

2021 ANNUAL REPORT

Connect

Empower

Advance





MESSAGE FROM SARADA

Dear IWCA Community,

When I joined the International Women's Coffee Alliance as Executive Director in June 2021, I made it a priority to learn about the individual needs and priorities of each chapter. Over several months I met virtually with chapter leaders and I was impressed by all the work being accomplished locally, led by strong women leaders. They are the champions who, despite the continued challenges posed by COVID-19, displayed strength and courage to continue their work of empowering their sisters in coffee.

While 2021 continued to present significant challenges for the coffee supply chain, the IWCA global organization remained committed to pursuing programs and industry collaborations that directly supported chapters and reinforced our three pillars of empowerment - amplified market visibility, leadership development, and strategic partnerships. In June we hosted our biannual convention virtually, bringing together industry professionals from around the globe for five days of engaging discussions. We executed memoranda of understanding with Alliance For Coffee Excellence/ Cup of Excellence, International Labour Organization, and Mutombo Coffee which provided new opportunities for market accessibility and technical training. Our continued work with the International Trade Center and the International Coffee Organization's Coffee Public-Private Task Force ensured that women's voices were represented in all global policies and activities.

All this would not have been possible without the support and engagement of our IWCA community...our board of directors and incredible staff, donors and sponsors, volunteers, and all supporters. Thank you for your investment in IWCA!

With much gratitude,

Sarada Krishnan
IWCA Executive Director



GLOBAL CONNECTIONS LOCAL IMPACT

The mission of the International Women's Coffee Alliance (IWCA) is to empower women in the international coffee community to achieve meaningful and sustainable lives; and to encourage and recognize the participation of women in all aspects of the coffee industry.

IWCA leads empowerment in the international coffee industry by supporting a network of independent, self-organized chapters. Each IWCA chapter develops and implements their own strategic priorities and membership models. Collectively this network represents 14,644 members and in 2021 continued to grow to 29 chapters with the addition of chapters in Colombia and South Korea.



