



WHY COFFEE CARES ABOUT THE COFFEE PLANT HEALTH INITIATIVE AMENDMENTS ACT

The U.S. runs on coffee. In 2022, more than 66% of American adults drank coffee each day, more than any other beverage. Coffee adds \$225 billion to the U.S. economy and generates \$28 billion in tax revenue each year. Scientific evidence shows that drinking coffee is also associated with reduced risk of multiple types of cancer and chronic disease.

U.S. coffee relies on secure global supplies. Protecting the future of this critical commodity starts on small farms, including those in Hawaii and Puerto Rico. Our priorities include strengthening research and development (R&D) to protect coffee plant health and meet global demand in the face of growing challenges like pests and disease, which—much like human epidemics—spread around the world.

WHAT'S AT STAKE?

- The U.S. coffee industry, which relies on secure coffee supplies
- 1.6 million U.S. jobs
- \$225 billion in economic activity and \$28 billion in tax revenue
- The future of America's favorite beverage

Through its state and national research institutions, the U.S. has a unique opportunity to help protect supplies for coffee businesses in every U.S. state and territory as well as growers in Hawaii and Puerto Rico. Passing the **Coffee Plant Health Initiative Amendments Act (CPHIAA) in the 2023 Farm Bill** would authorize the research, development, and deployment of science-based tools, treatments, and integrated pest management programs needed to secure the future of coffee.

COFFEE CARES ABOUT

Broadening the research scope: Coffee faces myriad threats. Research must expand to keep up. CPHIAA research will build on past success combating the coffee berry borer and is critical for the development of innovative solutions that will ensure a long-term supply of coffee.

Stemming problems at their source: The CPHIAA will accelerate the development of solutions and collaborations that equip U.S. growers to combat issues that arise in coffee overseas. For example, coffee leaf rust has devastated communities across Central America for decades and now threatens U.S. farmers, who have few defenses.

Securing the industry by protecting supply: Millions of U.S. consumers and businesses rely on coffee imports from more than 100 countries. R&D investments will directly safeguard U.S. growers and extend mutually beneficial innovation to secure the global coffee supply.

The National Coffee Association is the leading trade organization for the coffee industry in the United States. A majority of NCA membership, which accounts for over 90% of U.S. coffee commerce, comprises small and mid-sized companies and includes growers, roasters, retailers, importer/exporters, wholesaler/suppliers, and allied industry businesses.

World Coffee Research is a global, industry-driven organization that advances agricultural innovation to ensure the future of coffee. Over 170 companies support our work worldwide, including over 70 across more than 20 U.S. states.