


ANNUAL REPORT 2023

# Forging the future of coffee





**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.**



WCR comprises **177 member companies** in **29 countries**, investing collectively to generate transformational, generational impact on coffee production worldwide.

#### **ABOUT THIS REPORT**

This report covers World Coffee Research activities, highlights, and results for the period between January 1, 2023 and December 31, 2023.

# Improved varieties catalyze resilience and growth across the coffee sector

We deliver climate-resilient coffee varieties because of their unique potential to enhance sustainability and reduce business risk at the same time.

## IMPROVED VARIETIES:

- Improve productivity to stabilize supplies across diverse origins
- Allow smallholder and family farmers to thrive despite climate + disease shocks
- Boost farmer incomes and decrease poverty
- Reduce the need for crop protectants
- Reduce emissions growth from coffee agriculture
- Improve cup quality
- Deliver impact at scale, helping millions of farmers increase prosperity
- Create transformational impact on farming communities





**Most farmers  
have this...**

**but  
need  
this.**

Photo credit: Jonas Ferraresso

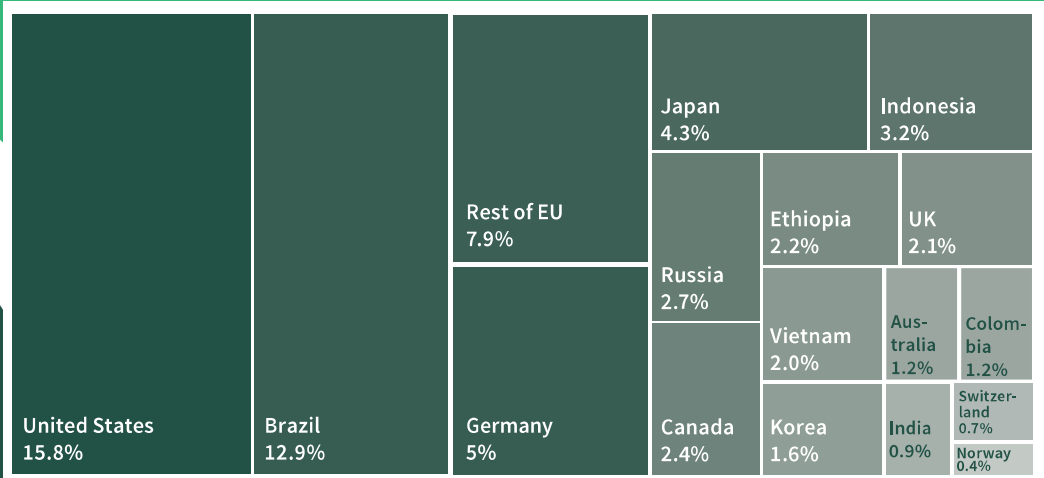
# 2023: Knowledge is power



## A brighter future for coffee depends on innovation

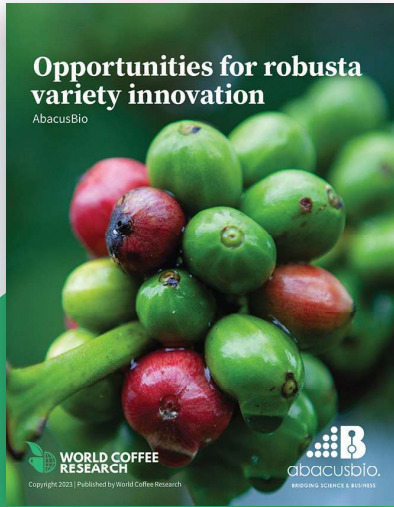
In 2023, WCR defined the global coffee R&D investment gap at \$US452 million/year.

Fair share of R&D investment by consuming countries, based on share of global coffee consumption (average 2018-2022)\*



\*Remaining world consumption = 33.5%. Data source: International Coffee Organization, 2023

FIND ALL REPORTS AT  
[worldcoffeeresearch.org](http://worldcoffeeresearch.org)



DOWNLOAD  
REPORT



## Breeding can fortify global robusta supplies to avert supply shortages

Globally, current levels of investment in robusta research and breeding are not sufficient to meet growing demand for robusta or the evolving quality needs of the market. But national breeding programs are positioning themselves for innovation. A global, collaborative breeding effort could address supply shortages and quality needs.



DOWNLOAD  
REPORT



## Improved varieties can decrease climate emissions from farming by up to 32%

Through improved productivity, better coffee varieties can reduce the carbon emissions generated by coffee agriculture, reinforcing the value of investing in breeding to reduce the coffee industry's carbon footprint.

# Our work

We work urgently in multiple, strategically targeted countries in Asia, Africa, and Latin America that contain 50% of the world's 12.5 million family coffee farms and generate 30% of global coffee supply. Our collaborative partnerships enable us to elevate shared priorities for agricultural innovation, driving value for everyone from farmers to consumers.

We work across four integrated program areas to put the best coffee varieties into farmers' hands:

**BREEDING**

**TRIALS**

**NURSERY/SEED SECTOR WORK**

**GLOBAL LEADERSHIP**





## Shared public + private investment catalyzes prosperity

The coffee industry and national coffee institutes make foundational investments to bring new varieties to market through breeding, trials, and distribution programs. Public sector investment enhances and speeds progress.

