



Specialty  
Coffee  
Association

Annual Report  
FY 2018/2019

## Heather Perry, SCA President 2019

I have volunteered for the SCA for 20 years, it was an honor to be able to lead the association that has served me so well from the 2018-2019 year. In moving from heritage associations to the SCA, there were many challenges and lots of pushback, but this last year shows the success and the reasons for the merger in the first place. Having a unified organization that was able to support both the producing side through the Price Crisis Response (PCR), as well as the consuming side through the establishment of the Coffee Science Foundation represents some of the best this industry has to offer. More than that, though, was being able to work with people from around the world and set up a strategic plan for a global future. Part of that is financial security, and as you can see through the audit, we made gains towards that goal in 2018 and 2019, and the events of 2020 showed how important that decision was. No longer just America and Europe, the SCA represents the best of specialty coffee worldwide.



Heather Perry  
SCA President 2019



## Christina Meinel, SCA President 2020

This annual report shows the highly ambitious activities the SCA is planning and organizing. As I write these words, COVID-19 has heavily hit our industry, members and communities. It is our highest priority to represent our members and communities best—to foster a thriving, equitable and sustainable coffee industry across the entire value chain.

These accounts—fully consolidated for the first time in the history of the SCA—mark the beginning of a new era of the SCA: a truly global association. Now we must continue to support and build coffee communities around the world with our ambitious five-year plan.

*Christina Meinel*

Christina Meinel  
SCA President 2020



# Executive Summary

At the time of writing, we face four major crises: the COVID-19 pandemic, the early stages of a deepening global recession, and the escalating climate crisis are significantly exacerbating structural racial inequality around the world. While it feels as if the publication of our annual report is somewhat out of place in this context, it represents a key step forward in our efforts to build transparency around the organization and its activities. By putting these activities to paper, we are setting a benchmark by which we can measure our future success—as well as offer our community opportunities to hold us to account through our continued transparency.

Last year was a year of transition for us, and not just in our leadership: the generation and adoption of a new five-year plan, the work to reverse our organization's negative equity, and building of a culturally-unified organization, both internally and externally, are evidence of this transitional moment. We committed resources to the Price Crisis Response Initiative, driven by an opportunity to address systemic change within our industry. With our five-year plan, we set the organization on a path to address the issues at hand: to foster a global coffee community and support activity to make specialty coffee a thriving, equitable, and sustainable activity for the entire value chain. We agreed on how we make decisions about the organization's activities using a prism of capacity to foster community, financial viability, and the centering of our sustainable coffee industry agenda. Through our two staff-supported chapters, the newly-created SCA US and the re-launched SCA Korea, we began to overhaul our community experience support structure and actively engage our competition bodies and chapters.

This past year also marked important steps towards the long-term financial viability of our organization. By managing our costs and being very selective in our investments, we were able to reverse our negative equity to US\$425,000 for the first time since we merged our heritage organizations. We increased our cash by almost US\$2.5 million (year-over-year), and in doing so, built a safety net that is currently funding our activities and allowing us to survive despite significant canceled revenue-generating activities.

But perhaps what is most striking about this past year is our culturally-unified identity. Across our board, our staff, our volunteers, and our activities, we were the Specialty Coffee Association—not our heritage organizations. This report itself marks the first time we've ever produced consolidated financials, captured across our heritage organizations accounts and assets (no small task, which is why it is appearing a little later in the year than we'd expect it to in future). I'd like to particularly recognize and thank our past-President, Heather Perry, for helping us to achieve this; her work was integral to this important, and long-overdue, cultural shift.



Yannis Apostolopoulos  
CEO, Specialty Coffee Association

## Annual Objective 01

# A high-functioning and collaborative staff

- All staff participated in harassment prevention including Equity, Diversity & Inclusion (ED&I) training every two years. Staff that support chapters and guilds went through a cultural communication workshop.
- Established the cross-functional content team, which operates across departments to develop cutting-edge content for SCA events globally.
- Several staff took advantage of allocated budget for professional development, bringing enhanced and new skills to the organization.
- Added a communications coordinator for South Korea, enabling a less centralized communications approach that could be more tailored to its geography needs.
- Integrated events and sales staff across the SCA and WCE, in the US and in Europe, to work together to plan and execute a wide spectrum of specialty coffee trade shows, community events, and competitions.
- Monthly all-staff virtual meetings and bi-monthly executive in-person meetings helped with internal communications and leadership.
- Staff resilience remained strong despite ongoing challenges to morale caused by shifting workload, impacts from unification, community criticism, and change in organizational leadership.
- Implemented Office 365 for all staff and found immediate benefit in the messaging platform Microsoft Teams.
- Staff have adjusted to remote working, flexible hours, multi-time zone meetings, and the resulting workflow.