IWCA added two new chapters to our global network in 2021

IWCA SOUTH KOREA

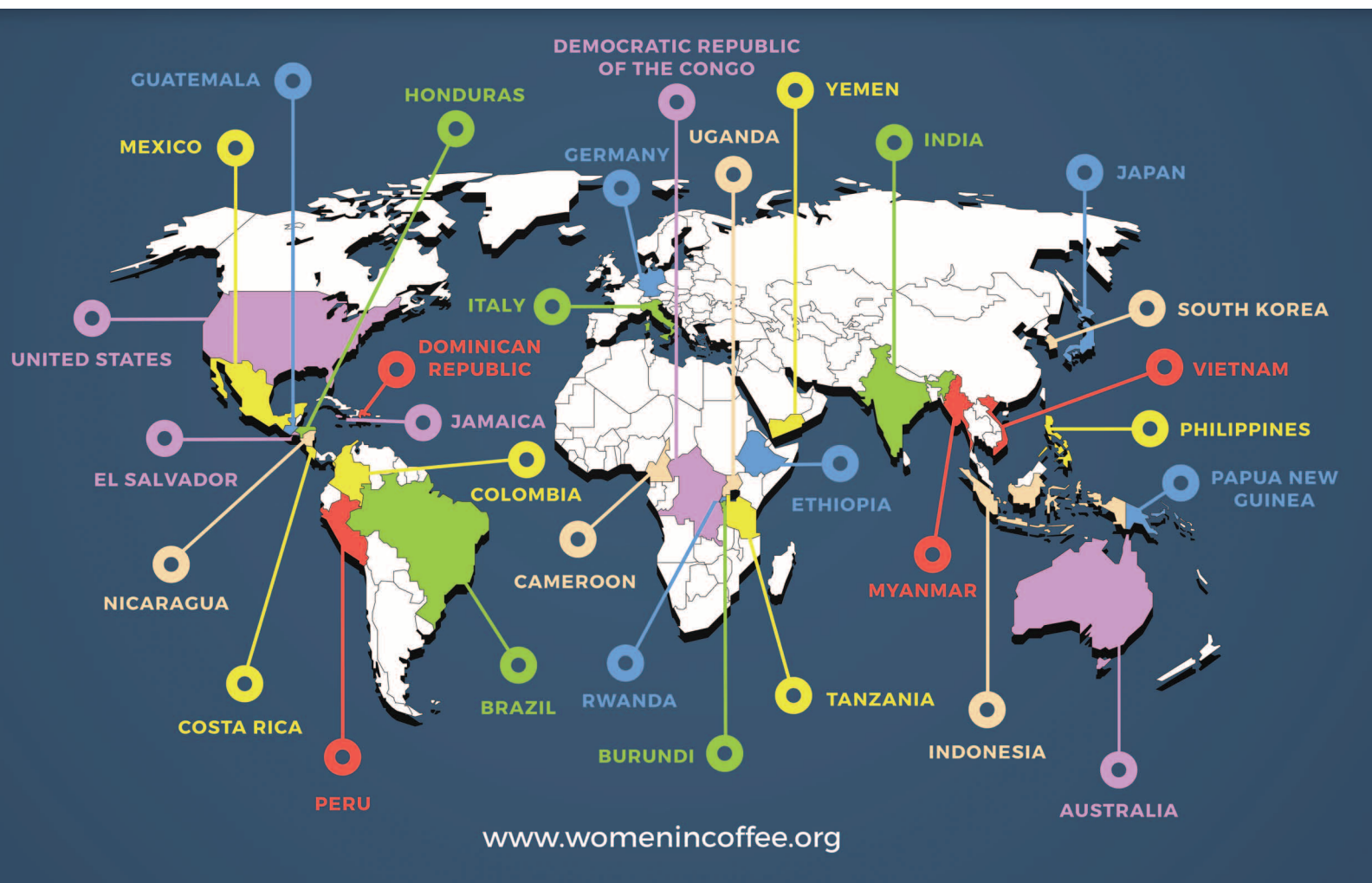
“As an emerging powerhouse of coffee consumption, the South Korean chapter will play a key role as a leader of sustainability, be the bridge between producers and consumers to cultivate empathy and understanding, and also serve as an advocate to promote the K-Coffee culture in the coffee industry.”

- Sarah Kim, President, IWCA South Korea

IWCA COLOMBIA

“Today, we can share with 1,640,000 Colombian coffee-growing women and others throughout the coffee value chain that IWCA Colombia has been established in our country, creating more opportunities to achieve equity and union. We come together to achieve our common objective of building a better world for future generations where women are represented in all roles of the coffee supply chain.”

- Lina Maria Grandos Uribe, Secretary, IWCA Colombia



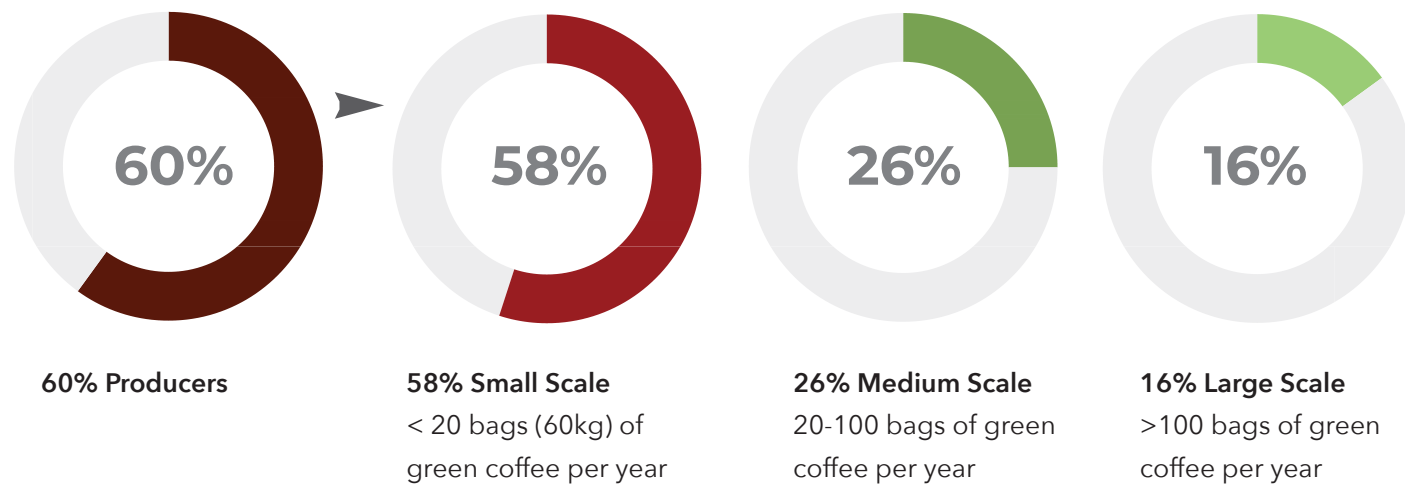
CHAPTERS SHARE THEIR MOST CRITICAL NEEDS