**Our portfolio delivers  
better varieties—  
faster**

Public sector investments make breeding faster, better, cheaper + support planting programs to impact smallholders across the globe

**Farmer Access**  
propagation, scale-up,  
+ distribution

**Trials**  
precommercial  
+ agronomic testing

**Breeding**  
+ multi-environment  
testing

Industry + national coffee institutes collaborate on market-tailored new variety development + local performance testing

Farmers have market-relevant choices to increase prosperity + meet global demand



# Breeding

We deploy modern breeding tools and the power of global collaboration to transform coffee breeding and lay the foundation for the dawn of new opportunities in our industry.



Check out our Innovea video to hear from coffee breeders around the world!

## Arabica breeding and the Innovea Global Coffee Breeding Network

In 2022 WCR launched Innovea, the world's first global, collaborative breeding network for arabica, bringing together nine countries to access new variety candidates and modernize their variety improvement systems. Innovea will offer a step change in choice for farmers.

### EXPECTED OUTCOMES

- In 2030, 100+ new varieties available for pre-commercial testing
- Climate-resilient varieties reduce farmer risk, meet global coffee production challenges, preserve origin diversity, and incentivize deeper investment in coffee agriculture
- First new arabica varieties released as early as **2036**

### ADVANCES IN 2023 INCLUDE

- 5000 novel and genetically unique seeds shipped and germinating in 6 countries in the Innovea network
- 2 breeding factory sites installed
- Global summit of coffee breeders from around the world in Amsterdam





## Robusta breeding

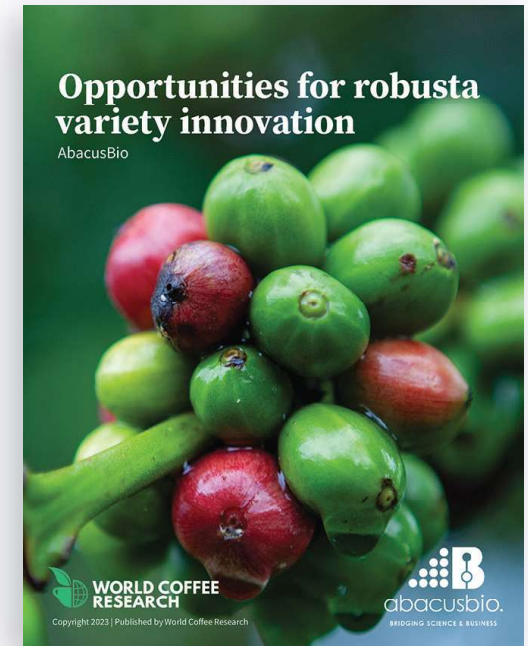
In 2023, WCR began working toward the launch of a global robusta breeding network to parallel the Innovea network. The breeding program begins in 2024. To lay the foundation for this expanded focus on robusta, we also launched a robusta Variety Catalog and published manuals and videos for robusta nursery managers (see pg.15).

### EXPECTED OUTCOMES:

- First wave of new robusta varieties released as early as **2039**, created by crossing genetic groups that haven't been crossed together before

### ADVANCES IN 2023 INCLUDE:

- Comprehensive study of opportunities for robusta genetic improvement concludes that breeding is the highest return investment at a global scale to sustain and enhance robusta supplies
- Establishment of a breeding collection at WCR Research Farm in El Salvador
- Global summit of robusta coffee breeders from around the world



[Download the full report](#)

# Trials

WCR operates dozens of trial sites around the world, testing both existing and new varieties in different environments, both on research stations and in farmers' fields. We integrate global industry feedback on cup quality into performance results.

Global trial networks help national coffee institutes—which are responsible for variety release in most countries—to evaluate and access the best varieties and help farmers and the broader industry be assured that varieties will be resilient to climate change.

## F1 hybrids trial

Four finalists are advancing to precommercial trials

From an original group of 46 hybrid crosses, WCR identified four finalist candidates to advance to precommercial testing with trial partners in Latin America. WCR's research trials showed up to 30% yield gains for these varieties.

- Top candidates will be tested in phase II precommercial trials beginning in 2024
- 10,800 plants were multiplied for shipment in 2024



Multiplying copies of F1 hybrid finalists at the CATIE somatic embryogenesis lab in Costa Rica. From a small piece of leaf tissue, up to 10 new plants can be generated.



## International Multilocation Variety Trial (IMLVT)

The world's largest coffee variety trial is extended

The IMLVT is the world's largest coffee variety trial with 31 varieties (50,000 plantlets). It is currently installed in 22 sites in 15 countries. It was initiated in 2015.

- In 2023, 6 sites were confirmed for 6-year extension of the trial (through 2029) enabling the collection of yield, disease and quality performance data after rejuvenation pruning. Six mature sites were closed in 2023.
- Completion of first 3-year cycle of cupping data collection in 2023.

The IMLVT site in India shows global varieties being tested under dense shade.



