

SCA Annual Report 2023



Specialty
Coffee
Association

Our Purpose

The SCA will foster a global coffee community and support activity to make specialty coffee a thriving, equitable, and sustainable endeavor for the entire value chain.



Our Work

Research

Publications
Handbooks
Scientific papers
Surveys
Collaborations with universities

Standards

Brewing standards
Cupping protocols
Coffee value discovery
Facility standards
Professional standards
Machine standards
Certifications

Education

78,000 certificates
Coffee Skills Program
Coffee Sustainability Program
Coffee Technicians Program
2,000 Authorised Trainers
Premier Training Campuses

Events

Specialty Coffee Expo
World of Coffee Europe
World of Coffee Dubai
World of Coffee Asia
World Coffee Championships
Re;co Symposium
Educator Summit
Coffee Retail Summit
Green Coffee Summit

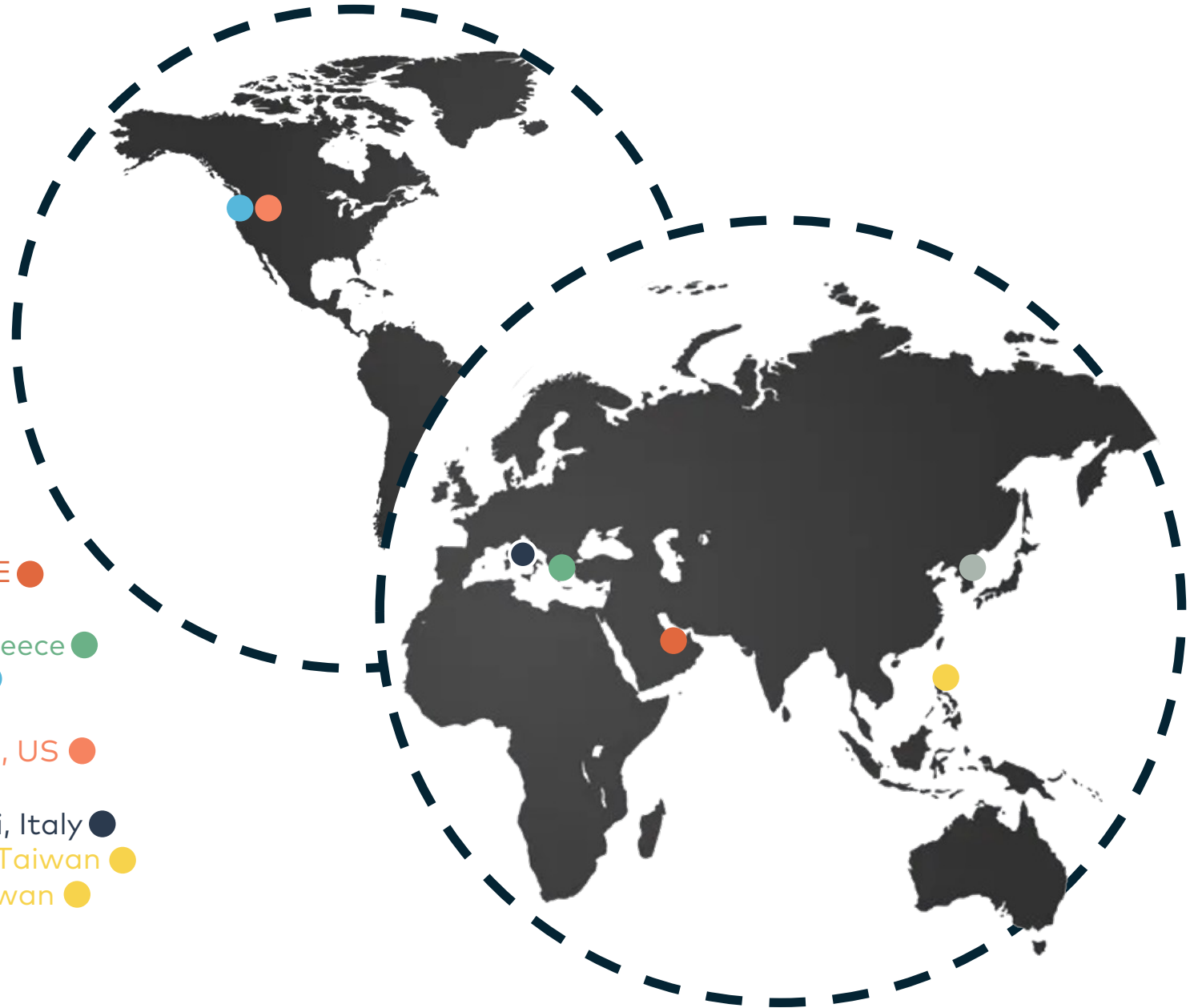
BUYERS / PROFESSIONALS / TRADERS / SUPPLIERS



Over one million stakeholders engage with the SCA world-wide, through events, research, education, content, competitions, and membership.

