The National Coffee Association is one of the oldest U.S. trade associations, established in 1911.

From crop to cup, we’re proud to represent this dynamic and complicated industry. While we’re rooted in tradition, we’re committed to leading the coffee industry into the future.

That’s why we’re constantly creating new benefits, to meet the demands of a changing market and the needs of our members.

**Find out what we can do for you.**

**QUESTIONS?**

We’re here to help. Contact the friendly NCA staff at 212 766-4007
or email: info@ncausa.org
ncausa.org
MEMBER BENEFITS
AT-A-GLANCE

EXCLUSIVE UPDATES
The information you need to make better decisions - straight to your inbox

COFFEE EDUCATION
Never stop learning. On-demand resources to become a better professional, and prepare for what's next

NETWORK WITH THE BEST
Connect with leaders from across the industry, and be part of the growing coffee community

SPOTLIGHT YOUR BRAND
Highlight your company’s passion and reach the right people

PROFESSIONAL DEVELOPMENT
Leadership is crucial to the future of our industry

ADVOCACY & GOVERNMENT AFFAIRS
Have your voice heard on issues that can impact your business

MARKET RESEARCH
Get exclusive access to the latest insights - before your competitors

MEMBER DISCOUNTS
We understand that all businesses need to watch the bottom line

“It’s a really a special organization. People helping each other because of their love for coffee.”
- Ron Contaxis, VP of sales, Wilbur Curtis & 2015 NCA Volunteer of the Year Award winner

ncausa.org
MEMBER DISCOUNTS

Yes, the NCA can help you save money.

- Spend up to 70% less on the services and supplies you need through our Savings4Members program*
- Receive a discount on all classes at the Academy of Coffee Excellence
- Enjoy special NCA member market research pricing and event registration
- Get a 20% discount on StudyLogic market research
- Reduced rates on the Coffee Career Center job board
- Free access to the NCA webinar series and on-demand playback

*I'm happy to report that, in our experience, the savings are proving to be a great membership benefit.”

- Stefanie Kasselakis Kyles, President & CEO, Vassilaros & Sons Coffee
Most coffee professionals aren’t connected to potential regulatory or legislative issues that can impact their business - until it’s too late.

As a member of the NCA, you - and your team - will never be caught unprepared on key issues again.

You’re already busy managing your business. The NCA monitors key issues across the sector, responding on behalf of the industry as needed.

Periodic NCA Member Alerts will give you information you need - when you need it.

We go beyond just the facts to give you real analysis and insight - so you know why it matters, and what your company should do about it.

EXCLUSIVE UPDATES
Stay up-to-date on industry issues

PAST MEMBER ALERTS
• Federal GMO Labeling Becomes Law
• “NCA Connects” - Member Recognition Awards
• IARC Reclassifies Status of Coffee
• Import Seizures under New Trade Law

ncausa.org
FAST FACTS

Single-cup brewers are the 2nd most common coffee preparation.

The total economic impact of the U.S. coffee industry in 2015 was $225.2 billion.

It takes about 70 coffee beans to make a cup of coffee.
COFFEE EDUCATION
at the National Coffee Association

Success in the coffee industry requires that you never stop learning - whether it’s refining your skills, discovering new innovations, or growing your business.

From webinars to events and interactive learning opportunities, the NCA can connect you to the expertise and resources you need.

THE NCA ANNUAL CONVENTION
Join industry leaders to network and learn from experts across the supply chain.

MARCH 15-17, 2018 | NEW ORLEANS

NCA members can receive discounts on all classes from the Academy of Coffee Excellence
THE NCA WEBINAR SERIES

Get timely insights from experts from across the industry.

NCA webinar registration (and exclusive on-demand playback) is free for members.

Sponsorship opportunities are also available.

PAST NCA WEBINARS

- Coffee Outlook 2017
- The Trade Facilitation and Enforcement Act
- Food service Coffee: Trends and Opportunities
NETWORK WITH THE BEST

The NCA connects you to a constantly growing community of coffee professionals - from scientists working at origin, to innovative vendors and expert roasters.

84% of NCA event attendees can be identified as industry executives and decision makers.

NCA CONNECTS

The NCA’s new community portal offers more ways to engage: contribute a guest blog post, sponsor an event, or discover new opportunities to volunteer.

