

WOMEN  
POWERED COFFEE SUMMIT

# WPCS

WOMEN POWERED COFFEE SUMMIT 2024



## Event Report





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COFFEE SUMMIT





## NOTE FROM CO-LEADS

Thank you for joining us for this year's Women-Powered Coffee Summit 2024 (WPCS 2024). In the days following the Summit, it's become clearer to our team that this gathering was not just another event on the calendar; it was a landmark moment for gender equity in the coffee industry. Over 265 participants convened, representing diverse backgrounds, united by a common mission: to create a safe, and inclusive space for women to lead, share their journeys, and forge lasting success. And let's be honest—**this wasn't merely about sipping great coffee; it was about brewing a better future and to forge connections that could transform lives and livelihoods.**


We thank you for trusting us and participating in this summit - as a speaker, participant, partner, or volunteer - your time, efforts and energy made it a truly unbelievable experience for all.

As we look forward, we are excited to announce that the Women-Powered Coffee Summit (WPCS) will be back for its fourth year and it will be held in Mexico. More details and dates will be launched in early 2025. In the meantime, we invite you for a coffee and conversation to explore ways to be involved!

With gratitude,  
Itz and Abhi  
Co-Leads, WPCS 2024



**WPCS 2024**

**The future is  
small biz** 

**OCT 2-5, 2024  
CORDOBA, VERACRUZ  
MÉXICO**





# STORIES OF SMALL BIZ



**MONTZE OLVERA**  
Las Adelitas



**VALENTINA DUQUE**  
Siruma Coffee



**MARCELLINE BUDZA**  
Rebuild Women's Hope



# TALKS



**WHAT DO WE TALK ABOUT WHEN  
WE TALK ABOUT SUSTAINABILITY?**  
Paula De Rosenzweig García (Mono  
Azul)



**THE POWER OF GENDER AND  
INTERSECTIONAL-AGGREGATED  
DATA IN COFFEE**  
Dr. Erika Koss  
(A World In your cup)



**THE REVOLUTION OF BELONGING**  
Lucia Bawot  
(Author, We Belong)



# WORKSHOPS



## MOBILE MASTERY

Jenn Chen (Jenn Chen media)



## SCA EQUITABLE DISTRIBUTION (SPANISH)

Andrés Montenegro and Laurel Carmichael  
(Specialty Coffee Association)



## COFFEE PROCESSING

Samuel Ronzon Soto and Gloria Hernandez  
(La Joya)



## TWICE COFFEE SENSORY

Amaris Gutierrez-Ray (Joe Coffee), Giselle Barrera (Latinas in Coffee) y Stephanie Welter-Krause (Swelter Coffee)



## SOCIAL MEDIA: LETTING YOUR BRAND SHINE TO CREATE SOCIAL CAPITAL

Erica Escalante (Specialty Coffee Consultant)



## SCA EQUITABLE DISTRIBUTION (ENGLISH)

Andrés Montenegro and Laurel Carmichael  
(Specialty Coffee Association)



## INTRO TO CUPPING: ELEVATING BEGINNERS EXPERTISE

Sandra Loofbourow (Loofbourow Consulting)



## STRONGER THAN COFFEE: HOW TO TELL YOUR OWN STORIES

Arleen Jimenez (La Angostura), Ericka Mora  
(Cafe EyF) and Margo Rivera (ASIPROFE)



# PANELS



## THE ECONOMICS OF SMALL BUSINESSES

Vera Espíndola (Azahar Coffee), Jesus Salazar (Cafeólogo) and Cristina Ruiz (Coffee Vision Fund)



## PROCESSING & INNOVATIONS IN THE ORIGIN

Gloria Hernandez (La Joya), Boram Um (Um Coffee Co.) and Line cosmidis (falcon specialty)



## COMPETITIONS AS A MARKET-DRIVEN SOLUTIONS? INSIGHTS FROM COE AND WCC CHAMPIONS

María Elena Rivera (Costa Rica Barista Champion 2024), Karina Argüello Enriquez (La Finca Santa Cruz/ Montañas Especiales de la Sierra), Seidy Selivanow (2022 US Barista Competitor), and Mars Ng (Vote Coffee)



