000,001-10,000,000 USD		\$1,000
	\$10,000,001-\$50,000,000 USD		\$8,000
	\$50,000,001-\$100,000,000 USD		\$30,000
	>\$100,000,000 USD		\$50,000

*** Checkoff Program:** Contributions are assessed based on actual coffee purchase volumes. Minimum rate varies depending on volume bands. Typically administered by green coffee suppliers on behalf of roaster clients and tied to green coffee contracts. Suppliers may also participate in the Checkoff Program by

matching roaster contributions, closing any “gap” to reach fixed rate minimum in the fourth quarter. For more information, visit our website ([link](#)).

Fee Structure Guidelines:

- **1) Brand Roasters/Manufacturers/Retailers** are companies that primarily sell or serve their branded coffee to consumers, and may purchase and roast/manufacture coffee or outsource this activity as a raw material and sell primarily to consumers. They may calculate their membership fee one of two ways: (1) using a Fixed Rate for annual contribution, or (2) through the Checkoff Program (cents per pound/ kilogram). **The exception is roasters sourcing fewer than 50,000 pounds, who can only participate through the Fixed Rate membership option due to the higher costs of administering the Checkoff Program.**
- **2) Business-to-Business Roasters/Manufacturers** are companies whose primary business activity (>95% of business volume) is roasting/manufacturing coffee for third parties, such that its brand is invisible to the end consumer. They are also known as private label, own label, white label, toll/contract, food service, and wholesale roasters.
- **4) Allied Companies** include all other companies that participate in the coffee sector in roles such as equipment manufacturers, food and flavoring, producers, consulting firms.
- To convert roasted, decaffeinated, liquid and soluble coffee to its equivalent green coffee volume, WCR utilizes the ICO’s published conversion factors ([link here](#)).
- Placement in volume/revenue bands will be made using current year figures, to determine membership rate for the following year. WCR membership will be on a calendar year basis. If a member company’s green coffee volume or volume-equivalent increases such that the company would move into a higher membership band, the member will have two years to reach the new target level.
- WCR welcomes commitments beyond the target investment level. Members contributing more than the minimum Checkoff or Fixed Rate receive enhanced benefits.
- **New Members have a three-year period to reach target investment level; two years of increasing amounts to reach target in third year. After the first year, WCR will request written commitment for a plan to reach target investment level.**