



World Coffee Research 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.

What is World Coffee Research?

World Coffee Research (WCR) is 200+ companies in 25 countries driving collaborative, global R&D to ensure the future of coffee.

We are a non-profit agricultural research organization, formed by the world-wide coffee industry in 2012 with the recognition that innovation in coffee agriculture is necessary to deliver increased quality, reduce supply chain risk, and transform coffee producing into a profitable, sustainable livelihood that can meet rising demand while also safeguarding natural resources.

What does WCR do?

We work urgently to make better plants available and accessible to farmers to enhance coffee productivity, profitability, quality, and climate resilience. In particular, we support the professionalization of nurseries and seed systems, conduct variety trials, and accelerate breeding system modernization.

We prioritize working in 11 countries critical for supporting origin diversity. Our 11 focus countries contain 50% of the world's 12.5 million family coffee farms and produce 30% of the global supply of coffee. Our goal is to enhance the competitiveness of these key countries and their ability to address major threats to supplies of quality coffee.

- **Latin America:** Guatemala, Honduras, Mexico, Nicaragua, Peru
- **Africa:** Ethiopia, Kenya, Uganda
- **Asia:** India, Indonesia, Papua New Guinea

We have additional strategic research partnerships in El Salvador, Rwanda, and Costa Rica. Our WCR research agenda is executed in partnership with leading institutions in producing countries and around the world.

Why agricultural research?

Science is essential for securing the long-term, sustainable supply of quality coffee. Improved varieties reduce farmers' risk and improve climate resilience and productivity—leading to “more good beans from each tree”—and are a critical factor in reducing the GHG emissions of coffee agriculture and reducing deforestation.

The research we conduct today will determine what coffee we drink in the future—and using advances in agricultural science it is possible to dramatically improve coffee yields, quality, climate resilience and farmer profitability.

Why invest in the future of coffee?



Improve coffee's goodness

Through research, we improve how good coffee tastes, how good it is for the planet, and how good it is for people who grow it.



Sustain origin diversity and global supply

Working in strategic geographies, we ensure the long-term supply of quality coffee from diverse origins.



Address the climate crisis

R&D creates tools, technology and knowledge to reduce the risk that farmers and companies face from climate change.



Achieve impact at scale

The knowledge and resources generated by WCR and our partners flow downstream for the benefit of millions of farmers around the world.

Through collaborative investment in agricultural R&D, coffee companies are creating the foundation for a vibrant and sustainable coffee sector in diverse origins. Member companies drive our strategic agenda, provide input, and receive member benefits in support of their engagement.



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