2023 SCA Events

- World of Coffee — Dubai, UAE ●
- WCC Judges Certification — Dubai, UAE ●
- World of Coffee — Athens, Greece ●
- WCC Judges Certification — Athens, Greece ●
- Specialty Coffee Expo — Portland, US ●
- Re;co Symposium — Portland, US ●
- Coffee Roaster's Guild Retreat — Blaine, US ●
- Educator Summit — Busan, Korea ●
- Educator Summit — Belforte del Chienti, Italy ●
- World Coffee Championships — Taipei, Taiwan ●
- WCC Judges Certification — Taipei, Taiwan ●
- Green Coffee Summit — Online 😊
- Coffee Retail Summit — Online 😊



Our Strategy

We work from five-year strategic plans which provide a framework for the organization's objectives and annual goals.

For the five-year period ending in 2025, the strategic plan focuses on four themes: a sustainability agenda dedicated to the equitable distribution of value, professional development and individual growth, making connections both globally and locally, and outstanding service delivery.



The SCA Sustainable Coffee Agenda

Why focus on value?

Specialty coffee and value are interconnected.

Specialty coffees possess distinctive attributes and because of those attributes, they are more highly valued in the marketplace. This additional value presents opportunities—to improve livelihoods, for example, and to create positive environmental and social impact—but traditional commodity supply chains are not designed to ensure that everyone is appropriately rewarded for the value they create.

Through our research, standards, and sustainability agenda, the SCA seeks to understand both value creation and distribution, as well as advocate for a more equitable coffee system.



The Cupping Form is Evolving

Become
an Early
Adopter:



SCA Coffee Value Assessment Descriptive Form

NAME _____

DATE _____

PURPOSE _____



SAMPLE NO. _____

Fragrance

Intensity



Aroma

Intensity



SELECT UP TO FIVE THAT APPLY:

- FLORAL
 FRUITY (BERRY DRIED FRUIT CITRUS FRUIT)
 SOUR/FERMENTED (SOUR FERMENTED)
 GREEN/VEGETATIVE
 OTHER (CHEMICAL MUSTY/EARTHY PAPERY)
 ROASTED
 NUTTY/COCOA (NUTTY COCOA)
 SPICY
 SWEET (VANILLA/VANILLIN BROWN SUGAR)

Flavor

Intensity



Aftertaste

Intensity



SELECT UP TO FIVE THAT APPLY:

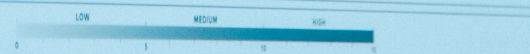
- FLORAL
 FRUITY (BERRY DRIED FRUIT CITRUS FRUIT)
 SOUR/FERMENTED (SOUR FERMENTED)
 GREEN/VEGETATIVE
 OTHER (CHEMICAL MUSTY/EARTHY PAPERY)
 ROASTED
 NUTTY/COCOA (NUTTY COCOA)
 SPICY
 SWEET (VANILLA/VANILLIN BROWN SUGAR)

MAIN TASTES (2)

- SALTY BITTER
 SOUR UMAMI
 SWEET

Acidity

Intensity



SELECT ONE:

Key Achievements

Released a definition of specialty coffee that addresses the realities of the present, encompasses the potential of the future, and is compatible with scientific research.

Developed and introduced the Coffee Value Assessment, a significant evolution of a widely used industry tool.

Expanded and improved the SCA's education offerings, including the development of new programs, updates to curriculum, and an overhaul to the system learners use to book courses.

Broadened the SCA's tradeshow presence, growing into three new continents.

Launched two brand-new virtual event platforms and resource libraries to serve retail and green coffee businesses.

Re-established financial security and replenished reserves.

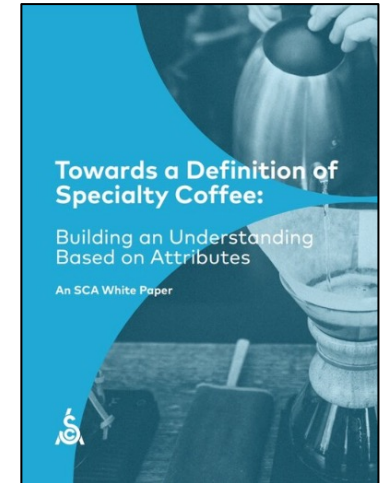




We Defined Specialty Coffee

In 2021, the SCA published the following definition of specialty coffee: "Specialty coffee is a coffee or coffee experience recognized for its distinctive attributes, and because of these attributes, has significant extra value in the marketplace."