In the fall of 2021, IWCA conducted a survey to get a better understanding of chapter members' most critical needs. The results will help guide program priorities over the next several years and ensure chapters have the tools they need to achieve impactful change and bring about lasting empowerment for women in their communities.



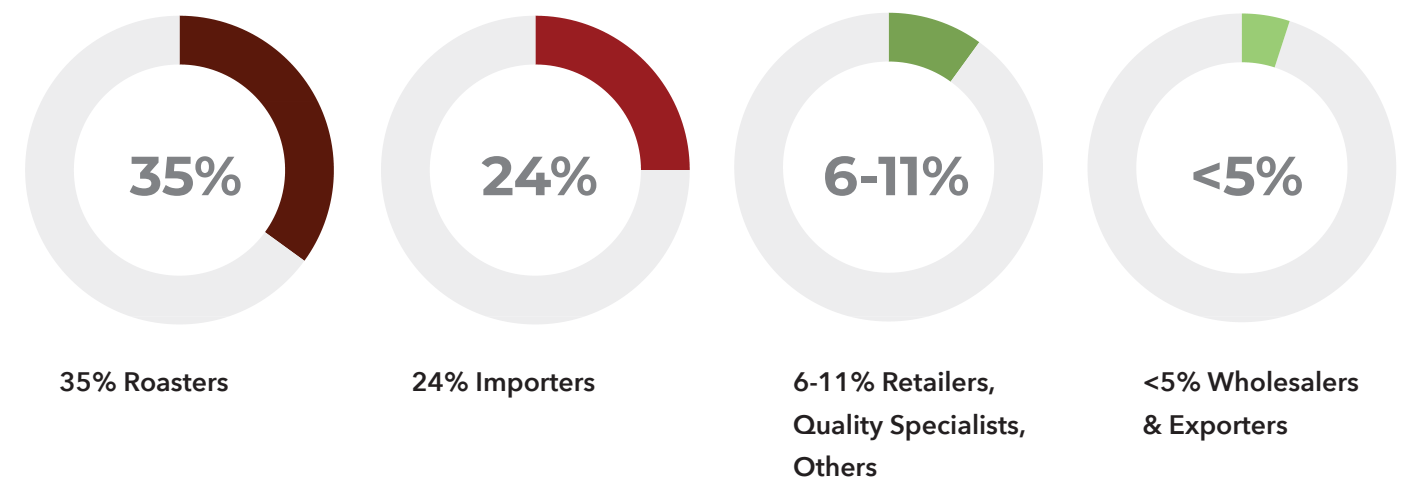
PRODUCING CHAPTER DATA

*Responses from 19 producing country chapters**



CONSUMING CHAPTER DATA

*Responses from 4 consuming country chapters**



TOP PRIORITIES FOR CHAPTERS IN PRODUCING COUNTRIES:

1. Access to Markets
2. Access to Finance
3. Understanding Voluntary Sustainability Standards (VSS) Programs in Coffee

TOP PRIORITIES FOR CHAPTERS IN CONSUMING COUNTRIES:

1. Barista Training
2. Financial Literacy
3. Marketing

** There is some crossover between producing/consuming countries as some chapters are looking to increase awareness and consumption in their own countries.*

WHEN WOMEN BECOME LEADERS

THEY DRIVE EFFECTIVE AND TRANSFORMATIVE CHANGE IN COMMUNITIES



As a global organization, IWCA facilitates opportunities for our chapter members to develop and hone professional skills that foster advancement, empowerment, and sustainable livelihoods. Experiences can range from lectures at industry events, to online webinars, and hands-on technical training.

