



FOR IMMEDIATE RELEASE

Announcing Green Coffee Summit, a Brand-New Virtual Event and Resource Library for Anyone Involved in the Green Coffee Trade.

June 24, 2021 — The Specialty Coffee Association (SCA) is excited to announce Green Coffee Summit (green.sca.coffee), a brand-new virtual event and knowledge platform for green coffee producers and traders. Taking place August 25-26, 2021, in the US Eastern time zone, the free-to-attend summit will cover a range of topics in English and Spanish, aiming to make market data more accessible and equipping green coffee buyers and sellers with independent, neutral information about consumer markets.

Showcasing panel discussions, lectures, and informational videos, the live summit will offer insight and reliable, actionable information on a range of specialty coffee markets and regional consumption patterns, coupled with an in-depth analysis of topics such as supply chain structures, risk management for green coffee sellers, and recent shifts in the landscape for financing and logistics.

Aligning with the launch of the live event, the Green Coffee Summit website serves as a resource platform for anyone working with green coffee, offering a curated list of relevant content across long-form writing, videos, lectures and podcasts, with ongoing updates to reflect the latest changes on a region-by-region basis.

"Coffee markets are increasingly diverse and dynamic, and the launch of Green Coffee Summit represents another exciting opportunity for us to listen to the industry's needs and respond in kind," says Yannis Apostolopoulos, Chief Executive Officer of the SCA. "Green coffee buyers and sellers need independent, neutral information about consumer markets, and we're pleased to announce the creation of a platform that centralizes up-to-date, credible data and to facilitate discourse on key topics."

Learn more about the Green Coffee Summit at green.sca.coffee.

If you would like to partner with us to support free access to market information for the whole value chain, please contact us at [green.sca.coffee/partner-with-us](mailto:partnership@sca.coffee) or sponsorship@sca.coffee.

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Note to Editors

- [Download Green Coffee Summit Promotional Graphics](#)

About Green Coffee Summit

Green Coffee Summit is a new free virtual event and resource library for anyone involved in the green coffee trade. Over two days, attendees can join a series of live lectures, videos and discussions on topics such as supply chain structures, risk management for green coffee sellers, and recent shifts in the landscape for financing and logistics. The resource library will offer a curated list of relevant content across long-form writing, videos, lectures and podcasts, with ongoing updates to reflect the latest changes on a region-by-region basis. Learn more at green.sca.coffee.

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.

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