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Traditions and Visions: The NCA 2018 Annual Convention in New Orleans

Navigating Change Across the Coffee Industry

March 15, 2018

[NEW ORLEANS] - Executives, entrepreneurs, and experts from across coffee industry will join the National Coffee Association USA (NCA) and host sponsor Reily Foods Company in New Orleans for the NCA 2018 Annual Convention, March 15-17, featuring a welcome night performance by Arturo Sandoval, 10-time Grammy Award winner.

The event will include the release of the NCA 2018 National Coffee Drinking Trends Report (NCDT) and reveal the first winner of the NCA Coffee Origin Charity of the Year Award. In its 107th year, the NCA Convention is the premier professional meeting for the coffee industry, including executives and decision-makers from across the supply chain.

The NCA 2018 Convention will explore traditions and visions in the coffee industry. "We know that the pace of change in our industry is greater than at any time in our history," said Michael Gaviña, 2018 incoming NCA Chair. "We also know that – especially during times of change – it's important to have a strong sense of mission and solidarity, even with those whom we may, at times, be competing against."

The coffee industry comprises approximately 1.6% of the total U.S. GDP, and supports 1,694,710 jobs in the U.S. economy. The NCA proactively represents the coffee business on critical national issues, from pending Prop. 65 label legislation in California, to coffee roaster safety and health-related research. Industry experts will share the latest updates on critical coffee industry issues in 9 educational breakout sessions at the NCA 2018 Convention, including:

- **Cold brew innovation** and unexpected health safety implications, led by Dr. Mark Corey, Ph.D., who recently joined NCA staff in the new role of NCA Director, Scientific Affairs and Project Management (read the NCA news release)

- **Blockchain** and the coffee business, led by with Bradley Steinfeld, IBM Canada

- **Opportunities in ready-to-drink coffee**, led by Matthew Barry, Euromonitor International

The NCA 2018 Convention breakouts will be held after the March 16 and 17 general session keynote speakers and networking lunch sponsored by [3/16], or IWCA Networking Reception [3/17].

"Consumer’s tastes for coffee are growing more sophisticated, their preferences are becoming more complex, and they have more choices than ever before," said William (Bill) Murray, NCA, President & CEO. "The NCA 2018 Convention is about bringing together industry leaders to discuss the challenges we all face – and discover new and exciting opportunities to work together, and to work smarter."

Celebrating New Orleans’ vibrant culture and Tricentennial anniversary, the NCA Convention attendees will experience local culture (and cuisine) at Generations Hall in the Warehouse District and Mardi Gras World. This year’s Coffee Gives Back Day of Service will partner with the Homer A. Plessy Community School on a school beautification project.

The National Coffee Association would like to thank the 2018 Convention Sponsors for their generous support.

For more information, please contact Kyra Auffermann at media@ncausa.org.

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, importers/exporters, wholesalers/suppliers, and allied industry businesses. Visit ncausa.org to learn more.