

# Event Report

## La Cumbre de Mujeres en Café

Women Powered  
Coffee Summit  
2025



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# Why We Gather

*This isn't just another coffee event.*

The Women-Powered Coffee Summit isn't just another coffee event.


For three years, it's been a meeting point where smallholder women coffee producers lead the conversation — not as guests, but as architects of the industry's future.

In 2025, we deepened that commitment. For three days in San Cristóbal de las Casas, we built a space where voices were amplified, opportunities were shared, and the center of gravity shifted toward equity. What emerged was more than a summit — it was a community-in-motion. Women took the lead, sharing stories of success, sustainability, and resilience.

We gathered to remember that progress isn't just about growth — it's about return.

**Among the Mayan communities lies a profound wisdom: true healing comes from returning to the origin — the birthplace of both the community and the challenges it faces.**

**Here, “origin” is more than the ancestral lands where coffee takes root; it is the relationships, traditions, and systems that form the very foundation of the coffee world. By honoring these roots, we reconnect with the essence of both community and craft.**



**Returning to The Origin — land, culture, history — was both our theme and our design principle. We wanted every detail of the Summit to remind us that regeneration begins where the story began.**







## Report outline

- **How We Chose To Gather**
- **This Year's Agenda**
- **The Moments That Stayed**
- **The Learning**
- **The Afterglow: What Endures**
- **The Invitation Forward**



# How We Chose to Gather

- We built a **circular stage** at the center — a town-hall style that invited eye contact, not hierarchy
- We capped the event at **350 participants** to protect intimacy and connection
- **Every role** — moderator, panelist, workshop host, volunteer — **was opened through an application process**
- We had **four simultaneous interpretation** at the Summit this year - Tsotsil, Tsetsal, Spanish and English
- We **collaborated with the town** to highlight locally led initiatives - both as part of the farm visits, and for the satellite events which were held throughout the town.







# This year's agenda

## Day 0: Pre-WPCS Courses

Pre-Summit courses deepened technical knowledge — from roasting and marketplace strategy to Q-processing and social impact.

## Day 1: Farm visits

To seven community-led projects in Los Altos. We rode buses through the highlands, learned from producers, and ended the day with a joyful welcome gathering.

## Day 2: Opening plenary, workshops, and satellite events

Co-hosted with local organizations to showcase their work.

## Day 3: Closing plenary, final workshops, and a dance party

That became our closing ritual — a collective exhale and celebration.

The Summit was designed with the playfulness of a summer camp. Registration bracelets, handcrafted lanyards, field-trip-style farm visits, and workshops that felt like playgrounds for ideas. Shared meals turned strangers into collaborators.

Our theory of change was simple: create a space where co-creation, curiosity, and collaboration become the seeds of equity in coffee.



# The Moments That Stayed

The real story of the Summit lived in the small, almost invisible gestures — the heartbeat of our gathering.

At registration, participants smiled as they received **handcrafted lanyards** made from rescued fabrics — just 300 pieces, each unique.

When the first buses rolled out for **farm visits**, laughter filled the air like a school trip. Snacks were shared, stories exchanged, joy rediscovered.

The town came alive with **satellite events** — people bouncing from one local space to another, music and conversation spilling into the streets.

At the **Ideas Marketplace**, projects from New York to Chiapas to Kenya to India stood side by side — a living map of **women-led innovation**.

In one workshop, a producer quietly asked for **Tselal interpretation**. The entire room paused — a reminder that language is a **collective responsibility**.

And on the final night, the stage became a **dance floor**. No performance, no pretense — just release.

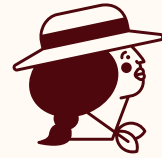


**“Each connection I make at WPCS grounds me, teaches and humbles me, and renews my sense of purpose and strength.”**



# The Learning

347



Participants

24



countries represented

34



volunteers

40%



Participants as self-identified women coffee producers

95%



Attendees left with deeper knowledge – 4.78/5 rated the Summit's insights as excellent

88%



Almost 9 out of 10 participants would eagerly recommend the Summit to their peers  
**(Net Promoter Score)**

9.5



Participants made an average of 9.5 meaningful connections



**"It was excellent to share with wonderful people, women who are valuable not just for their coffee connections but for their essence... we can always endure and succeed; we are unique and unrepeatable women."**