# Nurseries

To make higher quality plants available to farmers today, we strengthen seed systems, purify seed lots, and train nursery managers and seed producers in best practices. Expanding comprehensive quality assurance systems for new trees is critical for supporting global coffee supplies and enhancing farmer prosperity.

Since the inception of our nursery programs in 2017, we have trained 434 nurseries on best practices and cleaned 29 seed lots worldwide.



Nearly 400 nursery operators in Uganda were trained on best practices in 2023.



## Our progress in 2023

### LATIN AMERICA

- **28,540** tree samples from **81** seed lots tested for genetic purity
- **59** seed lots assessed for genetic conformity and **22** seed lots supported for clean-up
- **70** people trained on best practices for seed production

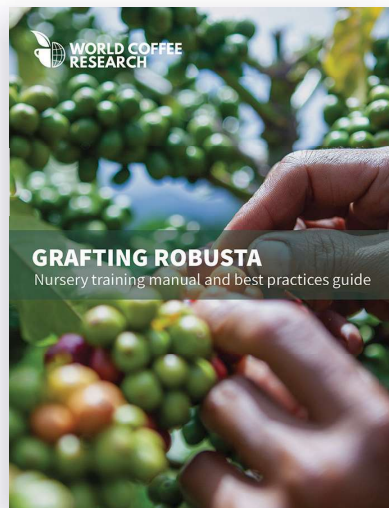
### UGANDA

- **10** demonstration robusta nurseries established in Uganda and **393** nursery operators trained on nursery management practices
- **7** arabica seed lots participated in seed-lot clean-up to ensure genetic traceability
- **5** training videos + **1** grafting training manual for robusta extension workers, nursery operators, and farmers; translation of arabica nursery training videos into Luganda and Lugisu
- To date, nearly **50,000** coffee wilt disease-resistant plants (known as “KR-lines”) have been supplied to entrepreneurial farmers in the Greater Masaka region, in partnership with UGACOF/Sucafina. Farmers are establishing micro-nurseries on their land, with the goal of supporting a network of over 2,000 other farmers in Uganda to access these materials

## Guatemala highlight

WCR supported Anacafe in Guatemala to use quality assurance tools in seed sources in order to ensure that the national supply of Anacafe 14 trees (a key variety in the country) remains genetically pure.

To confirm the genetic identity of a plant, small leaf samples are taken with a punch hole device and sent to a genetics laboratory in Sweden.



### NEW ROBUSTA MANUALS AND TRAINING VIDEOS



Download these resources at [worldcoffeeresearch.org/resources](https://worldcoffeeresearch.org/resources)



# Global Leadership

More than ever before, WCR engages industry and governments to **invest in innovation**.

## Global advocacy to catalyze coffee R&D

In 2023, we determined that coffee faces a \$452 million/year agricultural innovation investment gap, creating new urgency to catalyze increased investment and support for coffee R&D from industry and governments around the world. We expanded advocacy efforts from a focus on the U.S. to include other governments, including Japan, Australia, Canada, Germany, and the EU. In 2023, 41 WCR member companies participated in advocacy efforts in 6 consuming countries.

## Leveraging our impact through coffee development projects

Coffee development projects invest heavily to enhance agricultural training and marketing efforts for coffee producing communities worldwide; where possible, WCR contributes relevant technical support to these programs to enhance their long-term impact.

- In 2023, WCR participated in **2 international coffee development projects** in **6 countries** (projects: MOCCA project in Central America; PhilCAFE in the Philippines)
- In total, these projects invest **\$60 million dollars** and target **103,700 farmer beneficiaries**





# Resources and knowledge sharing

In 2023, WCR’s knowledge products—including the Coffee Varieties Catalog, Sensory Lexicon, nursery manuals and more—were viewed 150,794 times in 99 countries.



Download free WCR resources at [worldcoffeeresearch.org/resources](https://worldcoffeeresearch.org/resources)

## Resources for robusta

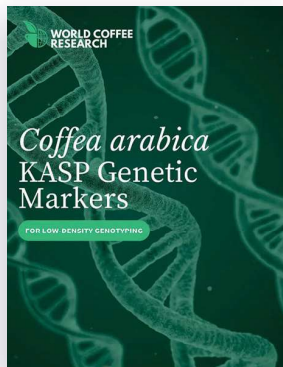
**ROBUSTAS ADDED TO THE WCR VARIETIES CATALOG!**



For the first time ever, robusta varieties have been added to WCR’s global coffee catalog! Featuring profiles of 47 robusta varieties commonly cultivated in 8 top robusta producing countries.

## DNA fingerprinting database

**NEW OPEN-ACCESS TOOL FOR RAPID DNA FINGERPRINTING**



A new, open-access resource for building rapid arabica coffee DNA fingerprinting services using SNP markers. This tool has been used to clean up the seed supply from 22 seed lots in Latin America, assuring that high-quality, genetically conforming planting material will be available to nurseries across the region next year.

