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## **Fact Sheet:** **About the Specialty Coffee Association of America**

- The SCAA is the trade association that focuses on quality coffee.
- The SCAA members include retailers, roasters, roaster/retailers, producers, exporters, importers, manufacturers of coffee processing-roasting-brewing equipment and other allied products.
- The SCAA is the world's largest coffee trade association with over 3,000 member companies.
- While most members are located in the Americas, the SCAA works to improve the industry on a global level and from a "seed to cup" perspective, ensuring specialty coffees are available long into the 21st century.
- The SCAA was formed in 1982 by a small group of coffee professionals seeking a common forum to discuss issues and set quality standards for the specialty coffee trade.
- The SCAA coordinates and sponsors a variety of important educational and networking events.
- The SCAA annual conference, held each April in a different city, is the largest annual gathering of coffee professionals in the world.
- The SCAA is particularly focused on the establishment of coffee quality standards and certified professional skills.
- The SCAA works with its origin partners - mostly corresponding trade associations in growing countries - to develop solutions and marketing channels that bring appropriate value for quality coffees from growers to consumers through its Marketing Partners program.

### About the SCAA

Founded in 1982, SCAA is the world's largest coffee trade association with over 3,000 member companies. SCAA members are located in over 40 countries and represent every segment of the specialty coffee industry, from coffee growers to coffee roasters and retailers. The SCAA's mission is to be the recognized authority on specialty coffee, providing a common forum for the development and promotion of coffee excellence and sustainability. The SCAA's dedication to excellence in coffee is realized through the setting of quality standards for the industry; conducting research on coffee, equipment and perfection of craft; and providing education, training, resources and business services for members. The SCAA's annual conference is held in a different U.S. city each year and is the coffee industry's largest gathering and exhibition.

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