



FOR IMMEDIATE RELEASE

China, Portrait Country at the 2018 Specialty Coffee Expo

Yunnan International Coffee Exchange (YCE) announces the Model Farm Program as part of China's Portrait County designation at the 2018 Specialty Coffee Expo, hosted by the Specialty Coffee Association (SCA).

YCE, as the official organizing body for Coffee China Portrait Country, is pleased to announce the implementation of a unique Model Farm program for specially selected coffee farms in Yunnan Province China. The program was developed jointly by Ted Lingle (former Executive Director of SCA), The Coffee Quality Institute (CQI), and YCE. This program is directly supported by the Ministry of Agriculture of the People's Republic of China and has selected the first 10 "Model Farms" from three major producing regions of Yunnan Pu'er, Baoshan, and Lincang. The project will be expanded to eight production regions in Yunnan Province in the future.

"We believe that the proportion of specialty coffee in Yunnan and the linkage to International markets will increase through the development and expansion of model farm project," states Shu Yang, General manager of YCE.

The Chinese coffee industry is in the midst of a transformation. Once an afterthought in the global coffee landscape, China is now a burgeoning coffee origin, and is poised to play an important role in the green coffee sector in the years to come.

After years of infrastructure investment, annual growth rates of Arabica production in China are nearing 20%. Farmers across China's coffee-growing regions are working closely with organizations like the Coffee Quality Institute (CQI) to improve farming and processing practices. Results have been promising, with the country's best coffees earning Q scores that rival coffees from some of the world's most celebrated origins.

The model farm program is just one step YCE, CQI and the China coffee industry are undertaking to enhance the quality of coffee grown in Yunnan and to improve the lives of the coffee farmers.

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The Specialty Coffee Association (SCA) is a trade association built on foundations of openness, inclusivity, and the power of shared knowledge. From coffee farmers to baristas and roasters, our membership spans the globe, encompassing every element of the coffee value chain. SCA acts as a unifying force within the specialty coffee industry and works to make coffee better by raising standards worldwide through a collaborative and progressive approach. Dedicated to building an industry that is fair, sustainable, and nurturing for all, SCA draws on years of insights and inspiration from the specialty coffee community. For more information, please visit www.sca.coffee.

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