## Annual Objective 02

# Enhanced SCA Education with new platforms, new markets, and improved access

- Built on, and expanded, support for our education program in South Korea and China with dedicated staff support for Authorized SCA Trainer (AST) Calibrations.
- In effort to support education in developing markets, we collaborated with Sustainable Harvest in Rwanda to license 20 new ASTs for Barista Skills and Brewing modules.
- New online exams developed and implemented in SCA Education to facilitate more trustworthy outcomes and greater flexibility for learners taking the exams.
- The new Coffee Sustainability Program was launched in April 2019 with students hailing from Europe, North America, Africa, Central America, and Asia.
- Online learning developed as an alternative to classroom learning for CSuSP.
- Launched Continuing Professional Development (CPD) program for our AST network to enhance the quality and relevance of instruction and content.
- Continued to issue AST licenses and course certificates, to trainers and learners around the globe, resulting in 355 new AST licenses, 275 AST license renewals, and a total of 67,309 course certificates across all programs and modules.



## Annual Objective 03

# A cohesive chapter and institutional partnership structure

- Opened SCA entities in Germany and South Korea to support functions of community and administrative operations.
- Explored various chapter frameworks and developed a flexible model that would suit different communities depending on their level of development.
- Overhauled the chapter election process to increase flexibility for different chapter models and reach to the membership community in each locale.
- Developed partnerships with Non-Governmental Organizations (NGOs) in order to make education accessible to a wider community.
- Through our work on the Price Coffee Response Initiative, we engaged institutions including the International Coffee Organization (ICO), Global Coffee Platform (GCP), Sustainable Coffee Challenge (the Challenge), PROMECAFE, ICAFE, World Coffee Producer Forum (WCPF), Colombian Coffee Federation (FNC), United States Agency for International Development (USAID). Additionally we maintained continued engagement with World Coffee Research and a growing network of coffee research institutions including University of California Davis, Zurich University of Applied Sciences, and Texas Technical University.



## Annual Objective 04

# An intuitive and reliable stakeholder experience online

- Overhauled the functions of our entire data sources and storage to comply with the requirements of European GDPR legislation, publishing a new privacy policy.
- Updated the Membership log-in process and portal within the limitations of our current systems. The result is more fluid, but still sorely lacking.
- Launched single-user login for learners to access online exams and certificates.
- Developed a platform for ASTs for tracking professional development activity, points system, and education updates via a revamped portal.
- New, comprehensive guidebooks designed to support delivery of courses by ASTs in 14 languages.
- New online exams developed and implemented in SCA Education to facilitate more trustworthy outcomes and greater flexibility for learners taking the exams.





## Annual Objective 05

# Activities that engage diverse national and international communities

- Volunteer content creator groups for SCA Education were expanded to include representation beyond Europe and US.
- Competition Bodies, renamed from WCE National Bodies, were integrated into the scope of the community experience staff.
- We partnered with Taiwan Coffee Association (TCA) to produce Sensory Forum in Taiwan (July 2019), a sold-out event with an overwhelmingly positive response from the community.
- Delivered CTG Summit in Milan for the second time in Italy.
- Our sustainability event Avance brought 75 supply chain actors together in Campinas, Brazil, a majority of them from coffee-producing countries.
- Initiated a review of our translation strategy which requires significant investment and covers 25 (our quarterly publication), research publications, member newsletters and education materials. While data suggested low impact for some languages, PCR webinars in English and Spanish reached more than 800 participants across all continents.
- Worked with ED&I taskforce and Guild leadership to encourage diversity in candidates for elected leadership roles.



Annual Objective 06

## A staff and board fluent in the SCA Equity, Diversity & Inclusion (ED&I) and Sustainability strategies

- Staff engaged with volunteers to develop the Coffee Sustainability Program.
- Staff participated in pilot Coffee Sustainability Program at Foundation level.
- Game- and workshop-based sustainability trainings piloted with Board, self-selecting staff members, and Guild leadership.
- Incorporated an increased number of sustainability initiatives at all events, with particular focus on trade shows.
- Created new SCA Sustainability Events Strategy, which was shared with staff, and will be shared with prospective convention centers, stand-alone venues, and vendor partners.



Annual Objective 07

## An engaged and recognized volunteer leadership with multiple platforms for advancement and advocacy

- Volunteer content creator groups instrumental in developing SCA Education programs, with membership drawn from each respective Guild.
- Volunteer contributions to the PCR took many forms, including more than 50 peer reviewers, 160 attendees to workshops, and ongoing engagement by two members of SCA's Board of Directors and one sustainability-focused NGO, Conservation International.
- Volunteer-driven lecture and workshop programs at the Specialty Coffee Expo and World of Coffee.
- Developed a greater web presence to engage those interested in volunteering.
- Expanded Volunteer Recognition Program to include individual and external recognition (i.e., quarterly spotlight, service pins).



Annual Objective 08

## A newly established Coffee Science Foundation

The Coffee Science Foundation was officially established in January 2019 and announced to the community in April at the Specialty Coffee Expo in Boston.



## Worldwide Map of SCA Activities



During this year, the SCA produced 61 events in 23 different countries across all six of the world's inhabited continents. This list excludes chapter events.