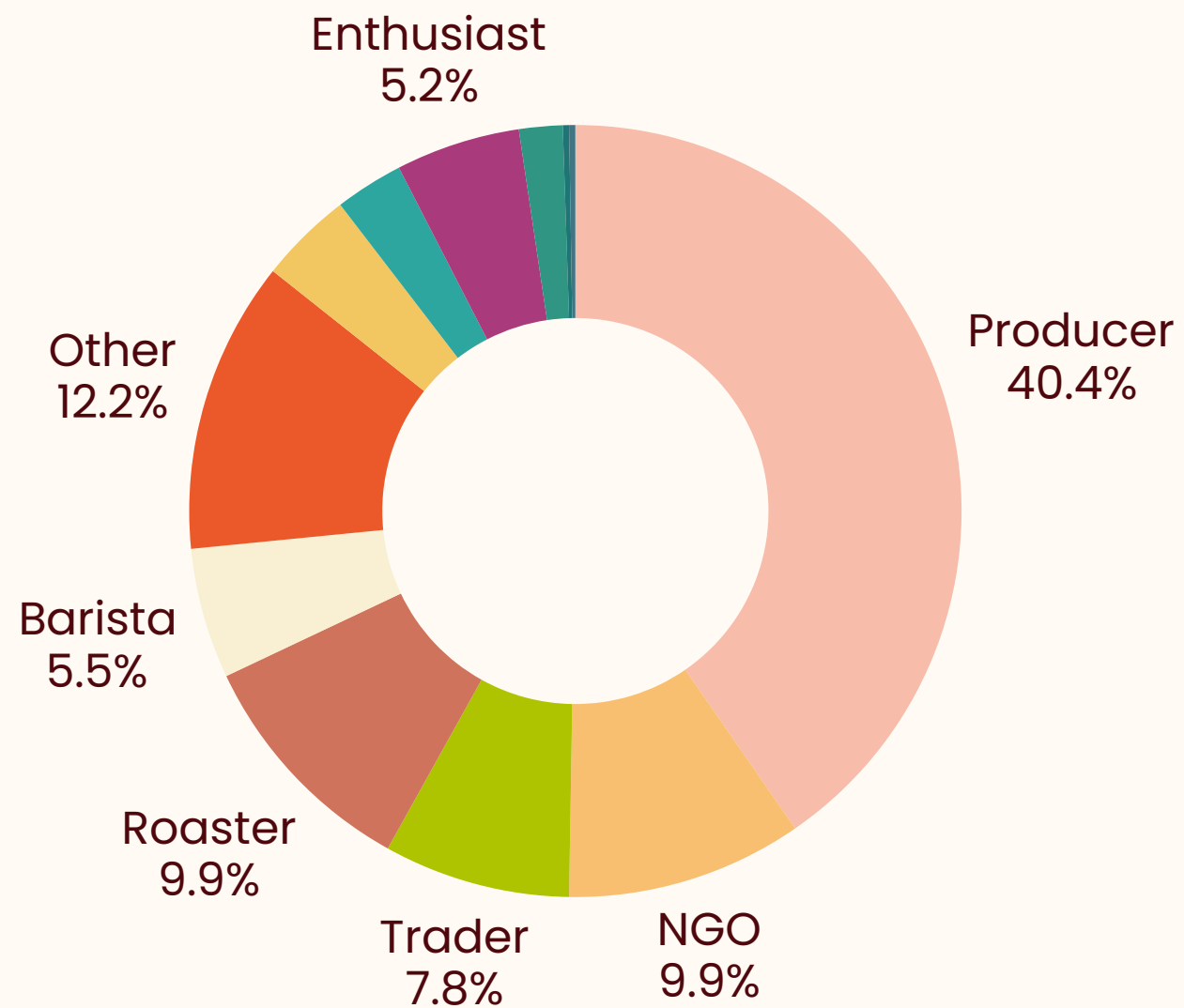
**"My first experience was wonderful. I left with so much pride for myself, my family, and my community."**

