



Membership Benefits 2025

(revised October 15, 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;
- delivering an industry-driven, product-focused research agenda;
- 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. To ensure that member contributions are contributing to the most important objectives, we seek to cap the value of benefits at 3%-5% of the member's total financial contribution.

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

Seed	Sprout	Seedling	Coffee Tree
<p>Connection & Education</p> <ul style="list-style-type: none"> ✓ Regular member research updates ✓ Quarterly member-only webinars <p>Communications Support</p> <ul style="list-style-type: none"> ✓ Use of logo ✓ Access to brand asset kit <p>Recognition</p> <ul style="list-style-type: none"> ✓ Listed on website, annual report 	<p>Connection & Education</p> <ul style="list-style-type: none"> ✓ Regular member research updates ✓ Quarterly member-only webinars ✓ Annual Member Day <p>Participation</p> <ul style="list-style-type: none"> ✓ Cupping of new varieties* ✓ Engagement in public advocacy <p>Communications Support</p> <ul style="list-style-type: none"> ✓ Use of logo ✓ Access to brand asset kit ✓ Quarterly digital content packages (social media, graphics, copy, etc.) <p>Recognition</p> <ul style="list-style-type: none"> ✓ Listed on website, annual report ✓ Social media post 	<p>Connection & Education</p> <ul style="list-style-type: none"> ✓ Regular member research updates ✓ Quarterly member-only webinars ✓ Annual Member Day ✓ Access to trial/research sites ✓ Virtual presentation to team <p>Participation</p> <ul style="list-style-type: none"> ✓ Cupping of new varieties* ✓ Engagement in public advocacy ✓ Additional targeted origin investment opportunities <p>Communications Support</p> <ul style="list-style-type: none"> ✓ Use of logo ✓ Access to brand asset kit ✓ Quarterly digital content packages (social media, graphics, copy, etc.) ✓ Copywriting/editing support for blog post, newsletter, or website <p>Recognition</p> <ul style="list-style-type: none"> ✓ Listed on website, annual report ✓ Social media post ✓ Member milestone announcement 	<p>Connection & Education</p> <ul style="list-style-type: none"> ✓ Regular member research updates ✓ Quarterly member-only webinars ✓ Annual Member Day ✓ Access to trial/research sites ✓ In-person presentation to team <p>Participation</p> <ul style="list-style-type: none"> ✓ Cupping of new varieties* ✓ Engagement in public advocacy ✓ Additional targeted origin investment opportunities ✓ Input to breeding targets and research agenda <p>Communications Support</p> <ul style="list-style-type: none"> ✓ Use of logo ✓ Access to brand asset kit ✓ Quarterly digital content packages (social media, graphics, copy etc.) ✓ Copywriting/editing support for blog post, newsletter, or website ✓ Consultation on messaging and campaign support <p>Recognition</p> <ul style="list-style-type: none"> ✓ Listed on website, annual report ✓ Social media post ✓ Member milestone announcement

**provided sufficient quantities from trial harvests*