## BREWING AWARENESS: EMPOWERING CONSUMERS THROUGH COFFEE EDUCATION

Kat Melheim (Coffee People Zine & RoasterKat), Sierra Yeo (Zurich University Center for Coffee Excellence), Kelly Amaroso (Allegro Coffee, Whole Foods) and Gustavo Baralenga (TOKS Restaurante, Grupo Gigante)



## NAVIGATING DIGITALIZATION AT THE SOURCE

Niki Lewis (BEXT360), Meghan Bodo (Nuup), Marta Salazar (Digital Coffee Future), and Kate Monteiro (Falcon Coffees)



# FARM VISITS



**MUSA CAFE - BLANCA SUASO**



**LOS CABALLEROS - VANESSA**



**JUANA**



**KITOS -  
DAMNA REYES & HUGO TRESS**



**REY MAN CAFÉ - MARISOL**



# IDEAS MARKET PLACE



FEATURING INITIATIVES AND IDEAS THAT FOSTER GREATER EQUITY IN COFFEE



# HAPPY HOUR



AT THE COFFEE MUSEUM OF CORDOBA



# TEAM NOTES

We asked our team to pick their favorite photo and share their thoughts

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## “This photo speaks to a story of transformation.

There was a producer who initially hesitated, unsure of how she would fit in, but the Summit became a space where she could finally just be herself. It wasn't about her being defined by her past or who she was “supposed” to be—it was about her discovering her voice. The Summit is a welcoming environment, where there's no judgment, but it is an invitation to share, learn, and grow. **It's a space that allows everyone to pursue their dreams and, more importantly, to feel that those dreams are achievable.**

Maria Jose Monge  
Logistics Lead, WPCS 2024





# TEAM NOTES

We asked our team to pick their favorite photo and share their thoughts

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"This moment of Ale winning the MRI table's game is pure joy and excitement! What stands out to me about WPCS is that it isn't just about learning, but about growing. Unlike many conferences where you can feel small or overwhelmed, here you leave feeling bigger, more empowered. This photo embodies that transformation. The energy and pride Ale exuded in that moment reflect the spirit of the entire Summit.

**It's about celebrating victories, big and small, and feeling the collective energy that lifts everyone up."**

Sunghee Tark  
Program and Communications Lead, WPCS 2024







## TEAM NOTES

We asked our team to pick their favorite photo and share their thoughts

"In this photo, a group of women producers can be seen during one of the guided visits in the city, with the mural called 'Córdoba para siempre' by the Córdoba painter Jaime B. Sánchez Nava in the background. This image is full of representative, cultural, and human elements for me. The staircase at the Córdoba municipal palace, the mural, the women, the pink hats.

**What unites us is coffee, language, the countryside, rural life—recognizing our similarities but, above all, embracing our differences.** Having an open mind to observe, learn, and be amazed were key elements to the success of WPCS."

Itzel Mendoza  
WPCS Co-lead, WPCS 2024





## TEAM NOTES

We asked our team to pick their favorite photo and share their thoughts

"The chaos and energy of this moment truly captured the essence of the Summit. I remember standing in the midst of the marketplace, observing the hustle and bustle from a distance—**so much conversation, so many connections being made.** As an organizer, it's both overwhelming and invigorating.

It's "organized chaos," where every buzz of noise and every interaction contributes to something bigger. It's hard to measure these connections, but I could feel the energy in the room—both from the organizing team and the participants.

**This photo encapsulates that vibrant atmosphere, full of life and possibility."**

Abhinav Khanal  
WPCS Co-lead, WPCS 2024



# TEAM NOTES

We asked our team to pick their favorite photo and share their thoughts

**"My favorite moment was visiting Kitos' farm and asking Dam to take us to the coffee plantation because the WPCS is so inclusive that we had people who, although they are a fundamental part of the work we do, had never seen a coffee plant."**

Dam not only talked about this, but also about how she and Hugo are part of a pack with other animals from their farm, the work they do to preserve the land in its natural state, and the pride they feel for the many species that coexist on the farm due to the intentional care they give it (while we were there, we saw butterflies, heard different species of birds perched on the trees, and saw all kinds of ground cover, shrubs, and flowers).

In the photo, Dam showing us a type of ground cover with edible and super refreshing flowers."

