NCA’s 2016 Dozen
NCA’s 2016 Dozen
### NCA’s 2016 Dozen

#### DIRTY DOZEN™
**Buy These Organic**

<table>
<thead>
<tr>
<th>WORST</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Celery</td>
</tr>
<tr>
<td>2</td>
<td>Peaches</td>
</tr>
<tr>
<td>3</td>
<td>Strawberries</td>
</tr>
<tr>
<td>4</td>
<td>Apples</td>
</tr>
<tr>
<td>5</td>
<td>Blueberries</td>
</tr>
<tr>
<td>6</td>
<td>Nectarines</td>
</tr>
<tr>
<td>7</td>
<td>Bell Peppers</td>
</tr>
<tr>
<td>8</td>
<td>Spinach</td>
</tr>
<tr>
<td>9</td>
<td>Cherries</td>
</tr>
<tr>
<td>10</td>
<td>Kale/Collard Greens</td>
</tr>
<tr>
<td>11</td>
<td>Potatoes</td>
</tr>
<tr>
<td>12</td>
<td>Grapes (Imported)</td>
</tr>
</tbody>
</table>

#### CLEAN 15™
**Lowest in Pesticides**

<table>
<thead>
<tr>
<th>BEST</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Onions</td>
</tr>
<tr>
<td>2</td>
<td>Avocado</td>
</tr>
<tr>
<td>3</td>
<td>Sweet Corn</td>
</tr>
<tr>
<td>4</td>
<td>Pineapple</td>
</tr>
<tr>
<td>5</td>
<td>Mangos</td>
</tr>
<tr>
<td>6</td>
<td>Sweet Peas</td>
</tr>
<tr>
<td>7</td>
<td>Asparagus</td>
</tr>
<tr>
<td>8</td>
<td>Kiwi</td>
</tr>
<tr>
<td>9</td>
<td>Cabbage</td>
</tr>
<tr>
<td>10</td>
<td>Eggplant</td>
</tr>
<tr>
<td>11</td>
<td>Cantaloupe</td>
</tr>
<tr>
<td>12</td>
<td>Watermelon</td>
</tr>
<tr>
<td>13</td>
<td>Grapefruit</td>
</tr>
<tr>
<td>14</td>
<td>Sweet Potato</td>
</tr>
<tr>
<td>15</td>
<td>Honeydew Melon</td>
</tr>
</tbody>
</table>
NCA’s 2016 Dozen
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- Dietary Guidelines
- GMO
- Nutritional Labelling
- IARC
- Labor Practices
- Economic Impact Study
- Discount Program
- Coffee Career Center
- Next Generation Council
- NCA Connects
- FSMA Seminars
- Communications!
1. **Advocacy - DGA**

- **Release of the Dietary Guidelines**

  January 7, 2016

  **Member Alert: USG Issues Dietary Guidelines**
  Earlier today, the U.S. government issued the 2015 Dietary Guidelines for Americans. Coffee and caffeine get mentioned for the first time in a Dietary Guidelines Report, but the USDA’s Center for Nutrition Policy & Promotion (CNPP) skirted the advice of their own scientists.

  **DRINK COFFEE!**

  Moderate consumption of 3-5 cups of coffee per day “can be incorporated into healthy eating patterns.”

  **DON’T DRINK COFFEE!**

  “However, individuals who do not consume caffeinated coffee or other caffeinated beverages are not encouraged to incorporate them into their eating pattern.”
1. Advocacy - DGA

- Release of the Dietary Guidelines

LA Times, January 7, 2016

New Dietary Guidelines for Americans: Watch your sugar, but enjoy the eggs and coffee

To Your Health

Good news: It’s totally fine to drink lots (and lots) of coffee. The government just said so
2. Advocacy - GMO

GMOs & Coffee: What You Need to Know
2. Advocacy - GMO

- NCA Home Page
  - All Audiences
  - “What You Need to Know” Teaser

- GMO Landing Page
  - All Audiences
  - Simple “FAQ” layout

- GMO Legislative Update
  - Members Only
  - Member Update on Legislation and Business
3. Advocacy – Nutritional Labelling

- Regulatory Changes
  - “Reference Amount as Commonly Consumed” (RACC) standard serving size for beverages changed from 8 to 12 oz.
  - Potassium disclosure on Nutritional Fact Panel (NFP) changed from voluntary to mandatory
  - Format and typefaces revised
- At 12 oz., coffee’s potassium level would trigger NFP requirement
- FDA declares enforcement discretion for coffee since NFP would only list potassium
- NCA continues to monitor & inform members
4. Advocacy – IARC

- World Health Organization’s International Agency for Research on Cancer conducted its first review of coffee in 20 years
- For the 1st time ever they reclassified a food or beverage into a more favorable category
- NCA reviewed 20 years’ worth of science, sent an observer to the proceedings, and led the communications effort to spread the good news
- On the day of the announcement, there were over 1,100 articles covering the story, with over 20% containing quotes from the NCA
This amazing beverage may actually help lower the risk of many different cancers.
- Bill Murray, NCA President

The coffee industry rejoiced, Bill Murray said the finding is great news and highly significant for coffee drinkers.