## Addressing potato defect

**NEW SUMMARY GUIDE**

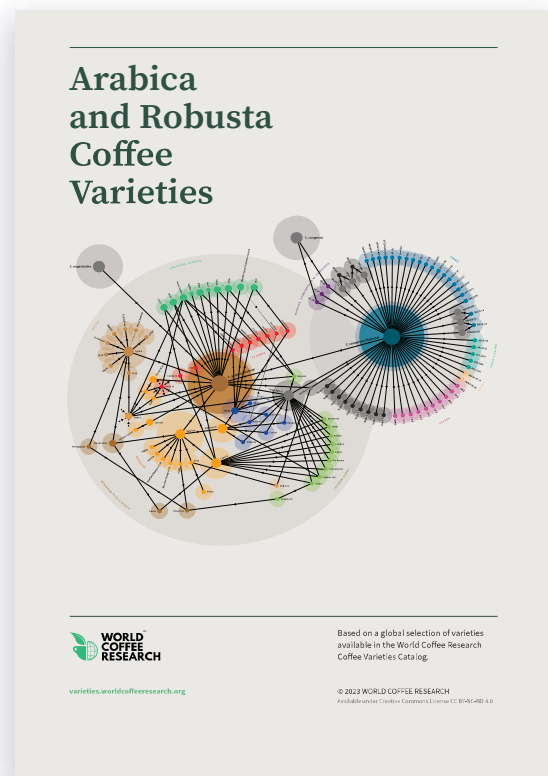


This white paper reviews current knowledge about potato taste defect (PTD)—a damaging quality defect often encountered in coffee from Rwanda, Burundi, Congo, Uganda, and sometimes Tanzania and Kenya. It describes current scholarship on PTD and the practical steps that producers and exporters can take to manage quality for PTD.

## NEW IN 2023

### VARIETIES POSTER

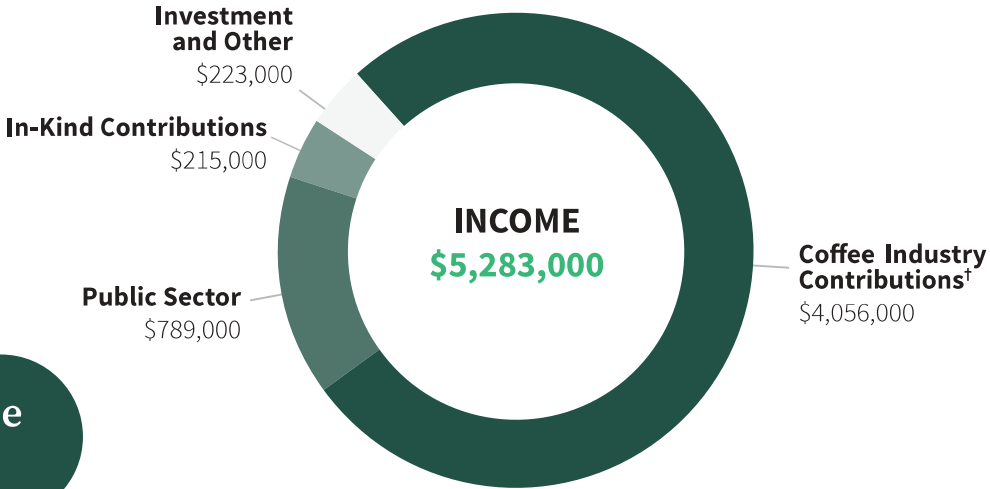
A new downloadable and printable visualization of the genetic relationships between coffee varieties from the WCR Coffee Varieties Catalog



# 2023 Finances

In 2023, we confirmed the strong commitment of our 177 member companies to securing the future of coffee today and for generations to come. 62 companies and individuals provided additional financial support in 2023.

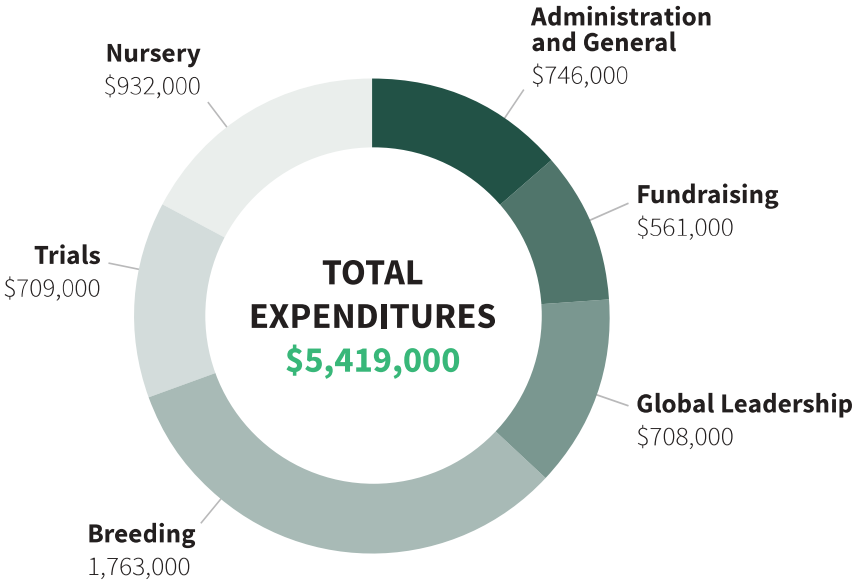
**Contributions earned\* from the coffee industry in 2023 was \$4,056,000**



## 2023 Year-End Financial Position

Cash/Investments:	\$4,434,000
Pledges Receivable:	\$3,033,000
Other Assets:	\$495,000
Liabilities:	\$273,000
Net Assets:	\$7,689,000

**Total Financial Position .....\$7,962,000**



\*Earned: For 2023 earned revenue includes cash received from prior year pledges but excludes future-year pledged amounts  
 †Of which \$560,000 are future-year pledges



# 2023 Members and Contributors

Our members—companies large and small—come together to collectively invest in a shared global agenda for coffee research. Their participation is a critical foundation for a vibrant and sustainable coffee sector.

