NCA CONTENT SUBMISSION GUIDELINES

The NCA welcomes its members to submit whitepapers -to be considered for posting on the NCA website. This is an exclusive NCA member benefit. Posting your whitepaper is not an implied recommendation or endorsement by the NCA of your company, products and services, and subject to the following guidelines; NCA reserves the right to determine what shall be published.

Show Your Thought Leadership:
The objectives of this new benefit are two-fold (1) show your thought leadership and (2) educate and inform, not to spark debate or promote individuals, companies or products. While we understand that companies want to promote their brand and convince potential customers, these objectives should be implicit, rather than explicit. Please do not submit copy that is self-promotional. It is acceptable to mention your products or projects in the context of providing an example or case study, but this should be informational. In addition, we will not publish press releases.

Topics:
We’re especially interested in emerging trends, business and market strategies, origin developments, sustainability efforts, and industry-wide issues; we are looking for solutions, best practices, insights, and examples (of success or failure) that would be instructional, rather than recitations of challenges and criticisms. See below for ideas of the kinds of counsel sought by NCA members.*

Length:
While we’re more interested in what you have to say, and how you are saying it, than a specific word count, keep in mind that today’s readers prefer shorter, more succinct content. White papers should be from one to ten pages in length.

Proofreading:
All whitepapers must meet the NCA’s quality standards. The author is responsible for proper attribution of data, quotations, and other third-party content referenced in the whitepaper. The white paper should be checked for spelling and grammatical errors before submission. This is your white paper and we don’t accept any responsibility for mistakes.

Vetting:
Your whitepaper will go through a review process to ensure that the quality and usefulness of the content is high, and that the content is consistent with NCA’s guidelines. The NCA reserves the right to refuse to publish any whitepaper at our discretion.
Copyright:
By submitting a whitepaper, you represent that you and any co-authors are the exclusive owner(s) and copyright holder(s) of this work and give the NCA permission to post your whitepaper for NCA members to access; and, that you have permission to use any materials incorporated into your whitepaper, and that you grant NCA a non-exclusive, perpetual right to use your material on our website, in our publications, and on social media.

Format:
Format: The paper should be submitted as a PDF.

Submissions and Questions:
To submit a white paper for consideration please email it to info@ncausa.org. For questions, contact Terri Bartlett at trbartlett@ncausa.org or at 646-924-4039.

Additional Opportunity – NCA Blog, The First Pull:
The First Pull is the official blog of the NCA. We welcome guest blog posts on a range of topics relevant to the coffee industry, both from organizations and individuals. The NCA is always looking for contributions especially regarding emerging trends, origin developments, sustainability efforts, and industry-wide issues. See below for additional suggestions. Guest Post Guidelines.

*Example of Whitepaper and Blog Topics Ideas:
• Growing your business
  • Building brand awareness
  • Creating new products/product lines
  • Distinguishing from competition
  • Finding strong leads
  • Penetrating international markets
• Managing their business operating effectively
  • Efficiency and managing costs
  • Finding the right technology
  • Improving business processes and taking advantage of technological advances
  • Keeping current on industry trends
  • Retooling systems to deliver products that meet consumer demands
• Addressing Technical Issues
  • Adapting business policies and procedures to comply with new regulations
  • Managing supply chain logistics
  • Sustaining quality control