Fernanda Carrillo,  
Program Coordinator, WPCS 2024







## TEAM NOTES

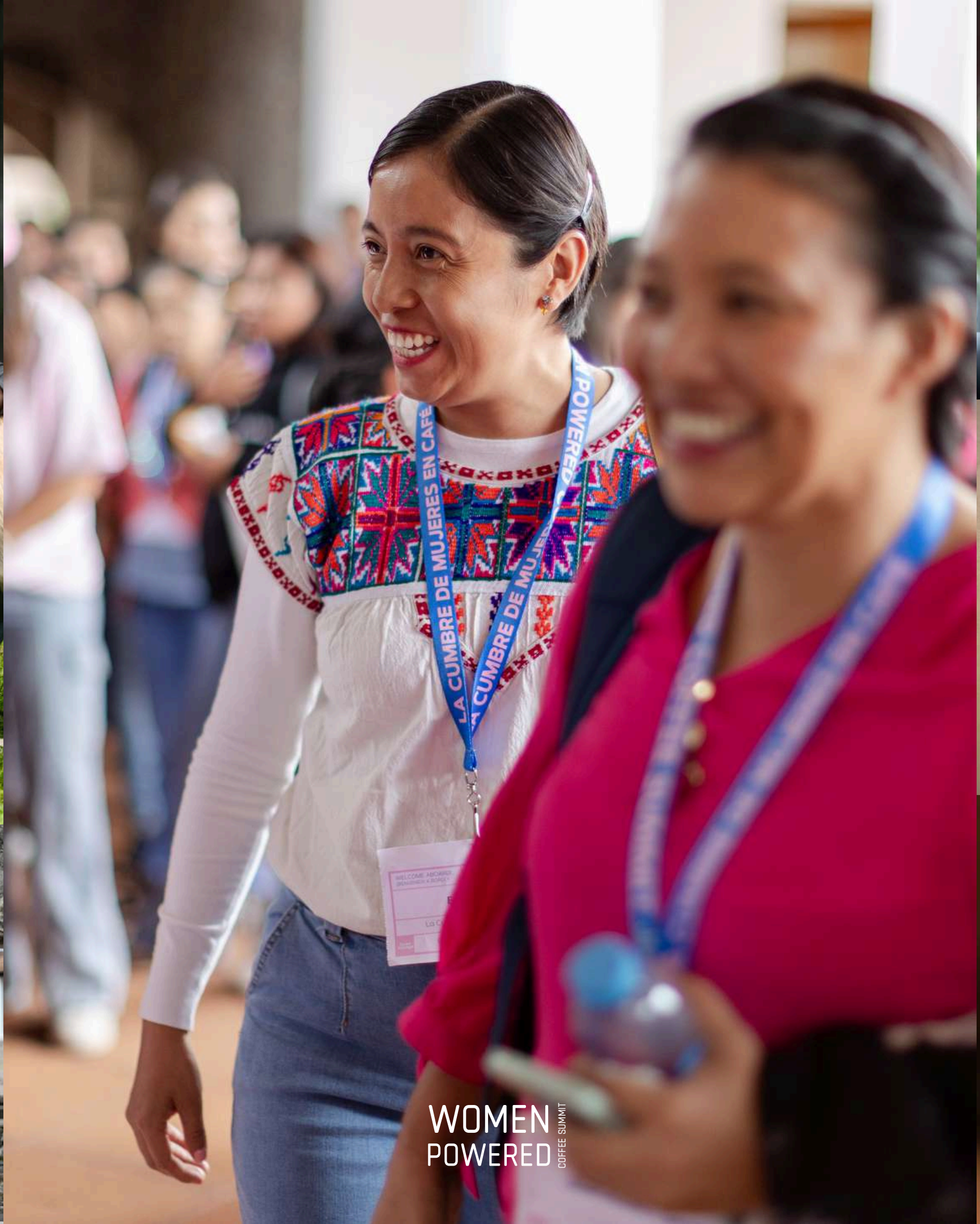
We asked our team to pick their favorite photo and share their thoughts

**“This photo means so much to me because it’s rare—almost impossible—to see producers from different countries visiting each other’s farms.**

Here, producers from Costa Rica and Colombia share a space on a farm in Mexico. It’s a reminder that, despite our differences, **we all share the same goal and the same drive.** The contrasts are significant, but what connects us is even stronger. It’s moments like this that motivate me and the whole team, reaffirming the importance of what we do—fostering connection and learning across borders.”

