



GCORI



GCQRI



**GCQRI**

A global program aimed at increasing volumes of quality coffee through collaborative production and coffee quality research

An initiative of the SCAA and the Borlaug Institute

# The main goal

**Protect and grow the supply chain of quality coffees**



**GCQRI**

**INDUSTRY:** Increased volumes of quality coffee

**PRODUCERS:** Increased incomes by providing a better product and ability to make more of it

**CONSUMERS:** More greater coffees that they are will to pay more for

# General Approach



Work directly with and expand the network of existing coffee research institutions and scientists

Bring best and brightest from other sources like APLU and CGIAR

Fund collaborative research projects on key constraints in origin countries

Partner with NGOs, Privates, GOs, credit organizations...to insure that the results get to the producers



# Present status

- Legal entity
- Governance and Management Structure
- Genesis industry support
- Long term funding strategy and mechanism
- Research direction and impact

# Governance and management

## Global Specialty Coffee Industry

Roasting Companies, machinery manufacturers, coffee organizations, National and International Coffee Associations

Non-Profit Entity for GCQRI  
501c5 Agricultural Organization

Board of Directors

External Audit  
Committee

Technical Advisory  
Committee

Industry Advisory  
Committee

Management Entity for GCQRI  
Norman Borlaug Institute for International Agriculture  
Texas A&M University System

Multi-Location  
Variety Trial Project

Climate Change  
mitigation project

Germplasm screening,  
cataloging,  
preservation project

Accelerated P&Q  
Enhancement  
projects

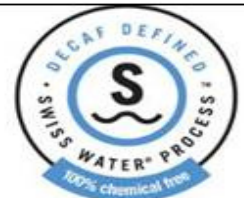
Sensory  
Evaluation  
Projects

Origin Country Research Institutions, Companies, and NGOs

PRODUCERS

Sustained supply chain, improved quality and livelihoods

# Current donors





# Funding and funding strategy

- Start with \$1.5M/year in 2012
  - 5-6 major industry donors
  - 20-30 medium-small roasters
  - 10 machinery manufacturers
- Build to \$5M/year by 2015
  - Expand to Europe, Japan, Australia, and Korea
  - Partner with major foundations, bilateral and multilateral donors
  - Increase major industry donors to 12
  - Increase medium and small roasters >100



A background image of a green coffee plant with leaves, a green coffee cherry, and a white coffee flower.

# Funding mechanism

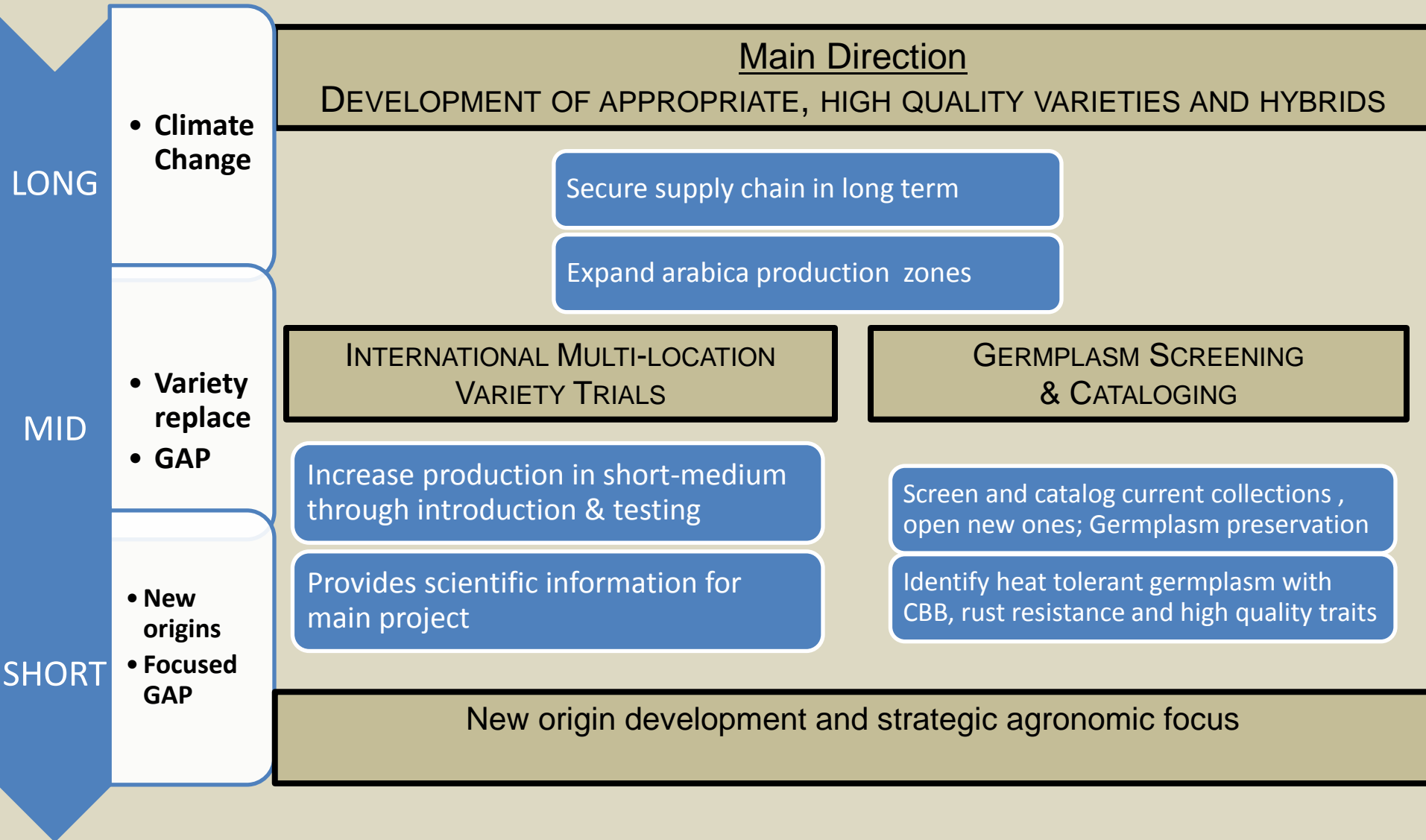
- **Checkoff program**

- Roasters contribute \$0.005/lb. to GCQRI on green coffee purchases
- manual system: 5yr agreement between roaster and GCQRI
- Importer assesses levy and includes as green coffee invoice
- Importer transfers funds to GCQRI every month
- GCQRI prepares roaster report and other ancillary docs

- **Non-checkoff contribution**

- Direct discussion and negotiation of amount and billing period
- Large companies
- Machinery manufacturers

# GCQRI RESEARCH STRATEGY



The cost of doing nothing is higher and the cost of doing something wrong is even worse



**GCQRI**