In 2023, WCR had **177** member companies from **29** countries



## COFFEE BLOSSOM



## COFFEE TREE



## SEEDLING

- Allegro Coffee Company
- Community Coffee Company
- Eight O'Clock Coffee
- Philz Coffee
- Strauss Commodities

**MEMBERSHIP TIERS**

Coffee Blossom 🌸🌸🌸🌸🌸

Coffee Tree 🌿🌿🌿🌿

Seedling 🌱🌱🌱

Sprout 🌱🌱

Seed 🌱



## SPROUT

- Barrie House Coffee
- Black Oak Coffee Roasters
- Blue Bottle Coffee
- Bulavity
- Cafcom
- Caravela Coffee
- Coffee Bros.
- Coffein Compagnie
- Counter Culture Coffee
- Covoya Specialty Coffee
- Crankhouse Coffee Ltd
- De'Longhi
- Dutch Bros Coffee
- Fulcrum Coffee
- Intelligentsia Coffee
- Kaldi Coffee Farm Online Store
- Lincoln & York
- Madcap Coffee Company
- Marubeni Foods-Specialty
- Mercon Coffee Group
- Ome by Spacebar Coffee
- Origin Coffee Roasters
- Ozo Coffee Roasters
- Pacific Espresso
- PROBAT Inc.
- Rave Coffee
- Rumble Coffee Roasters
- Sarutahiko Coffee
- SEY
- Sucafina N.V.
- Sucden Coffee
- Sweet Maria's Coffee
- Union Hand-Roasted Coffee



## SEED

- 7000 Coffee Trees
- Alpaca Coffee Roasters
- Apex Coffee
- Asahi Quality & Innovations
- Atlas Coffee Importers
- Bäckerei Happ
- Bagavathi Coffee
- Beck Flavors
- Bell Lane Coffee
- Bewley's North America/Java City
- Blossom Coffee Roasters
- Bodum Roasting
- Boomtown Coffee
- Boon Boona Coffee
- Brewpoint Coffee
- Bridge Coffee Co.
- Bun Coffee Byron Bay
- BUNA
- Cafe Imports
- Cafe Virtuoso
- CafeTracker
- Camber Coffee
- Caravan Coffee
- Chouette Torréfacteur Laboratoire
- Coastal Coffee Traders
- Coffee Libre
- Coffee Nexus
- Coffee Unified
- Coffeebar
- Covoya Specialty Coffee
- CuBa BIOTEC
- Cultivar Coffee South Africa
- Cup North
- CUPRIMA
- Curve Coffee Roasters
- Dancing Goats Coffee
- Dark Woods Coffee
- Dear Green Coffee Roasters
- Descafeinadores Mexicanos (DESCAMEX)
- Dispatch Coffee
- Driftaway Coffee
- DRWakefield
- Dunn Brothers Coffee
- ECRE
- Equator Coffees
- Espanola Coffee Roasters
- Established Coffee
- Excelco Trading
- Exhale Coffee
- Fadie Sasaguri Roastery Corporation
- Falcon Coffees Peru
- Firsthand Coffee
- FiXX Coffee
- Forecast Coffee Company
- Fort Findlay Coffee & Doughnut Shoppe
- Fortitude Coffee Roasters
- Friday Coffee Roasters
- Fuglen Coffee Roasters Oslo
- Fuglen Coffee Roasters Tokyo
- Good Good Coffee
- Honey Coffee
- Horiguchi Coffee Research Institute
- Huckleberry Roasters
- Imbibe Coffee Roasters
- Instituto Regional del Café (IRC)
- InterAmerican Coffee/Neumann Gruppe USA
- Intercontinental Coffee Trading
- Irving Farm New York
- Jones Coffee Roasters
- Kaldi's Coffee
- KIM House Roaster
- Kiss the Hippo Coffee
- Kua Coffee
- La Colombe Coffee Roasters
- Limini Coffee
- List + Beisler
- Market Lane Coffee
- Melbourne Coffee Merchants
- Metric Coffee Co.
- Moplaco Trading
- Mr. Espresso
- Murnauer Kaffeerösterei
- Miracle Kitchen
- Nemesis Coffee Roasting
- Nylon Coffee

