

Sustainable Coffee Challenge Announces Advisory Council

The Sustainable Coffee Challenge is thrilled to announce the formation of its new Advisory Council. The Sustainable Coffee Challenge Advisory Council is made up of leaders from dynamic and diverse organizations across the coffee sector, who will help guide the overall mission of the Challenge – to grow coffee while ensuring the prosperity and wellbeing of farmers and conserving nature.

Advisory Council members include:

- **Derek Bothreau**, Senior Manager, Ethical Sourcing, Global Responsibility & Public Policy, Starbucks Coffee Company
- **Joel Brunen**, Global Programme Manager, Solidaridad
- **Kim Elena Ionescu**, Director of Sustainability, Specialty Coffee Association of America
- **Whitney Kakos**, Responsible Sourcing Manager, Keurig Green Mountain
- **Jenny Kwan**, Deputy Director, Global Coffee Platform
- **David Piza**, Director of Corporate Social Responsibility and Sustainable Sourcing, S&D Coffee and Tea
- **Eric Poncon**, Regional Director, Ecom Agroindustrial Corp. Ltd.
- **Curt Reintsma**, Senior Partnerships Specialist, U. S. Agency for International Development, Bureau for Food Security
- **Miguel Zamora**, Head of the Americas Region, UTZ
- **Victoria Zimmerman**, Manager of Strategic Sourcing – Coffee, McDonald’s Corporation

“It gives me great pleasure to welcome these 10 coffee sector leaders to the Sustainable Coffee Challenge Advisory Council,” said Hank Cauley, Senior Vice President, Center for Environmental Leadership in Business, Conservation International, and convener of the Challenge. “Each of these individuals brings significant distinguished international experience to the mission, vision and overall strategy of the Challenge. Collectively, they share a strong commitment to the sustainability of our coffee industry and to the belief that we all must work together if we are to ensure our overall success. We look forward to working closely with each of them as we take the appropriate steps to develop a shared understanding of our collective action on sustainable coffee production, drive new and more ambitious commitments to sustainable coffee, and stimulate necessary investment to support the transformation of the sector.”

The Advisory Council will convene regularly to review the progress of the overall Challenge and make strategic recommendations for moving the collective mission forward. In the spirit of the Challenge’s inclusive nature and to further enhance wide representation and diversity in the council, additional Council members will be added on an ongoing basis. To express interest in a seat on the council, please reach out to the team at CI via scc@conservation.org.