IWCA VIRTUAL CONVENTION

June 2021

Raised \$728.00 in donations

295 attendees over 5 days



IWCA CHAPTER FORUM AT SCA EXPO IN NEW ORLEANS, LOUISIANA

September 2021

30 women representing 11 IWCA chapters

First in-person gathering in two years

Opportunity for chapter members to meet each other and exchange ideas and experiences

IWCA Honduras chapter gave a presentation on the Gender Policy in the Honduran Coffee Sector the chapter helped craft. The strategic objective of the policy is to promote inclusion in the coffee chain in Honduras in a comprehensive and fair manner, reducing inequality gaps that prevent the full participation of women and youth, through actions that favor equal opportunities and benefits within the coffee subsector.



AMPLIFIED MARKET VISIBILITY

Through our partnership with Alliance for Coffee Excellence (ACE) and Cup of Excellence (CoE) we were able to promote women producing high-quality coffees and increase their auction premiums. The 2021 Honduras Cup of Excellence included seven women winners, of which four are IWCA chapter members.



MARIA JESUS LONTERO MONTOYA

Maria started in the coffee world at the urging of her husband. Watching how her husband enjoyed working in the coffee fields, planting and learning, alongside their children sparked her passion for coffee. They began traveling to the coffee farms, tasting the different varieties, and transferring the knowledge they gained into their production operations

ELEANE MIERISCH

Eleane has worked full time in her family's coffee business for 15 years. She has spent time learning the supply chain, from cultivation, harvest, processing, and preparation and cupping. Most of her focus remains now on quality control, preparation, and client relations. "As a woman working in coffee that is often thought of as male-dominated, I found that clearly there are extra obstacles women face. Yet I feel that when I challenge the things that present me with opposition, I am not only doing so for myself, but for all of those who face similar obstacles. Being a member of the IWCA is important because our voices and thoughts come together and we can be agents of change in our community."



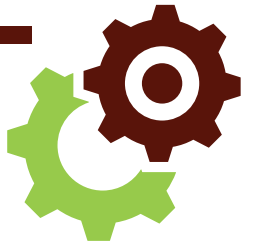
IRIS DARIELA CARVAJAL BONILLA

Iris became very involved in the coffee process in hopes of becoming a skilled cupper as well as a barista. Her goals were to offer a better quality of coffee to her buyers, and to negotiate a better price for her coffee to afford to finish her dentistry studies. She also studied English so she could communicate better with her market. It is with great sadness we share that Iris passed away in April 2022 after being diagnosed and treated for a brain tumor a year prior. Her passion for coffee and fierce ambition will continue to inspire for many years to come.



GISSELA MARIA LANZA LONTERO

Gisella is a second-generation coffee grower. When she heard her clients talk about cupping, she was not clear on how they chose the coffees. She thought that just by having good coffees, they would be chosen. She soon learned about coffee profiles, and as a way of helping her parents, she learned about cupping in the courses organized by the IHCAFE. Afterward, she started selling roasted coffee, then learned about being barista and also about roasting coffee. She credits her education to coffee industry connections, "As with everything in coffee, we learned from our equals, our clients, and in courses. In the blink of an eye, I fell in love with the coffee industry. The connection between coffee and women is impressive, growers, barista, roasters, R&D, women I admire and have come to know thanks to coffee."



EMPOWERMENT DRIVEN BY COLLABORATION

Establishing strategic partnerships with other international, multi-stakeholder organizations provides greater opportunities to promote empowerment and leadership development throughout the IWCA chapter network and global coffee supply chain.



