



Membership Benefits 2024

(revised May 7, 2024)

WCR unites the global coffee industry to drive science-based agricultural solutions to urgently secure a diverse and sustainable supply of quality coffee today and for generations to come.

WCR's focus is on unleashing the power of coffee varieties to address urgent supply and sustainability risks faced by our member companies. The primary return on investment for member companies is the mitigation of these risks, which are issues of materiality for many of our members. Our collective investment model provides multiple advantages:

- pooling resources to accomplish variety development at a scale that would be prohibitive for most individual companies to invest in alone;
- influencing the quality of new varieties, as well as where they are deployed;
- joining forces with peers to unlock public investment aligned with industry priorities; and
- ensuring shared benefit to farmers, countries, and coffee companies.

“Member Benefits” are the ways in which we engage member companies in the research, so that they can steward their investment in alignment with their specific interests, and in addition to the benefits outlined below include early members-only access to research, conversations with our scientists, and tapping into our networks of research and partner contacts. Companies contributing 150%+ above the target rate are eligible for the next higher level. To ensure that your contributions are contributing to the most important objectives, we ensure that the value of benefits exceeds 5% of the member's total financial contribution.

WCR offers five membership levels with varying levels of contributions. You can view the membership levels and their corresponding benefits on the following page.

Cherry (\$)	Sprout (\$\$\$)	Seedling (\$\$\$\$)	Coffee Tree (\$\$\$\$\$)	Coffee Blossom (\$\$\$\$\$)
<p>Recognition</p> <ul style="list-style-type: none"> ✓ Inclusion in WCR website ✓ Annual report member list <p>Communications Support</p> <ul style="list-style-type: none"> ✓ Use of WCR brand ✓ WCR asset kit (logo, photos, and verbiage) 	<p>Recognition</p> <ul style="list-style-type: none"> ✓ Social media post ✓ Inclusion in WCR website ✓ Annual report member list <p>Connection</p> <ul style="list-style-type: none"> ✓ Regular member communications ✓ Segmented emails for special interests ✓ Annual report ✓ Annual Member Day ✓ Member-only webinars ✓ Virtual presentation for internal team <p>Communications Support</p> <ul style="list-style-type: none"> ✓ Use of WCR brand ✓ WCR asset kit (logo, photos, and verbiage) ✓ “Shareable updates” with content ✓ WCR interview for blog/article 	<p>Recognition</p> <ul style="list-style-type: none"> ✓ Social media post ✓ Inclusion in WCR website ✓ Annual report member list <p>Connection</p> <ul style="list-style-type: none"> ✓ Regular member communications ✓ Segmented emails for special interests ✓ Annual report ✓ Annual Member Day ✓ Member-only webinars ✓ Virtual presentation for internal team ✓ Opportunity to visit WCR trial sites <p>Communications Support</p> <ul style="list-style-type: none"> ✓ Use of WCR brand ✓ WCR asset kit (logo, photos, and verbiage) ✓ “Shareable updates” with content ✓ WCR interview for blog/article ✓ Consultation on messaging <p>Participation</p> <ul style="list-style-type: none"> ✓ Fun tasting of new varieties* 	<p>Recognition</p> <ul style="list-style-type: none"> ✓ Social media post ✓ Inclusion in WCR website ✓ Annual report member list ✓ Recognition as a global sponsor of WCR’s portfolio <p>Connection</p> <ul style="list-style-type: none"> ✓ Regular member communications ✓ Segmented emails for special interests ✓ Annual report ✓ Annual Member Day ✓ Member-only webinars ✓ Virtual presentation for internal team ✓ Opportunity to visit WCR trial sites ✓ On-site visit by WCR CEO or Research Director <p>Communications Support</p> <ul style="list-style-type: none"> ✓ Use of WCR brand ✓ WCR asset kit (logo, photos, and verbiage) ✓ “Shareable updates” with content ✓ WCR interview for blog/article ✓ Consultation on messaging ✓ Special campaign support <p>Participation</p> <ul style="list-style-type: none"> ✓ Fun tasting of new varieties or cupping quality evaluation of new/improved varieties* ✓ Supply chain project connections ✓ Opportunity to co-invest in seed lot/nursery projects 	
Seed (\$\$)				
<p>Recognition</p> <ul style="list-style-type: none"> ✓ Social media post ✓ Inclusion in WCR website ✓ Annual report member list <p>Connection</p> <ul style="list-style-type: none"> ✓ Regular member communications ✓ Segmented emails for special interests ✓ Annual report ✓ Annual Member Day ✓ Member-only webinars <p>Communications Support</p> <ul style="list-style-type: none"> ✓ Use of WCR brand ✓ WCR asset kit (logo, photos, and verbiage) ✓ “Shareable updates” with content 				

*provided sufficient quantities from trial harvests