

The Specialty Coffee Association of America

The SCAA is the world's largest coffee trade organization. Founded in 1982, there are now some 2000 member companies representing 25,000 individuals from over 40 countries. Members come from every part of the supply chain.



Vision

Be the recognized authority, standard setter, and professional development organization supporting a vibrant specialty coffee community.



Mission

To recognize, develop,
and promote specialty
coffee.



Specialty Coffee Association of America



Values

- Commitment to quality
- Respect for product
- Dedication to education
- Sensitivity to the environment
- Consciousness of social issues
- Sense of community
- Encouragement of cultural and economic exchange



Context

- Better definition between specialty and commercial is needed to protect and grow the segment.
- Supply challenges are affecting our ability to deliver quality and must be addressed.
- Global pressures such as climate change and population growth pressure exacerbate and add challenges.
- The challenges we face require global, collaborative effort; it is a global specialty coffee community.



Context

- Our future depends on our ability to create value from the perspective of coffee drinkers; we need to shift our focus outwardly to selling specialty coffee.
- While the nature of institutions are changing, there is a role for an organization to provide a forum for specialty coffee professionals and lend scale to their efforts in a collaborative, transparent way.



Additional Context

- While SCAA has made great strides over the past couple of years, it is still recovering from a tough financial position.
- While SCAA plays a role in the global industry, **its first responsibility is to its members** and needs to continually build member value and service.
- The original charter of SCAA is more relevant than ever: Standards, Education, and Ethics.



Strategic Themes



- Develop and promote quality standards
- Develop and distribute knowledge and skills
- Promote sustainable practices
- Provide channels for consumer engagement



Develop and Promote Quality Standards

We will publish a defined set of quality standards and practices for specialty coffee, supported by scientific information, that will also serve as the basis to drive defects out of the market and provide taste-able benefits for coffee drinkers.



*Emma Bladyka,
coffee science manager*

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Develop and Distribute Knowledge and Skills

We provide a full slate of recognized and credible certification programs and coursework for coffee professionals, with worldwide participation, to ensure proper delivery of quality standards.

Led by Ellie Matuszak, Director of Professional Development



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Promote Sustainable Practices

We will develop an objective, clear, and cohesive approach for sustainability in specialty coffee ensuring sustainability is an intrinsic value in everything the SCAA and the broader industry does.

Starting this year a Director of Sustainability will coordinate the efforts of the Association and industry partners.



Promote Channels for Consumer Engagement

We will build competitiveness among specialty coffee purveyors by providing a pathway for specialty to become a meaningful term to coffee drinkers.



Our focus will remain on understanding the consumer.

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1. Develop and promote quality standards.
2. Develop and distribute knowledge & skills.
3. Promote sustainable practices.
4. Provide channels for consumer engagement.



Objectives to create member value intersect with strategies to inform program, activities, committee work, and tasks as well as guide priorities (*see next slide for detail*).



Other Supported Activities

- Coffee Quality Institute – CQI is the charitable trust founded by the SCAA to improve coffee farmers livelihoods by improving coffee quality
- World Coffee Events – WCE is a jointly owned and managed activity of the SCAA and SCAE that produces engaging coffee events worldwide
- World Coffee Research – WCR is a research driven, globally scoped 501(c)(5) that seeks to improve the supply of quality coffee worldwide