## SEED CONTINUED

- Peak Coffee Co
- Peekskill Coffee
- Philippine Coffee and Barista Insitute
- Prometheus Coffee Roasters
- Raw Bean Limited
- Red Cedar Coffee Co.
- RGC Coffee
- Rimini Coffee
- Ringtons
- Rio Coffee
- Riposo Coffee Roasters
- Roast House Coffee
- Ross Street Roasting Co.
- Roundtable Coffee Works
- S. Ishimitsu & Co.
- Samadool Coffee
- Satoru Coffee
- SCS Global Services
- Single O
- Small Planes Coffee
- Solberg & Hansen
- South India Coffee Company
- South Texas Coffee Initiative
- Stitch Coffee
- Sucafina NA
- Supremo Coffee
- Sustainable Harvest
- Swiss Water Decaffeinated Coffee Company
- Taf Coffee
- TBD Coffee Co
- TCPL Beverages and Foods Limited
- Temecula Coffee Roasters
- Temple Coffee Roasters
- TERAROSA (Haksan Co.Ltd)
- The Coffee Source
- This Side Up Coffees
- Tony's Coffee
- Trabocca
- True Stone Coffee Roasters
- Vides58Coffees
- Walker Coffee Trading
- Workshop Coffee

## IN 2023, 62 COMPANIES AND INDIVIDUALS PROVIDED ADDITIONAL FINANCIAL SUPPORT

- 1Cup Coffee Roasters
- 363 Creative Co Pty Ltd
- 7th Ave Roastery
- Beanstock Coffee Roasters, Inc.
- Blume Coffee Traders
- Bolt Coffee Company
- Boxcar Coffee Roasters
- Brian Gaffney
- Cafe de Leche
- Calendar Coffee
- Camino Real Coffee Roasters
- Chameleon Cold-Brew
- Coldblow Coffee Company
- Collaborative Coffee Source - North America
- Colour Coffee Roasting Ltd
- Condesa Co. Lab
- Crop to Cup Coffee
- Falcon Coffees Ltd.
- Full City Rooster
- Genuine Origin
- Greenway Coffee Company
- Hacienda La Minita
- Heart and Graft Coffee Ltd
- Horsham Coffee Roaster LTD
- International Coffee Traders
- Jared Gottdiener
- Johann Jacobs Haus GmbH
- Jonas Wellington
- Kittel Coffee
- Kona Kaffeerösterei
- Landmark Specialty Coffee
- Marigold Coffee
- Monastery Coffee
- MoonGoat Coffee Roasters
- Nicolas Rivolta
- North Fork Coffee Roasters
- Olam International Limited
- Olisipo Coffee Roasters
- Osito Coffee
- Parabola Brands
- Primavera Green Coffee B. V.
- Primavera Green Coffee LLC
- Prufrock Coffee
- Quaffee
- River City Coffee Ltd
- Rose N Crantz Roasting Co.
- Rose Park Roasters
- Saint Henri - Micro Torrefacteur
- Sample Coffee
- Samuel Liu
- Specialty Coffee Association
- Spyhouse Coffee Roasting Co.
- Square Mile Coffee Roasters
- Square One Coffee Roasters
- St Paul Roastery
- Structure Coffee Roasters
- The Roastery
- Torque Coffees
- Travis Horesh
- Vagabond Coffee Roasters
- West Cork Coffee Roastery Ltd
- Wonderstate Coffee

*Special thanks also to Aquiares Hong Kong, which hosted a fundraiser for WCR in 2023.*

