TechnoServe Named 2020 NCA Coffee Charity of the Year

NEW YORK | FEB 24, 2020 – The National Coffee Association is proud to name TechnoServe as the recipient of the 2020 NCA Origin Charity of the Year Award, sponsored by Mother Parkers Tea & Coffee.

TechnoServe works with smallholder farmers in 14 coffee-growing countries, empowering them to access skills, resources, technology, and funding that helps them not only grow high-quality coffee but also build stronger, more resilient livelihoods and communities.

“The coffee industry depends on a strong partnership with farmers,” said William ‘Bill’ Murray, NCA President and CEO. “TechnoServe is a shining example of how coffee companies, development experts, and the farmers themselves are working together to fight poverty, build capacity, and strengthen coffee-growing communities.”

"TechnoServe is honored to receive the National Coffee Association's Origin Charity of the Year Award,” said William Warshauer, TechnoServe’s CEO and President. “Our organization was founded more than 50 years ago with the idea that when women and men in developing countries have access to information, capital, and markets, they can create prosperity for themselves and their communities. Nowhere is that more true than the coffee sector, and we look forward to continuing to work with partners across the industry to create lasting, transformative impact around the globe."

Two Award finalists – meriting special mention – were Lutheran World Relief and Strategies for International Development (SID)

The award will be presented at the NCA 2020 Annual Convention in Austin, TX on March 6.

About TechnoServe

TechnoServe applies market-based solutions to help build a sustainable global coffee industry that can lift millions of farming families out of poverty. For five decades, TechnoServe has worked in communities across Africa and Latin America to develop and apply approaches aimed at improving farming, processing, supply chains, and environmental and social standards.
TechnoServe has trained more than 400,000 farmers in sustainable agronomic practices; built, supported, or strengthened more than 1,000 coffee processors in Africa; and helped increase incomes for more than 500,000 farmers.

About the NCA Origin Charity of the Year Award

Now in its third year, the NCA Origin Charity of the Year Award recognizes charitable organizations that have made a positive impact on coffee-growing communities while demonstrating strategic, innovative, and implementation excellence. Past winners of the Origin Charity of the Year Award include The Coffee Trust (2019 winner) and Grounds for Health (2018 winner). Charities do not have to be members of the NCA to be eligible. Winners are chosen by an independent group of NCA Directors who are not affiliated with the Award’s gracious sponsor, Mother Parkers Tea & Coffee. For more information about the Award and the Coffee Gives Back Program, click here.

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About the National Coffee Association

The National Coffee Association of U.S.A., Inc. (NCA), established in 1911, is the leading trade organization for the coffee industry in the United States. The NCA is the only trade association that serves all segments of the U.S. coffee industry, including traditional and specialty companies. A majority of NCA membership, which accounts for over 90% of U.S. coffee commerce, is comprised of small and mid-sized companies and includes growers, roasters, retailers, importer/exporters, wholesaler/suppliers, and allied industry businesses. Visit ncausa.org to learn more.