

About the International Women's Coffee Alliance

The International Women's Coffee Alliance (IWCA) is a US 501c3 that achieves empowerment through leadership development, strategic partnership, and amplified market visibility. As of 2020, the IWCA Global Network includes independent organizations across 27 countries. Members include every role in the supply chain, an estimated 90% identify as coffee producers.

IWCA Coffee Assessment Program (CAP)

Background

[Firedancer Coffee Consultants](#) have led the IWCA coffee cuppings at SCA Expo for many years. Over this time, the Firedancer and IWCA Global team identified that many IWCA Chapter members submitting samples seemed to lack critical insights, specifically how independent quality experts interpret their coffee and the potential it has for improvement. The cancellation of in-person events in 2020 provided the opportunity to direct the time, energy, and coffee samples that would have been dedicated to cuppings at events to create an education program that provided IWCA Chapter members with the insights that had been observed to be lacking.



Soon after the IWCA CAP Program was outlined, [Sustainable Harvest](#) provided support by contributing Tastify licenses to provide an accessible tool for the IWCA CAP program experts to record their feedback and create an organized reporting tool for each coffee sample's assessment to be shared with the IWCA Chapter member.

How it Works

Each month, IWCA Chapter members send green coffee samples to Firedancer, who coordinates roasting and distributing each to a minimum of 3 independent coffee quality experts. Following each cupping, cup quality and attributes are recorded in Tastify. A coffee quality expert holds a 1:1 conference call with the IWCA Chapter member to deliver the assessment and discuss any questions.

"...The cupping evaluation helped me to understand how potential clients can perceive my coffee. The detailed report also helps to detect the weakness of the coffee and hence how to improve the production."

Ngoc Anh Sprünker (nee Dao), IWCA Vietnam

"This program helps me to understand new opportunities to pursue in the roasters' world, especially to reach new, high-end specialty clients. Also, to learn new ways to showcase our coffees and wait for something special when we talk about varieties and process. I appreciate the opportunity. Thank you!"

Lucía de Ortiz, IWCA El Salvador

The IWCA Coffee Assessment Program is made possible by the generous [IWCA Program Partner](#) contributions of Firedancer Coffee Consultants and their network of experts, and the Sustainable Harvest Tastify tool. To see a list of currently available coffees from IWCA Chapter members, please visit the [IWCA website](#). For questions about IWCA Chapters or this program, contact Blanca Castro, IWCA Chapter Relations Manager: blanca.castro@womenincoffee.org