By recognizing that sensory attributes are among many attributes that make a coffee special, and explicitly linking specialty coffee to market value, this definition laid the groundwork for the Coffee Value Assessment.





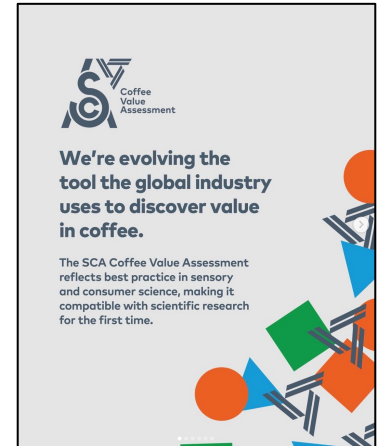
How Do Cuppers Cup?

Evaluating and Evolving
Elements of the SCA
Cupping Protocol

Introduced the Coffee Value Assessment

Introduced in 2023, the Coffee Value Assessment offers a complete, "high-resolution" picture of a specific coffee across four assessment types: physical, descriptive, affective, and extrinsic. It synthesizes best practices from sensory science and specialty coffee's role in distributing value more across the supply chain, and it is designed for the global, diverse specialty coffee industry of the present (and future). As they are formalized, these assessments will replace the 2004 cupping system.

In addition to playing a pivotal role in the green coffee trade, the principles of CVA have been adapted to make World Coffee Championships more rigorous and fair, beginning with the Roasting and Brewer's Cup competitions.



Expanded and Improved Educational Offerings

In 2023, the SCA issued over 75,000 certificates through a network of approximately 1,800 authorized trainers (ASTs). These certificates represent courses on topics including barista, sensory, technician, roasting, and sustainability skills, all of which are available in 14 different languages.

To help learners communicate and celebrate their job-relevant knowledge and practical skills, the SCA launched the new SCA Skills Diplomas.

After a systems upgrade years in the making, learners are finally able to consistently find information about course offerings and trainers around the world, and ASTs are delivering certificates to learners in a timely fashion.





Expanded Our Market Reach

Responding to the diverse needs of a rapidly growing industry, in 2022 the SCA took the World of Coffee trade show to the Middle East for the first time with World of Coffee Dubai.

In 2023, the association announced that World of Coffee events would also take place in Busan, Korea in 2024 and Panama City, Panama in 2026.



Increased and Highlighted Business-focused Resources

In 2021, the SCA launched events online for two groups severely impacted by the pandemic: green coffee sellers and coffee roasting and retail businesses. Since then, dozens of recorded talks, articles, and infographics have been added to the libraries of resources created for each audience.

- The **green.sca.coffee** page features talks that explore different consuming markets, strategies in managing risk, and value addition opportunities through coffee processing.
- At **retail.sca.coffee**, business owners and managers share insights about hiring and retention, menu development, and retail technology.



Coffee Retail Summit 2023
Session 1 Kicks Off Now!