The Dallas Morning News

Health chiefs tell us coffee could keep cancer at bay.

Daily Mail

UN: Coffee no longer deemed possible carcinogen.

Associated Press

WHO acquits coffee: It is not a carcinogen. It prevents cancer.

il Giornale

WHO: No cancer risk from coffee

Financial Times

WHO drops coffee’s status as possible carcinogen.

The Wall Street Journal

Coffee struck from list of possible cancer-causing agents.

The New York Times

The US National Coffee Association welcomed the change in IARC’s classification as “great news for coffee drinkers”

Huffington Post

WHO: Coffee itself isn’t cancerous, but watch out for ‘very hot’ beverages.

The Washington Post

Scientists backtrack on coffee cancer claims.

Financial Times

Drink as much coffee as you want – WHO says it reduces cancer risk.

Global Citizen

This finding is great news and highly significant for coffee drinkers.

BBC

Java lover rejoice: Coffee doesn’t pose a cancer risk, WHO panel says.

NPR

Drink up – coffee probably won’t give you cancer.

Bloomberg

Cancer risk from coffee downgraded.

BBC

Cancer Risk: Good news for coffee drinkers.

Der Spiegel

The UN no longer thinks coffee causes cancer.

The Week

Trade Facilitation & Enforcement Act - Update
After last week’s Trade Facilitation and Enforcement Act (TFTEA) signing, the issue of forced and child labor has taken on an even broader profile. A just released report by Danwatch criticizes industry labor practices at origin.

Of course, most NCA members have firm polices and protocols in place to shun coffee tainted with any suggestion of forced or child labor. However, with the TFTEA in place, industry leaders have new tools to help ensure that coffee supply chains are free of child labor and forced labor.
6. Advocacy – Economic Impact

- With support from SCAA, the first-ever study of the U.S. Coffee Economy
- An important benchmark for advocacy, regulators, and legislators

- **1.6 million jobs**
- **$225 billion in economic output**
- **More than 1% of total US GDP**
- **Over $20 billion in taxes**
The Economic Impact of the Coffee Industry

Not only does coffee power your day, it also helps power the U.S. economy.

In a ground-breaking study, the National Coffee Association commissioned original research from the experts at Technomic to measure all the ways that coffee contributes to the U.S. economy. The final report, which was produced in collaboration with the Specialty Coffee Association of America, has resulted in the first comprehensive study of the impact of coffee on the U.S. economy.

And the results speak for themselves.

We already knew that coffee is the most commonly consumed beverage in the U.S. (even more than tap water). But it turns out that coffee touches communities across the country in amazing ways, from generating tax dollars to creating jobs, from the supermarket to the dairy farm.

Highlights include:
- The total economic impact of the coffee industry in the United States in 2015 was $226.2 billion
- Coffee-related economic activity comprises approximately 1.6% of the total U.S. gross domestic product
- Consumers spent $74.2 billion on coffee in 2015
- The coffee industry is responsible for 1.047 million jobs in the U.S. economy
- The coffee industry generates nearly $58 billion in taxes (including ancillary goods)

About These Numbers

The NCA commissioned Technomic, Inc., a leading food and beverage industry consulting organization, to measure the full impact on the U.S. economy of the coffee industry. This report, which was produced with the collaboration of the Specialty Coffee Association of America, drew upon a wide variety of primary and secondary sources, as well as economic impact data generated by IMPLAN modeling software.

In addition to IMPLAN modeling, inputs included: interviews with industry experts, U.S. government statistics, published corporate reports, Technomic’s own internal databases on the beverage industry and related sectors, and other secondary and primary resources.
7. Member Benefits - Discounts

- **Members Discount Program**
  *New: March 7 ‘16*

**Credit Card Processing**
Competitive processing rates from the #1 acquirer in the industry

**Consumer Financing**
Flexible solutions to reach more customers and close more sales

**Fuel Cards**
Save 5 cents per gallon on fuel for your business vehicles

- **ADP**
  *In the Business of Your Success*

  **Payroll Processing**
  Up to 25% discount with the #1 provider in the industry

- **Sprint**
  Wireless Services
  19% discount off qualified rate plans, truly unlimited data

- **UniFirst**
  Uniforms
  20%-40% off rental & leasing rates, plus 25% off purchases.