Flor Coghi  
Ideas Marketplace Coordinator, WPCS 2024









**“For the first time I felt a big change in the power dynamic;** for the first time as a trader from the global north, I was in minority and the thought and feeling of this still makes me smile.”

**- Line Cosmidis,  
Falcon Specialty**





# INSIGHTS FROM THE SUMMIT

## A TRANSFORMATIVE EXPERIENCE

The atmosphere was charged with enthusiasm and hope. Participants voiced their experiences with phrases like **"life-changing"** and **"I feel empowered to make a difference."**

This year's summit acted as a springboard, propelling attendees toward new ideas and initiatives.

The feedback we gathered reveals a profound sense of motivation, with one attendee stating,

**"This is exactly what I needed to reignite my passion for the industry."**





# INSIGHTS FROM THE SUMMIT

## CONNECTIONS THAT MATTER

With an astounding **1,016** new connections made, the summit demonstrated the power of networking.

Participants didn't just exchange business cards; they formed lasting relationships that are likely to foster collaboration well beyond the event.

As one participant eloquently put it, **"This community feels like family."** The connections made here will undoubtedly lay the groundwork for future innovation and support.





# INSIGHTS FROM THE SUMMIT

## A FOCUS ON COLLABORATION

At the heart of this year's discussions was the recognition that **real change comes from collaborating with others.**

Participants were encouraged to think about how they can uplift their communities rather than solely focusing on their individual success.

One insightful voice captured the sentiment perfectly: **"I'm eager to take these lessons back home and share them with my team."**

This shift in mindset is essential for creating a ripple effect of impact across the industry.





