



REPORT BY:
GETRUDE ALWORAH

IWCA

**SPECIALTY COFFEE ASSOCIATION 2024 EXPO,
CHICAGO, USA**

International Women in Coffee workshops and training at the 2024 SCA

The 2024 Chicago Specialty Coffee Expo featured a series of workshops and training sessions focused on empowering and advancing women in the coffee industry, known as the "International Women in Coffee" program.



Plate 1: Members of the International Women in Coffee Association at SCA 2024.

This initiative aimed to address gender equity, promote leadership opportunities, and celebrate the contributions of women in coffee production, processing, and entrepreneurship. Key highlights of the workshops and training included:

- **Leadership Development:** The program offered leadership workshops tailored to women in various roles within the coffee sector. Participants learned skills such as effective communication, negotiation, and decision-making, empowering them to take on leadership roles and drive positive change in their communities.
- **Business Skills and Entrepreneurship:** Workshops focused on building business acumen and entrepreneurial capabilities among women coffee professionals. Topics covered business planning, financial management, marketing strategies, and accessing market opportunities, equipping participants with tools to thrive in the coffee industry.



- **Coffee Quality and Specialty Techniques:** Training sessions emphasized coffee quality and specialty techniques led by experienced female baristas and roasters. Participants gained insights into advanced brewing methods, sensory evaluation, and flavor profiling, enhancing their expertise in coffee preparation and appreciation.



Plate 2: Coffee cupping session and training during the IWCA Chapter members workshop held at the FireDancers Coffee Workshop, on 15th April 2024.

- **Sustainability and Social Impact:** Workshops explored the intersection of gender equity, sustainability, and social impact in coffee farming and trade. Discussions highlighted the importance of inclusive practices, fair compensation, and community development to promote a more equitable and sustainable coffee industry.



Plate 3: Women coffee farmers and industry experts at SCA 2024

- **Networking and Community Building:** The program provided networking opportunities for women to connect with peers, mentors, and industry leaders. Participants shared experiences, built relationships, and formed supportive networks that fostered collaboration and professional growth.



Plate 4:right to Left: Kenya team meeting with DRC, Guatemala and Ethiopia during a meet and roll session.

- **Inspiring Stories and Role Models:** The workshops featured inspirational stories and insights from successful women in coffee, serving as role models and sources of motivation for participants. These stories highlighted achievements, challenges overcome, and the impact of women's leadership in shaping the coffee sector.
- **Advocacy and Awareness:** The International Women in Coffee program advocated for gender equality and raised awareness about the importance of women's empowerment in coffee-producing regions. Participants discussed strategies to address barriers and promote inclusivity across the supply chain.