ALLIANCE FOR COFFEE EXCELLENCE (ACE) AND CUP OF EXCELLENCE (COE)

Recognizing the mutual interest in the development of programs beneficial to women in all sectors of the coffee industry, IWCA signed a memorandum of understanding with Alliance for Coffee Excellence (ACE) and Cup of Excellence (CoE). The objectives of the partnership include empowering women to realize greater financial success while creating paths of opportunity for impact and professional development in the coffee industry. Opportunities for program collaborations include cupping training, educational programs and other relevant projects designed to advance technical skills and sensory education. Providing access to training will help build sustainable income for women producers that will ultimately create healthier coffee communities.



INTERNATIONAL COFFEE ORGANIZATION PUBLIC-PRIVATE TASK FORCE

In 2019 The International Coffee Organization (ICO) established The Coffee Public-Private Task Force (CPPTF) to collectively identify challenges facing the industry and address the need for coordinated action. The IWCA is a member of the task force which brings together producing and exporting member countries as well as a wide range of coffee industry leaders and actors. To achieve the CPPTF goals a roadmap was created that includes technical workstreams organized around specific themes as well as clear commitments to help .



INTERNATIONAL LABOUR ORGANIZATION

IWCA established a collaborative partnership with the International Labour Organization (ILO) that aims to create a safer, more sustainable coffee supply chain for women in the international coffee community. Engaging with the ILO's Vision Zero Fund provides IWCA chapter members valuable opportunities to attend technical training and improve their occupational health and safety knowledge. In November 2021 ILO published its first case study that included feedback from the IWCA Mexico chapter. The information contained in the case study is not only relevant to Mexico but is also valuable for other countries developing occupational health and safety initiatives. These efforts from the ILO and the Vision Zero Fund help identify key information gaps, especially with regard to women's health and safety needs as they contribute to global supply chains.



MUTOMBO COFFEE

In April 2021 IWCA signed a memorandum of understanding with Cajary Majlis, the distributor of Mutombo Coffee, and supplier of branded specialty coffee for food service, e-commerce, and retail distribution in support of coffee farming communities. The MOU establishes a partnership with IWCA chapters located in the Eastern and Southern regions of Africa and will work to enable greater market access for their coffees.