# WPCS 24 IN NUMBERS

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265  
total participants

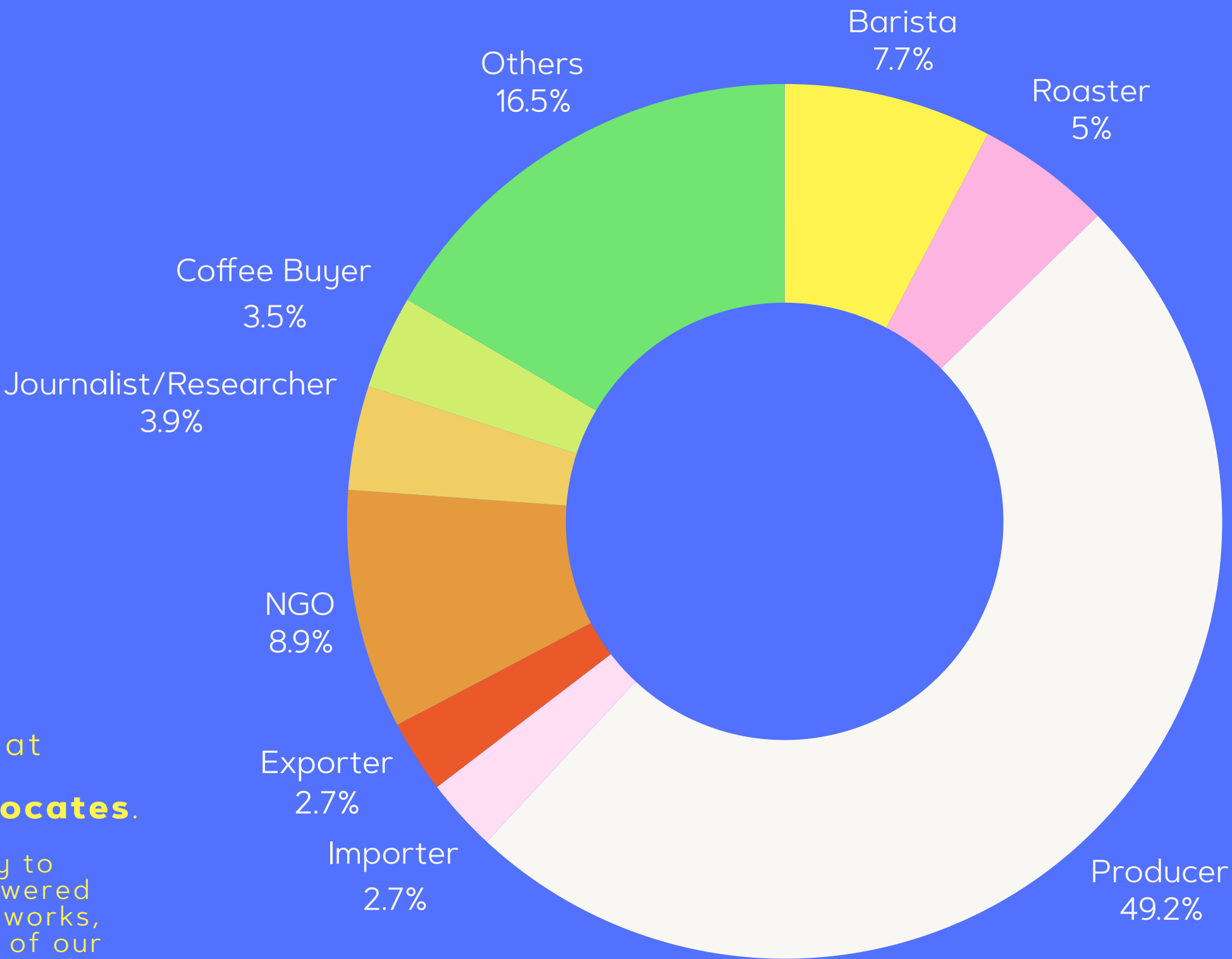
16  
countries represented

1,016+  
meaningful connections made

90  
net promoter score

This score indicates that attendees are not just satisfied; **they're advocates.**

Most participants are likely to recommend the Women-Powered Coffee Summit to their networks, which is a strong indicator of our impact and potential for growth.



\*Those that said Others included coffee marketer, retailers coffee educators and consultants amongst others.



# WPCS 24 IN NUMBERS

## VENUE

9.75/10

The venue received a near-perfect score, suggesting it was not just a backdrop but a catalyst for connection and creativity. Attendees felt comfortable and inspired in the space, which is essential for fostering meaningful conversations.

## AGENDA

9.07/10

A well-organized program makes all the difference. Our attendees rated the agenda highly, reflecting that they found the sessions thoughtfully arranged and effectively executed. Each segment flowed seamlessly into the next, making for a cohesive experience.

## FOOD & DRINKS

9.01/10

What's a great event without great food? Participants gave high marks to the culinary offerings, thanks to our incredible local partner Rafa Banquet. Delicious and nourishing meals kept everyone fueled for engaging discussions and networking.



# WPCS 24 IN NUMBERS

## RESONATION

**9.36 / 10**

Knowledge is power, and participants felt empowered by the insights shared at the summit. A score of 9.36 indicates that the content resonated with attendees, offering them actionable takeaways they can apply in their work.

## SENSE OF COMMUNITY

**9.06 / 10**

We're all about fostering community, and our attendees felt that there were plenty of opportunities to engage with one another. A score of 9.06 highlights that the summit effectively facilitated dialogues that matter.

## PREPARATION

**9.04 / 10**

A successful event is all about the details. We are grateful to numerous volunteers and staff for the preparation, ensuring everything ran smoothly and efficiently. A score of 9.04 reflects that our groundwork paid off, leading to a stress-free experience for everyone involved.





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# CONCLUSION

The Women-Powered Coffee Summit 2024 was a resounding success, showcasing the strength of community and collaboration. As we reflect on this transformative experience, we invite past participants to remain engaged and encourage potential sponsors to join us in this vital journey. Together, we can transform inspiration into tangible actions that empower women across the coffee industry.

**Let's continue brewing a brighter future, one connection at a time.**





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## IS PROUDLY HOSTED BY

bean  
voyage

### TITLE PARTNERS



### KEY PARTNERS



### STRATEGIC PARTNERS



### COMMUNITY PARTNERS





# VIDEO RECAP





# October 2025

## Mexico



let's collaborate!  
[wpcs@beanvoyage.org](mailto:wpcs@beanvoyage.org)

[beanvoyage.org/wpcs](https://beanvoyage.org/wpcs)