NCA NEXT GEN

Developing top talent is crucial for the long-term success of any organization.

The NCA Next Generation Council gives rising professionals an opportunity to develop leadership skills and learn more about the industry.
MEET OUR MEMBERS

The NCA represents companies from across the coffee supply chain, from crop to cup. Here are a few of the companies that are a part of our growing community:
SPOTLIGHT YOUR BRAND

Gain industry recognition as a leader in the coffee community.

INDUSTRY VISIBILITY

The NCA can help share your company’s story:

• The NCA B2B Member Directory
• The NCA Sustainability Showcase
• Member spotlight profile on the NCA blog, The First Pull
• Social media promotion
• NCA digital toolkit
• Guest blog post opportunities
• Sponsorship discounts

Reach industry decision makers as an NCA partner - options available for every budget:

• Priority sponsorship access
• Discounted advertising in the Coffee Reporter Weekly
• Special exhibitor rates at NCA events
Whether you’re looking to learn more about the industry or share your expertise, the NCA offers opportunities for you (and your team) to shine.

- **Thought leadership**: Write a guest blog post for The First Pull
- **Focused learning**: Free live and on-demand webinars to learn more about issues that impact your work
- **Build skills**: Take advantage of leadership education at NCA events
- **Learn to lead**: The NCA Next Gen Committee gives rising professionals new opportunities to grow
- **Make connections**: Network with industry leaders, or reach out through the NCA Member Directory
- **Discover new opportunities**: New job postings and free resources on the Coffee Career Center
- **Gain recognition**: NCA Awards recognize excellence
ADVOCACY & GOVERNMENT AFFAIRS

Government affairs work may not sound exciting - but someone has to do it.

The NCA is the voice of entire coffee industry in regulatory and legislative matters. As a member, you’re supporting our work to protect coffee business and trade.

The coffee industry is responsible for 1,694,710 jobs in the US economy.

COFFEE & HEALTH

Visit coffeeandme.org, the NCA’s topical website, for accurate information to share with your customers:

CHALLENGES AHEAD

- New FSMA regulations
- GMO label laws
- Nutrition facts panel
Starring IARC and the National Coffee Association

“A Great Day for Coffee” – Bill Murray, NCA President

- 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 Daily Mail

- Health chiefs tell us coffee could keep cancer at bay.
  - The Dallas Morning News

- UN: Coffee no longer deemed possible carcinogen.
  - Associated Press

- WHO acquires coffee: It is not a carcinogen. It prevents cancer.
  - Il Giornale

- WHO: No cancer risk from coffee.
  - The Week

- 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.”
  - The 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

- Cancer risk from coffee downgraded.
  - BBC

- Cancer Risk: Good news for coffee drinkers.
  - Der Spiegel

- Drink as much coffee as you want - WHO says it reduces cancer risk.
  - Global Citizen

- Drink up - coffee probably won’t give you cancer.
  - Bloomberg

- This finding is great news and highly significant for coffee drinkers.
  - BBC
“People are at the heart of every business, and the most important asset in the organization.”

- Chad Norman, Catch Talent,
5 Ways to Build a Bold Crew

CAREER RESOURCES
FROM BARISTAS TO BOARDROOMS

The Coffee Career Center is the industry's comprehensive employment resource.

Our unique, customized job board connects qualified job seekers and internship candidates to employment opportunities.

Discover new opportunities and curated professional development insight from hiring managers across the coffee supply chain.

Hiring? NCA members are eligible for discounted rates for job listings. Contact Matt Cariani at mcariani@ncausa.org to learn more about bulk prices and premium posts.

candidates to employment opportunities.
MARKET RESEARCH

Not only do NCA members receive priority access and significant discounts - you also benefit from the findings year-round, through our education and event programming.

NCA MARKET RESEARCH

- National Coffee Drinking Trends
- Generations Report
- Single-Serve Format
- The Economic Impact Report [free!]
- Monthly Market Snapshots [free!]

The NCA’s National Coffee Drinking Trends (NCDT) report is the industry’s gold standard for tracking U.S. coffee consumption trends since 1950. (However, today it comes with an interactive dashboard to create custom reports.)

#NCDT
daily consumption of espresso-based beverages has nearly tripled since 2008
The full Economic Impact Report is available exclusively to NCA members on request.