ADDITIONAL IWCA PARTNERS



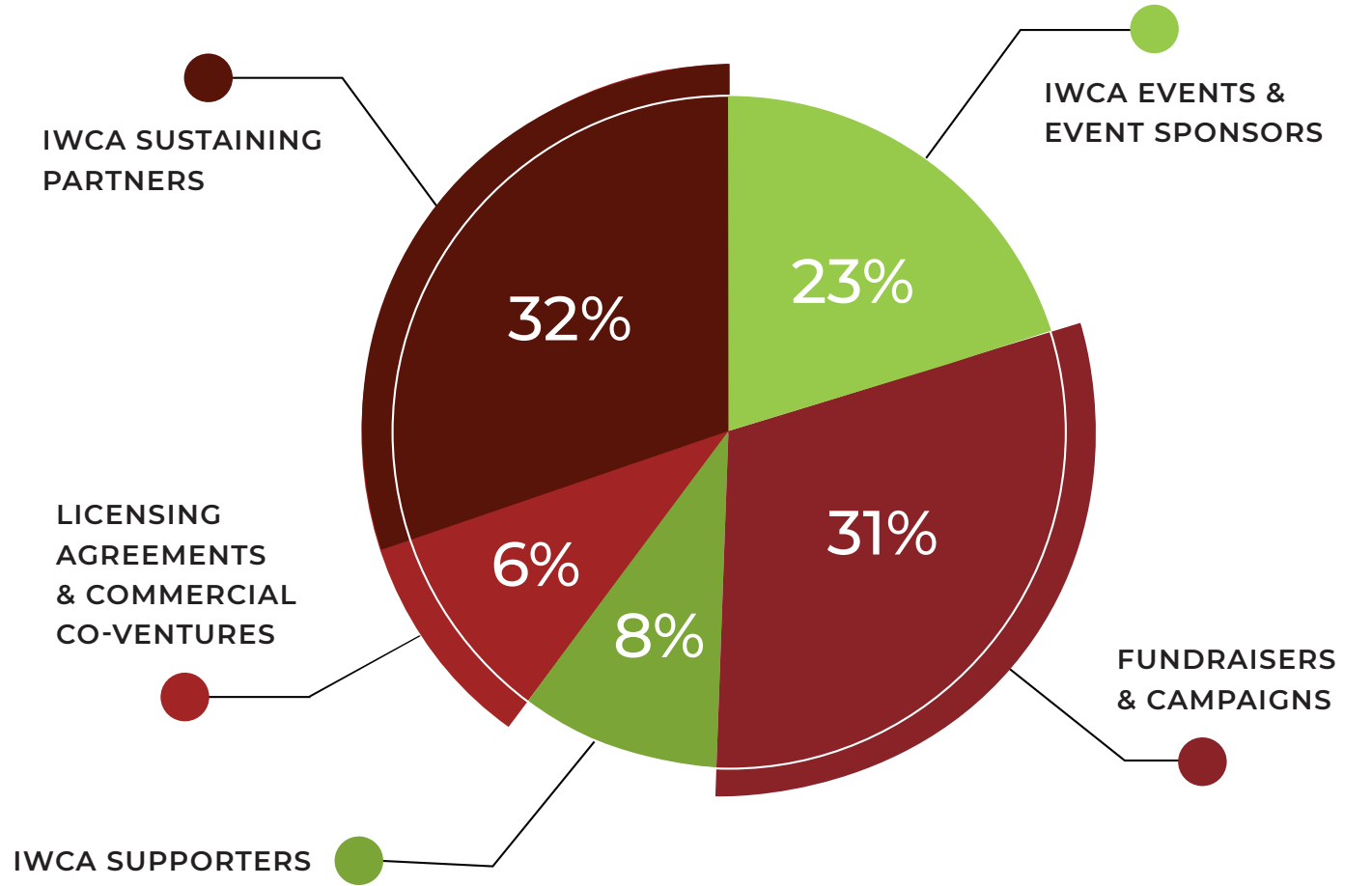
INTERNATIONAL TRADE CENTRE COFFEE GUIDE

The fourth edition of the ITC Coffee Guide was directly informed by the coffee industry, including members of the IWCA chapter network. 46 chapter members reviewed the information and provided feedback on the guide before it was published. The Coffee Guide is an extensive source of information that is relevant to coffee growers, traders, exporters, transportation companies, certifiers, associations and authorities, and other relevant actors.



FINANCIALS

The work of IWCA is made possible by organizations and individuals who believe in the IWCA mission and are invested in driving meaningful change for women in coffee communities. We are grateful for each and every contribution.



UN WOMEN WIN-WIN PROGRAM

The IWCA Brazil chapter facilitated the UN Women Win-Win Training workshops. Members from these chapters participated in the virtual multi-day program that offered training on strategic planning, leadership skills, and market access. The goal of this program was to increase the visibility of women-led businesses in the coffee value chain, support capacity building for export activities, support the development of technical, managerial and behavioral capacities for female entrepreneurs and strengthen regional support networks for women in coffee.



IWCA SUSTAINING PARTNERS

Silver Level: \$25,000-\$49,999

Bronze Level: \$10,000-\$24,999



IWCA SUSTAINING FRIENDS - \$5,000-\$9,999



IWCA SUPPORTERS - \$500-\$4,999

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 Bean Inspired
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 Madcap Coffee Company

Marcus Boni
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 Sarada Krishnan

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IWCA would like to extend special recognition to these individuals who have dedicated their personal time and efforts to further the impact of the organization:

Johanna Bot, Josiane Cotrim, Tran Ha, Phillis Johnson, Melissa Pugash, Mery Santos, Margaret Swallow, Launtia Taylor, Spencer Turer



Photo: ILO 2021



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Invest in sustainable livelihoods for women in coffee at womenincoffee.org/takeaction