- |  |                        |   |  |
|--|------------------------|---|--|
| 1. Roaster Camp 2018                       | Evora, Portugal        | 14. World of Coffee                                       | Berlin, Germany  |
| 2. Origin Trip - Brazil                    | Brazil                 | 15. World Coffee Championships (WLAC, WCIQS, WCTC, Ibrik) | Berlin, Germany  |
| 3. Sensory Summit US                       | Davis, CA, US          | 16. All Stars Johannesburg                                | Johannesburg, South Africa                             |
| 4. CoffeeChamps 2: Nashville               | Nashville, TN, US      | 17. Avance  | Campinas, Brazil                                       |
| 5. Origin Trip - Yunnan, China             | Yunnan, China          | 18. Sensory Forum Taiwan                                  | Taiwan   |
| 6. AST Live EU Berlin                      | Berlin, Germany        | 19. Coffee Roaster Guild Retreat                          | Georgia, US  |
| 7. USCC: Kansas City                       | Kansas City, MO, US    | 20. Barista Camp  | Athens, Greece   |
| 8. All Stars: Shanghai                     | Shanghai, China        | 21. Coffee Roaster Roaster Camp 2019                      | Anney, France  |
| 9. Re:co Symposium                         | Boston, MA, US         | 22. Access  | San Diego, CA, US                                      |
| 10. Specialty Coffee Expo                  | Boston, MA, US         | 23. World Competitions Educational Program                | TW, MY, PL, RU, SB                                     |
| 11. World Coffee Championships (WBC, WBrC) | Milan, Italy           | 24. Judge Certification                                   | AUS, MY, TW, PL, BR                                    |
| 12. CoLab                                  | LA, SLC, D.C., ATL, US | 25. Authorized SCA Trainer Course                         | UK, ET, DE, HK, ES, TW, ZA, US, NL, SG, GR, TH, TU, AU |
| 13. Bloom Tour                             |                        |   |  |

## World Coffee Championships

# WCC Brand Launch

A new World Coffee Championships brand was created to promote and emphasize cohesion between the championships, as the World Coffee Events company brand becomes less emphasized at the organizational level.

The World Coffee Championships brand is designed to be a flexible and forward looking system that brings uniformity to how the competitions, yearly championship events, and All-Stars events are represented digitally and in-person. It was produced in partnership with one of our long-time design partners in Hungary. The new brand also streamlines new event design and decreases ongoing development costs.



## World Coffee Championships

# 20 Years of WBC and 2019 Champions

The 2019 World Coffee Championships Season began with the 94 competitors facing off in the World Barista Championship and World Brewers Cup in Boston, at the Specialty Coffee Expo. This was the 20th anniversary of the World Barista Championship, which was commemorated by a community memory and video sharing project, alongside digital and print stories on the history and founding. Jooyeon Jeon took the WBC title representing South Korea, and Jia Ning Du won the World Brewers Cup title, representing China.

World of Coffee Berlin hosted the World Latte Art, Coffee In Good Spirits, and Cup Tasters Championships as well as the Cezve/Ibrik Championship. 124 competitors took part, with considerable interest in the World Coffee In Good Spirits Championship—four previous world champions, representing Barista, Latte Art, and Coffee In Good Spirits, were among the competitors, and Dan Fellows, representing the UK, successfully defended his 2018 title. This was also the first partnership with Licor 43, who have subsequently signed-on to title sponsor the 2020-2022 (now 2021-2023) Licor 43 World Coffee In Good Spirits Championships.



## Consolidated Financials

We proudly present the consolidated financial statements of the Specialty Coffee Association. Since the beginning of the new unified Specialty Coffee Association (legal name: Association for Specialty Coffee, or ASC), one of the main priorities was to find the appropriate way to report the total status including all the involved legal entities. It is the first time the audit reports present the fully consolidated financial statements. The accompanying financial statements reflect the consolidation of Association for Specialty Coffee - USA (SCAA), Specialty Coffee Association - Europe (SCAE), World Coffee Events Limited (WCE), the SCA Germany Chapter, and the SCA Korea Chapter.

The previous year's accompanying financial statements only reflected the consolidation of Association for Specialty Coffee - USA (SCAA), World Coffee Events Limited (WCE), and the SCA Korea Chapter. So compared with previous year, the consolidation now also includes SCA Europe and SCA Germany Chapter. This change to the accompanying financial statements is the reason why no consolidated comparative statements for previous year are presented.

The presented numbers represent the fiscal year from October 1, 2018 until September 30, 2019. During this fiscal year:

1. The net assets (net result) have increased with US\$745,661 resulting in a total net asset per September 30, 2019 of US\$425,177.
2. The net cash has increased with US\$1,755,147.

So, for the first time since the merger of the SCAA and SCAE, the association as a whole is showing a positive net assets on its balance sheet. However, both auditors and management acknowledge the necessity for significantly higher financial reserves to ensure a sustainable and healthy financial future for the SCA.

Although COVID-19 is not reflected in the presented numbers, clearly, in September 2020, we live in a total different financial environment as we did during our previous fiscal year. COVID-19 has and will continue to have a serious impact on the financial strengths of the SCA.

**DOWNLOAD THE FULL FINANCIAL REPORT [HERE](#).**





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