



The National Coffee Association Names Coffee Trust the 2019 NCA Coffee Charity of the Year

The NCA Coffee Gives Back Program showcases the organizations working to support coffee communities around the world.

NEW YORK, NY | MARCH 1, 2019 – The National Coffee Association is proud to name **The Coffee Trust** as the recipient of the 2019 NCA Origin Charity of the Year Award, sponsored by Mother Parker’s Tea & Coffee. The award will be presented at the NCA 2019 Annual Convention in Atlanta, GA on March 8.

Two Award finalists – meriting special mention – were **Pueblo a Pueblo, Inc.** and **Strategies for International Development**.

“We’re excited that the Coffee Trust, one of last year’s finalists, was selected as this year’s winner,” said Willian (Bill) Murray, NCA President & CEO. “I hope this recognition helps Coffee Trust to attract even greater support, so that they can continue their integrated, farmer-led approach for helping coffee communities.”

THE COFFEE TRUST

The Coffee Trust works in the war-devastated Ixil region of Guatemala to build prosperous coffee-growing communities. Their integrated approach empowers farmers and their families through peer-to-peer education.

Notably, the local community has built a micro-credit program assisting over 3,000 women, grown over 100 gardens, and nearly doubled coffee production after losing 80% of their crop to the Roya fungus.

The Coffee Trust’s long-term commitment to the ancient Mayan Ixil people in San Gapsar Chajul, in El Quiche, Guatemala include la roya recovery, education, food sovereignty and health, and economic diversification through honey production, women’s hand-woven textiles.

THE NCA COFFEE GIVES BACK PROGRAM

While all agricultural industries face struggles from environment to infrastructure, coffee is uniquely committed to building a stronger supply chain for everyone.

In its second year, the NCA Origin Charity of the Year Award aims to spotlight the organizations working in coffee communities around the world. It is part of the NCA Coffee Gives Back Program, which also includes the **NCA Charity Showcase**.

“It is truly amazing how many companies, organizations, and individuals are working to help coffee farmers,” said Murray. “We started this program to raise the visibility of just some of those efforts – and to encourage even greater support for those organizations.”

While applications for the NCA Charity of the Year Award are currently closed, submissions to the NCA Coffee Charity Showcase are welcomed on a rolling basis all year, pending organization eligibility.

To learn more, visit the NCA website or contact Terri Bartlett, Director of Member Relations, at trbartlett@ncausa.org or at 646-924-4039.

ABOUT THE NCA

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 for more information.