



FOR IMMEDIATE RELEASE

The SCA Has Just Released the All New Report "Equitable Value Distribution Survey Findings"

February 26, 2024 – The Specialty Coffee Association (SCA) is proud to announce the release of its latest report, titled "Equitable Value Distribution Survey Findings," marking a significant milestone in the effort to shape mindsets and business behaviors in order to foster equitable value distribution as a sustainability tool.

In April of 2023, the Specialty Coffee Association launched [a survey](#) aimed at actors across the coffee supply chain to assess and track the impact around how value is created, measured, and distributed in coffee value chains, toward a broader goal of equitable value distribution (EVD).

This survey served as a baseline against which to measure the effectiveness of future activities undertaken by the association and its stakeholders to ensure the equitable distribution of value across the sector. Inspired by sense-making theory, the survey responses are supplemented with the findings from a focus group in Guatemala as well as additional, external resources to further contextualize the results and form a baseline for future iterations of the survey.

The all new published SCA Report "Equitable Value Distribution Survey Findings" takes a deep dive into the survey's findings, implications, and emerging connections. It also explores how the results of this survey will inform the SCA's efforts by enabling the association (and anyone working to distribute value more equitably in specialty coffee) to understand how the industry currently views the distribution of value and the change to be made.

Preliminary findings indicate that the majority of respondents believe that value should be distributed differently than it currently is. Many also believe supply-side actors—especially producers—receive a proportionally low share of coffee's total value in comparison to the value they create. Despite respondents expressing confidence in their awareness of value distribution in specialty coffee, their perceptions of value received by different actors contrasts with studies on supply chain economics.

This research is made possible by the proud support of long-time SCA partners, Barista Attitude and Pacific Foods Barista Series™, whose collaboration enables a shared commitment to continue the creation and discovery of equitable value distribution throughout the coffee supply chain.

SCA Sustainability Director, Andres Montenegro says: "The Equitable Value Distribution (EVD) Survey's results and research from other relevant actors in the coffee system highlight the untapped potential both for additional value creation and for consumers to recognize and reward producers for the intangible assets that contribute to the value of the (tangible) coffee product. "

He adds, "We will remain committed to provide a deeper and actionable understanding of value distribution and measurement, and jointly with the [Coffee Science Foundation](#), we will continue to seek funding and research partners to design a learning agenda that informs the specialty coffee community on pathways to better understand and innovate on this area."

Read the full report at [sca.coffee/availableresearch](https://www.sca.coffee/availableresearch)

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Note to Editors

- Access the full report [Here](#)

About the Specialty Coffee Association

The SCA is a trade association built on foundations of openness, inclusivity, and the power of shared knowledge. The SCA's purpose is to foster global coffee communities to support activities to make coffee a more sustainable, equitable and thriving activity for the whole value chain. From coffee farmers to baristas and roasters, our membership spans the globe, encompassing every element of the coffee value chain. The SCA acts as a unifying force within the specialty coffee industry and works to make coffee better by raising standards worldwide through a collaborative and progressive approach. Dedicated to building an industry that is fair, sustainable, and nurturing for all, the SCA draws on years of insights and inspiration from the specialty coffee community. Learn more at sca.coffee.

About the Coffee Science Foundation

The Coffee Science Foundation (CSF) is a support organization of the [Specialty Coffee Association \(SCA\)](#) that serves as the research arm of the SCA. It is a non-profit organization dedicated to advancing the understanding of coffee and securing its future through research, knowledge-building, and outreach. The CSF is a unifying force that drives collaborative, pre-competitive, and scientifically rigorous research that benefits the entire coffee community, including the coffee-consuming public. The results of CSF-managed projects are then disseminated to the global coffee community at events, through publications, and coffee education programs.

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