Origin Leader

This category honours the people at the heart of coffee production, celebrating farmers, producers and community leaders driving innovation in cultivation and processing while creating lasting impact in coffee-growing regions. This award honours individuals at origin who demonstrate excellence in cultivation and processing, while leading innovation, community impact, and long-term sustainability in coffee-growing regions.

Recognises: Producers, farmers, and origin-based leaders

Criteria

1. What innovations or improvements have you implemented in coffee cultivation, processing, or farm management?
2. How have your leadership efforts positively impacted your local community, workforce, or fellow producers?
3. What measurable outcomes demonstrate your commitment to long-term sustainability and excellence at origin?