# The Learning

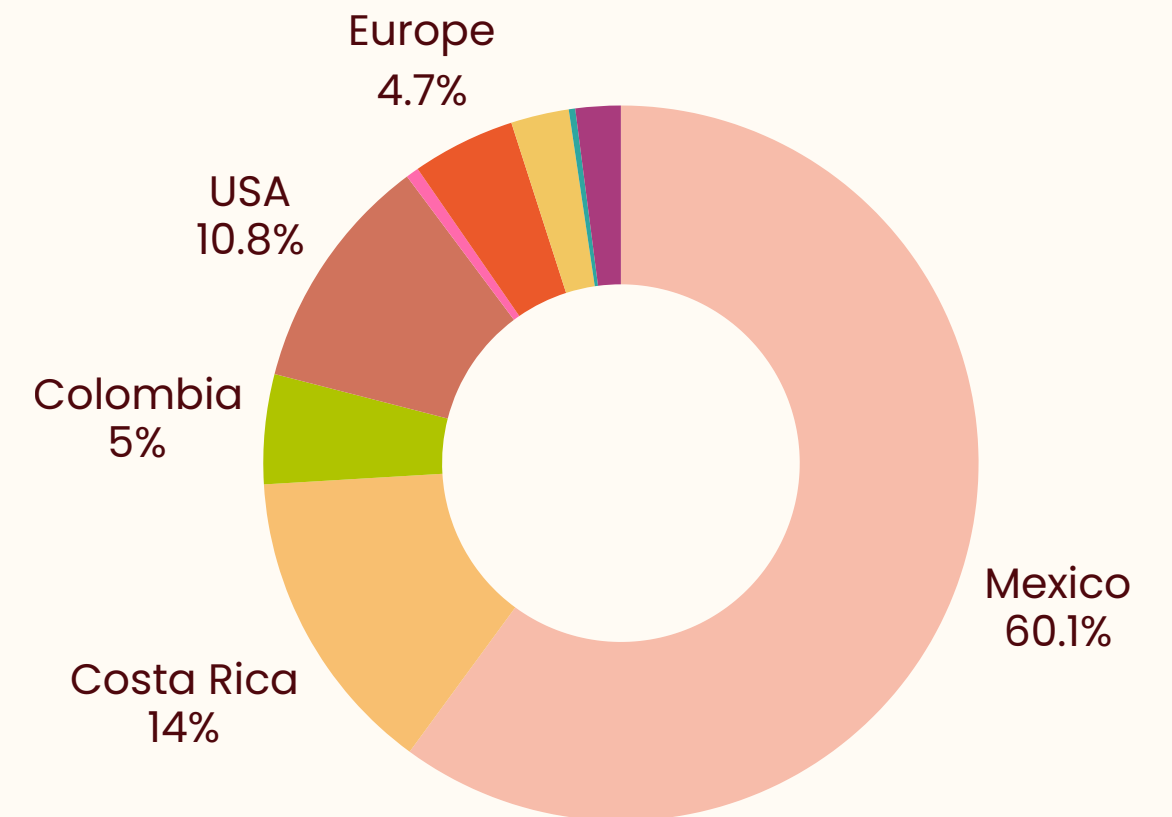
What participants shared



# The Learning Who Joined Us



participants' primary role in the value chain



where participants travelled from

# The Learning

## REMINDERS OF WHERE WE CAN GROW NEXT

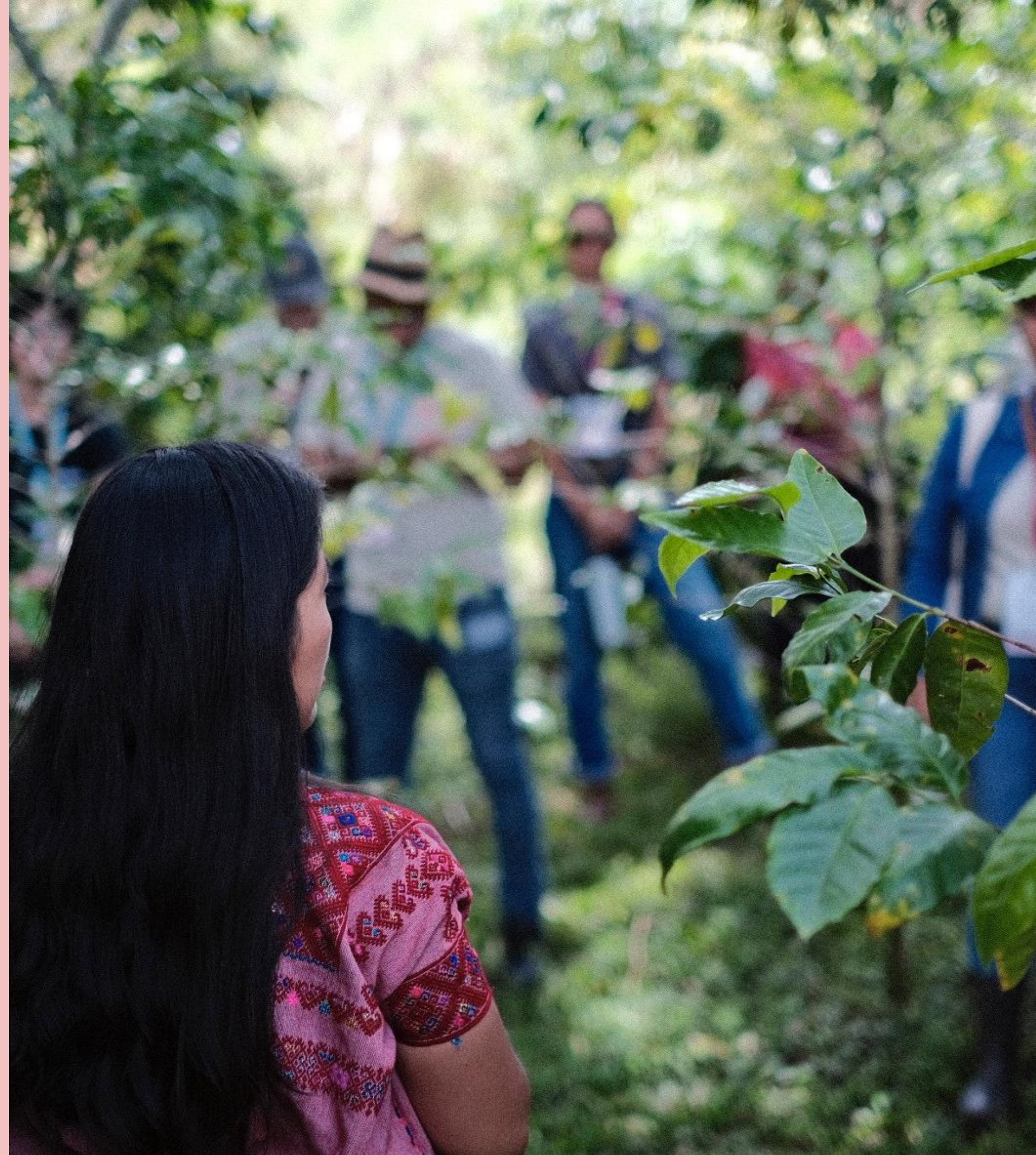
We received thoughtful feedback from participants — reminders that growth is part of our journey together.

Several shared the need for **smoother kit distribution**, greater **accessibility for farm visits**, and more **representation of Mexican producers**, especially from **Indigenous communities**. Others called for structured spaces for **cross-chain networking**, helping producers, roasters, and allies connect more meaningfully.

A powerful reflection emerged around learning about **power dynamics** — particularly in places like San Cristóbal de las Casas, where the Summit sits in relationship with surrounding Indigenous communities. Participants encouraged us to help **deepen this awareness** and continue challenging existing dynamics between producers and roasters.

Operationally, we saw opportunities to engage **more local volunteers**, **diversify panels**, **expand farm visit options**, and **care** better for our **small team**, ensuring that community care includes us, too.

Each reflection was received with gratitude. These insights will guide the next Summit — not as repetition, but as evolution. Because returning to the origin also means learning how to grow.



**“You’ve created a unique and special space for coffee women to gather.”**



**“I feel hopeful for the future of my family’s coffee business. This experience was life-changing.”**







## The Afterglow: What Endures

The Summit didn't end on October 4.

It's being carried forward — in WhatsApp groups, roasting rooms, farm visits, and everyday choices.

**It continues in how producers greet each other at cuppings, how buyers rewrite contracts, how women hold each other accountable to the promises made in San Cristóbal.**

We are still in the conversation. Still in The Origin.

# The Invitation Forward

**This movement is not a series of summits.**

It's a continuous act of remembering — who we are, what we grow, and why we gather, and of acting with intention: to listen, to learn, and to build the change our community needs for all to thrive.

So we ask: How will we keep making spaces where women's work is seen, valued, and celebrated — not just in coffee, but in every corner of the chain?

The invitation is open.

Join us for the 5th Women-Powered Coffee Summit.





**“Thank you for helping me feel less isolated and more connected to this global community.”**

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