



FOR IMMEDIATE RELEASE

The SCA Updates Illustrative Outlook on the Specialty Coffee Value Chain

November 26, 2019— The Specialty Coffee Association (SCA) released today an update to its table titled *Economics of the Coffee Supply Chain: An Illustrative Outlook*, a graphic that paints a broad representation of the specialty coffee value stream.

The data came from many sources which were then aggregated to illustrate a typical supply chain. The exact amounts will vary based on many factors, such as location for example, but this Outlook represents accurately the ratios or proportions of the different parts of the value chain.

The updated table combines roaster, retailer, and importer data from various sources including the *SCA Roaster and Retailer Benchmarking Study* and the *SCA/Square Coffee Reports*. The aim of this illustration is to show how value is distributed and how various costs enter into the economic picture of coffee.

We also hope that it will serve as a constructive tool in the ongoing discussion around coffee production, pricing, and trading.

How can this illustration serve the coffee community?

- Coffee producers might use it to understand the business models of the importer, roaster, and coffee shop.
- Baristas and shop owners will be interested in understanding typical costs and risks of their partners.
- Anyone studying coffee might use this illustration to better understand the value chain and how value is distributed.

SCA research and market analysis is made possible thanks to the support of members of the SCA and donors of the Coffee Science Foundation, the SCA's non-profit organization dedicated to advancing the understanding of coffee.

The new Outlook is available for free to SCA members and the public in the SCA Store [here](#).

UK OFFICE
p +44 1245 426060

Oak Lodge
Leighams R
Bicknacre
Chelmsford
Essex
CM3 4HF
United Kingdom

US OFFICE
p +1 562 624 4100

117 West 4th
Suite 300
Santa Ana
California
92701
United States





Contact

Sierra Hatcher
SCA Communications Coordinator
Email: press@sca.coffee

Note to Editors

- *The Economics of the Coffee Supply Chain: An Illustrative Outlook* (2018) is available for free to the public [in the SCA Store](#).
- *The Economics of the Coffee Supply Chain: An Illustrative Outlook* (2014) is available for free to the public [in the SCA Store](#).

About Coffee Science Foundation

The Coffee Science Foundation (CSF) is a non-profit organization dedicated to advancing the understanding of coffee and secure 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. Learn more at coffeesciencefoundation.org.

About the Specialty Coffee Association

The SCA is a trade association built on foundations of openness, inclusivity, and the power of shared knowledge. 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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California
92701
United States