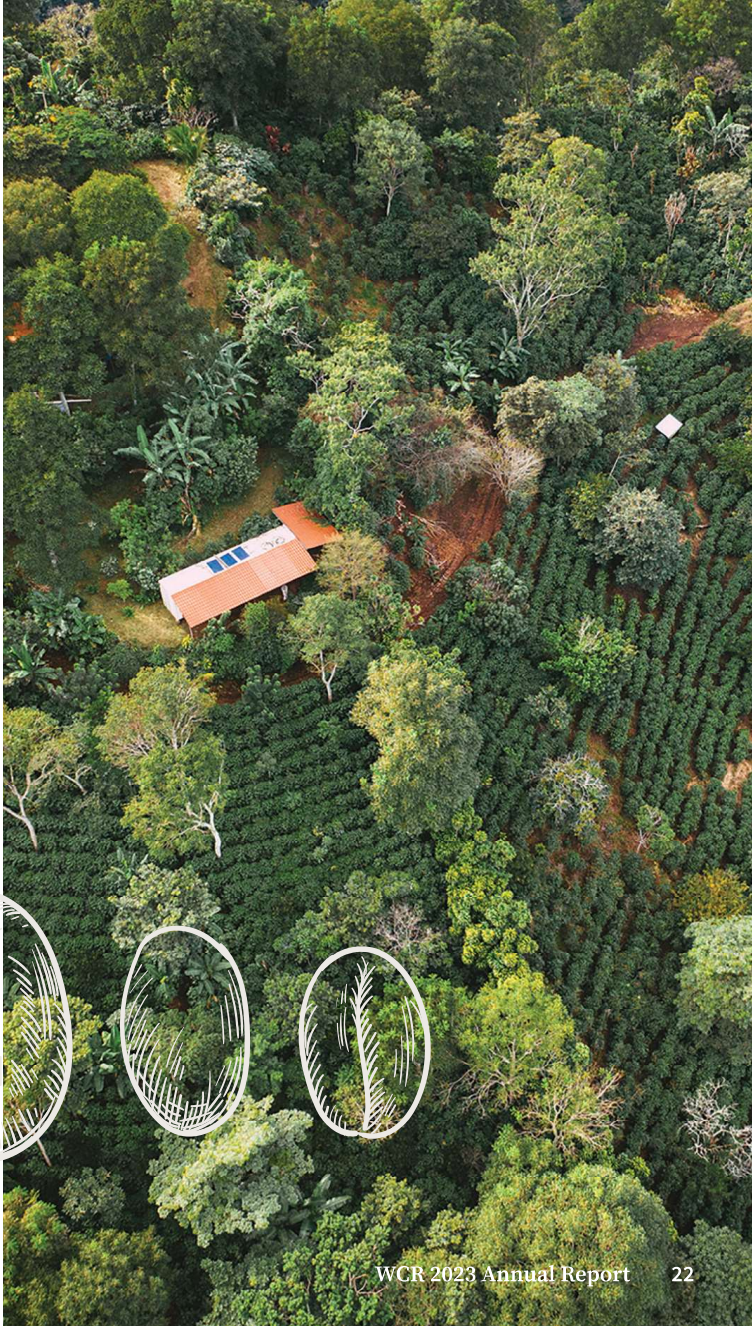
# 2023 Checkoff Program Participants

## MATCHING/CONTRIBUTING SUPPLIERS

- Atlas Coffee Importers
- Cafe Imports
- Caravela Australia Pacific
- Caravela Coffee USA
- Caravela Limited
- Coffee Unified
- Condesa Co. Lab
- Covoya Ltd.
- Covoya Specialty Coffee
- Crop to Cup Coffee
- CUPRIMA
- Descafeinadores Mexicanos (DESCAMEX)
- DRWakefield
- Excelco Trading
- Hacienda La Minita
- InterAmerican Coffee USA
- Intercontinental Coffee Trading
- List + Beisler
- Melbourne Coffee Merchants
- Olam International
- Primavera Green Coffee B.V.
- Primavera Green Coffee LLC
- RGC Coffee
- Sucafina N.V.
- Sucafina NA
- Sustainable Harvest
- Swiss Water Decaffeinated Coffee Company
- The Coffee Source
- Trabocca
- Walker Coffee Trading

## NON-MATCHING SUPPLIERS

- Agroindustrias Unidas de Mexico (AMSA)
- Atlantic Specialty Coffee
- Be Green Trading
- Bourbon Specialty Coffee
- Cape Horn Coffee Company
- Collaborative Coffee Source
- Coopfam
- East Africa Coffee Co.
- ECOM - Kawacom
- Expocaccer Cooperativa dos Cafeicultores do Cerrado
- Falcon Coffees
- Gollücke & Rothfos
- Grencof
- InterAmerican UK
- La Bastilla Coffee Estates
- Mercon Specialty Coffee
- Paragon Coffee Trading Company
- Racafe
- Royal Coffee
- Sucafina Australia
- Volcafe Specialty Coffee
- Volcafe UK





## ROASTERS/RETAILERS

- 1Cup Coffee Roasters
- Allegro Coffee Company
- Bäckerei Happ
- Barrie House Coffee
- Beanstock Coffee Roasters
- Bewley's North America/Java City
- Black Oak Coffee Roasters
- Blume Coffee Traders
- Bodum Roasting
- Bolt Coffee Company
- Boxcar Coffee Roasters
- Brewpoint Coffee
- Calendar Coffee
- Chameleon Cold-Brew
- Coldblow Coffee Company
- Colour Coffee Roasting
- Curve Coffee Roasters
- Dancing Goats Coffee
- Dark Woods Coffee
- Dear Green Coffee Roasters
- Driftaway Coffee
- Dunn Brothers Coffee
- ECRE
- Equator Coffees
- Fortitude Coffee Roasters
- Full City Roaster
- Greenway Coffee Company
- Heart and Graft Coffee
- Horsham Coffee Roaster
- Huckleberry Roasters
- Intelligentsia Coffee
- Irving Farm New York
- Johann Jacobs Haus
- Kaldi's Coffee
- Kittel Coffee
- Kona Kaffeerösterei
- La Colombe Coffee Roasters
- Landmark Specialty Coffee
- Limini Coffee
- Market Lane Coffee
- Monastery Coffee
- MoonGoat Coffee Roasters
- Mr. Espresso
- National DCP
- North Fork Coffee Roasters
- Olisipo Coffee Roasters
- Origin Coffee Roasters
- Philz Coffee
- Quaffle
- Rave Coffee
- Rimini Coffee
- Ringtons
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- Roast House Coffee
- Rose N Crantz Roasting Co.
- Rose Park Roasters
- Roundtable Coffee Works
- Saint Henri - Micro Torrefacteur
- Small Planes Coffee
- Spyhouse Coffee Roasting Co.
- Square One Coffee Roasters
- Stitch Coffee
- Structure Coffee Roasters
- Taylors of Harrogate
- Temecula Coffee Roasters
- Temple Coffee Roasters
- The Roastery
- True Stone Coffee Roasters
- Vagabond Coffee Roasters
- West Cork Coffee Roastery

# Board of Directors

Our board members are some of the most important leaders and thinkers from coffee companies around the world. They work hard behind the scenes to guide our programs.