retail.sca.coffee

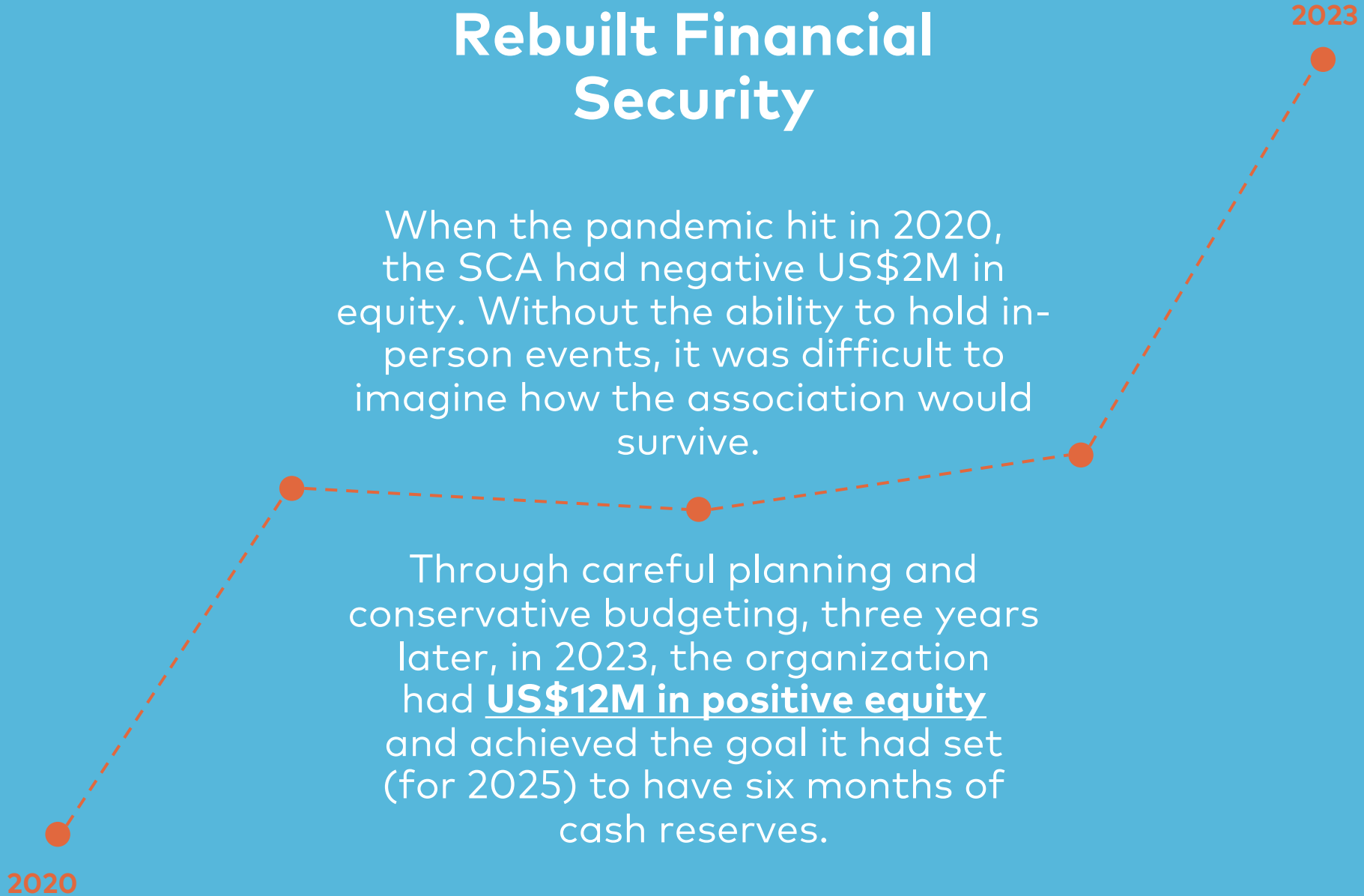
Coffee Retail Summit



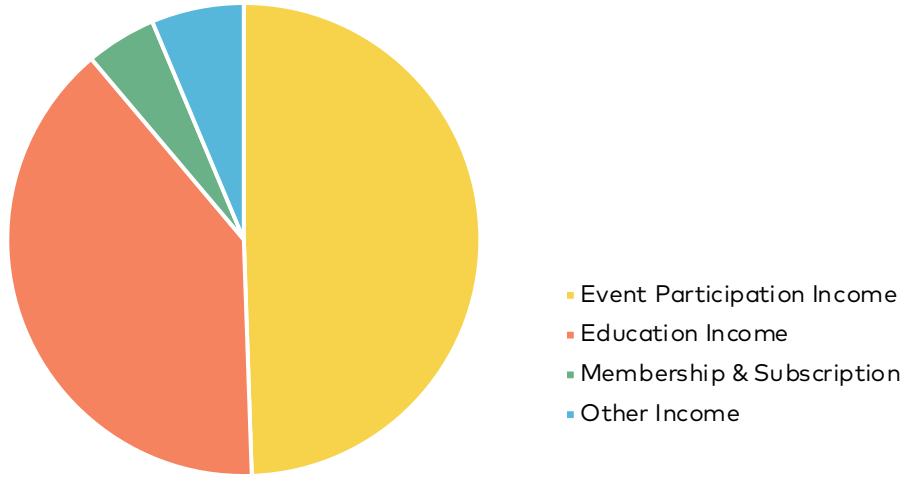
Rebuilt Financial Security

When the pandemic hit in 2020, the SCA had negative US\$2M in equity. Without the ability to hold in-person events, it was difficult to imagine how the association would survive.

Through careful planning and conservative budgeting, three years later, in 2023, the organization had **US\$12M in positive equity** and achieved the goal it had set (for 2025) to have six months of cash reserves.