- **STAPLES Advantage**
  Office Supplies & Services
  Up to 70% off office, break room, & tech items, free next day delivery

- **UTA**
  Check Guarantee
  Eliminate the risk of accepting fraudulent checks

- **Ferrellgas**
  Propane Discounts
  No matter what type of service bulk tanks or cylinders, Ferrellgas delivers.

- **WEX**
  Fuel Cards
  Fuel discounts with no card fees, setup fee, or annual fee.

- **Constant Contact**
  E-Mail Marketing
  Free 60-day trial and up to 25% discount off services

- **Office DEPOT OfficeMax**
  Office Supplies
  Up to 90% off everyday low prices and free shipping

- **AIP solutions**
  Commercial Collections
  Increase your net recovery, rates as low as 25%
8. Member Benefits – Coffee Career Center

The Coffee Career Center

The Coffee Career Center will provide job seekers and employers with the coffee industry’s most comprehensive and best resource for online employment connections.

Employers will have a one-stop resource to discover top talent from a qualified pool of experienced baristas, meticulous coffee roasters and dynamic coffee traders, to name a few.

Job Search
Keywords: 
Region:
— Select —
Type:
— Select —
Posted:
All Dates
Salary Range:
— Select —
Job Levels:
— Select —
Primary Certification:

Search Results
View listings in a printable format.

<table>
<thead>
<tr>
<th>Job ID</th>
<th>Job Title/Company</th>
<th>Type</th>
<th>Region</th>
<th>Start Date</th>
<th>Posting Date</th>
<th>Job Level</th>
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<td>Full Time</td>
<td>Virginia</td>
<td>Winter 2018</td>
<td>03.02.18</td>
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<td>Summer 2018</td>
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<td>Mid Level</td>
</tr>
</tbody>
</table>
9. Member Benefits – Next Generation Council

The NCA Next Generation Council
Meet the future leaders of the coffee industry

The Next Generation Council is a new initiative from the NCA to support talented young professionals who are passionate about the coffee industry.

Whether you want to change your career or change the world, we encourage you to get involved. This is a unique opportunity to build your network, gain real-world leadership experience, and give back to the community. (And you never know where the opportunity could lead.)
Whether you're looking to get involved, volunteer, showcase your expertise, or find other members of the industry — we offer many ways to help our members connect with the coffee community.

**Board Service**

- Read the Industry
- Show Your Expertise
- Social Media
- Networking
- Awards and Recognition

**Expertise:**
Guest Speakers, Authors, Webinars

**Next Generation**

- NCA Connects
- NCA Connects

**Day of Service**

- Day of Service
- Be a Sponsor!

- NCA Connects

- 10. NCA Connects

- Guest Speakers, Authors, Webinars

- Networking

- Awards and Recognition

- Be a Sponsor!
11. Member Benefits – FSMA Seminars

New FMSA regulations are here - are you prepared?

Protect your company from risk and take action now to stay in compliance.

This educational seminar will focus on FSMA-related training specific to the coffee industry. This day-and-a-half course will provide the instruction and training needed to be considered as a qualified individual (QI). QIs are the individuals responsible for the manufacture, process, pack, or hold of food products.

Participants will come away with:

- An overview of key regulatory topics (e.g., supplier verification, good manufacturing practice, preventative controls/ hazard, transportation, import, etc.)
- Special summaries and key insights geared towards the coffee industry
- A checklist with an easy-to-use reference guide to the law
- Training document templates and standard procedures

This seminar will be led by experts from ToxStrategies, Inc.

Up Next: PCQI Certification – March 2017
12. Communications

Topics...
- Coffee and Health
- Caffeine
- And Many More
- Platforms
- NCA Website
- Twitter
- Linkedin
- And more....

Coffee And Health

Independent research by scientists worldwide continues linking coffee to a host of significant (and surprising) potential benefits.

Studies suggest that regular coffee consumption may have a protective effect on the liver, overall longevity, and more.

In many cases, more research is required to determine the exact source of coffee's suggested benefits. These protective properties may be linked to coffee's complex botanical profile - which includes at least 300 natural compounds in the bean, and about 1,000 created in the roasting process. Scientists suggest synergistic consumption of caffeine is also an important physiological factor, meaning that the caffeine in coffee works with the other compounds in the beverage (including essential nutrients and antioxidants) to enhance the overall health effects.

As more positive evidence emerges, previous misconceptions about coffee are shifting in serious ways.

What Scientists Are Saying About Coffee and Health

- Sports Performance
- Nutrition
- Longevity
- Cognition & Aging
- Diabetes
- Heart Health
- Liver Protection

Please note that the list above is not an exhaustive review of coffee's potential benefits - nor should it be taken as medical advice. We'll continue to update this information to reflect the latest research.
NCA Coffee Summit
- An NCA Dozen —
Thank You!

wmmurray@ncausa.org