**Jim Trout**  
The J.M. Smucker Co.  
Chair



**James McLaughlin**  
Intelligentsia Coffee  
Vice Chair



**Giacomo Celi**  
Mercon  
Secretary



**Shawn Hamilton**  
Klatch Coffee  
Treasurer



**Hope Bagozzi**  
Tim Hortons



**David Brussa**  
illycaffè S.p.A.



**Katie Carguilo**  
Counter Culture



**Mario Cerutti**  
Lavazza



**Kelly Goodejohn**  
Starbucks Coffee Company



**Nadia Hoarau-Mwaura**  
JDE Peet's



**Harrison Leger**  
National DCP



**Mark Howell**  
Community Coffee Company



**Monique Oxender**  
Keurig Dr Pepper



**Victoria Salin**  
Texas A&M (TAMU)



**Pablo von Waldenfels**  
Tchibo



**Keith Writer**  
Taylors of Harrogate

## Additional board committee members:

**Eve Bartnik** (Swiss Water Decaffeinated Coffee Company), **Philippe Casas** (JDE Peet's), **Keith Flury** (Sucden), **Ingo Lantz** (Tchibo), **Ellen Nielsen** (PROBAT), **Gloria Pellegrino** (Lavazza), **Corrado Piscanec** (illycaffè S.p.A), **Matt Saurage** (Community Coffee Company), **Fionula Scanlan** (Taylors of Harrogate), **Jim Smith** (Royal Cup Coffee), **Luca Turello** (illycaffè S.p.A.), **Joe Vaughan** (The J.M. Smucker Co.)



# Team

Our team executes our ambitious agenda to modernize variety innovation systems to increase supplies of quality coffee and improve farmer livelihoods.

## LEADERSHIP

**Dr. Jennifer “Vern” Long**  
CEO



**Dr. Tania Humphrey**  
RESEARCH DIRECTOR

**Dr. Kraig Kraft**  
ASIA & AFRICA DIRECTOR

**Salvador Urrutia Loucel**  
LATIN AMERICAN DIRECTOR

**Hanna Neuschwander**  
STRATEGY & COMMUNICATIONS DIRECTOR

**Liam Cummins**  
FINANCE DIRECTOR

**Siaska Castro**  
PEOPLE & ADMINISTRATION DIRECTOR

## OUR TEAM

**Julio Alvarado**  
Regional Breeding, Trialing and Quality Assistant

**Dr. Jorge Berny Mier y Teran**  
Research Scientist – Plant Breeding and Genomics

**Dr. Santos Barrera Lemus**  
Research Scientist – Plant Breeding and Genomics

**Elly Castro**  
Regional Project Manager Latin America

**Neil Franje**  
Country Agronomist Philippines

**Kristin Franklin**  
Contracts and Grants Manager

**José María Gómez Vargas**  
Global Project Administration & Learning Manager

**Koleen Hall**  
Business Manager US

**Jarrod Harris**  
Finance and Post-Award Manager

**Joshua Harris**  
Accounting Manager

**Alexa Heinicke**  
Senior Corporate Membership Manager

**Maeve Holler**  
Communications Manager

**Dr. Robert Kawuki**  
Research Scientist and Scientific Partnership Manager

**Jean Baptiste Kayigamba**  
Breeding Hub Technician

**Catherine Mumba Maina,**  
Global Variety Trials & Project Manager

**Jimmy More**  
Country Project Manager Peru

**Dr. Simon Martin Mvuyekure**  
Breeding Hub Advisor

**Maureen Namugalu**  
Country Project Manager Uganda

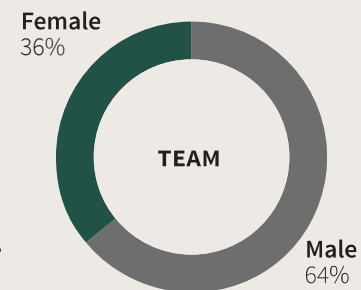
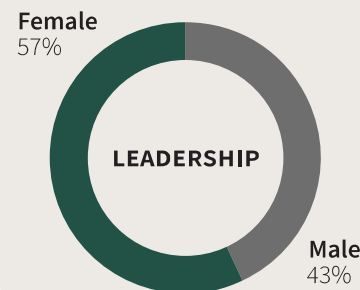
**Maud Nicolas**  
Executive Administration and Membership Manager

**Nuzul Qudri**  
Regional Project Manager Asia

**Emilia Umaña**  
Nursery Development Program Manager

**Jesslin Zeledón**  
Project Specialist

## On December 31, 2023, WCR team members were:



**LIVING IN 16 COUNTRIES**

“We **are** the coffee sector. We need to come together.”

— Nadia Hoarau-Mwaura  
JDE PEET'S

Hear why 170+ companies in 29 countries worldwide invest together in agricultural innovation for the coffee sector.



WATCH THE VIDEO