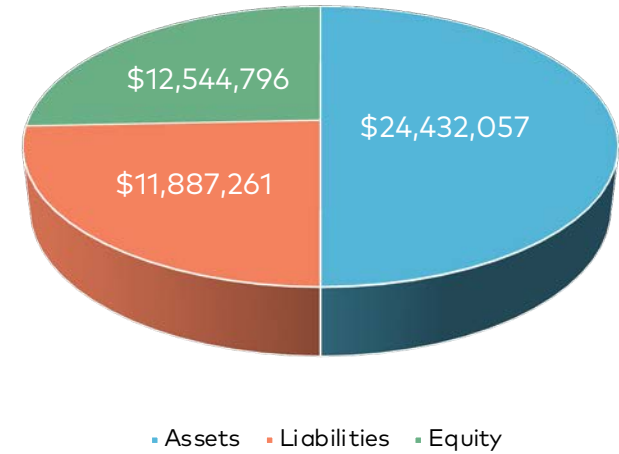


Program Revenue

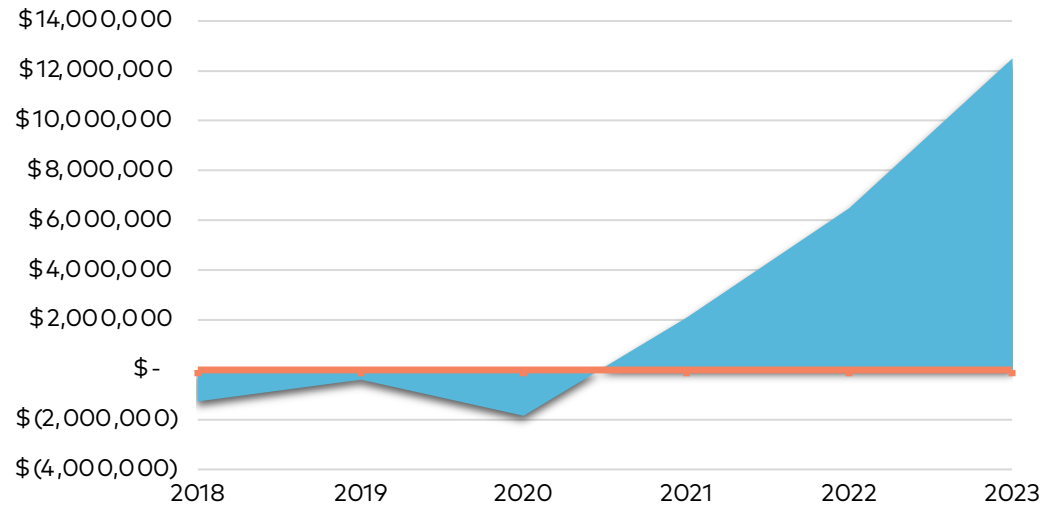


Finances - 2023 stats

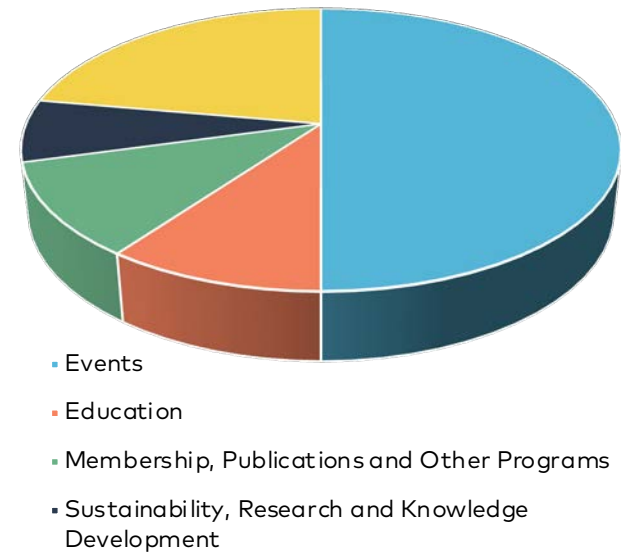
Balance Sheet



Equity as of December 31



Programs Supported by SCA



What we are working on in 2024

- Launching a membership model built around SCA activities that specialty coffee companies and individuals value, including conferences and courses
- Developing programs to engage consumers in learning about specialty coffee
- Bringing World of Coffee to a coffee-producing country
- Strengthening partnerships to reach coffee producers and facilitate their access to specialty markets
- Formalizing provisional standards of the Coffee Value Assessment
- Publishing the Equitable Value Distribution survey baseline





How to get involved

Becoming a member of the SCA is as simple as downloading a research report, signing up for a Roasting Foundations course, or registering to attend a World of Coffee event.

For specialty coffee to be a thriving, equitable, sustainable activity for the entire value chain, the association will need collaboration and leadership from across professional roles and geographic regions, so please join us in making coffee better.





2023 SCA Board of Directors

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Konstantinopoulos**

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Thank you

