

BRAND PROMISE <i>What we offer</i>	We provide a fertile foundation for U.S. specialty coffee people through enriching access to coffee knowledge, training, leadership opportunities, and fellowship for all throughout the coffee community and beyond. We will continue to actively listen, progress, and evolve to the needs that develop in our community.	
POSITIONING STATEMENT <i>How we're different</i>	We are in service of U.S. coffee people for the betterment of coffee through the entirety of the value chain to secure the continuity of coffee and the coffee community that we deeply treasure.	
BENEFITS	Functional/Rational: - Education & training - Growth Opportunities - Research	Emotional: - Community - Fellowship - Representation
PROBLEM WE'RE SOLVING <i>Why we exist</i>	The SCA US Chapter exists to listen, amplify, connect, and serve the US coffee community. The US Chapter actively engages with the US coffee community to hear the needs, concerns, and interests of the US coffee community. The US Chapter amplifies the voice of the US coffee community to ensure needs are shared and opportunities are created to link folks with resources. The US Chapter connects the US coffee community to the existing resources of the SCA global organization, as needed, and/or brings to attention any gaps in resources to be solved through projects by the US Chapter, SCA global, whether solved separately or collectively. The US Chapter serves the US coffee community as a connector, liaison, or catalyst for meeting the identified needs of the US coffee community.	
MISSION <i>What we set out to do</i>	Our mission is to amplify the voice of the U.S. coffee community and advocate for the coffee community in the service of regeneration, responsibility, equality, and the betterment of individuals in coffee. We are diverse and committed to being inclusive. We remove barriers to participation, advocate for innovative content, and improve approachability, accessibility, and connection to resources. Our chapter advocates for and helps the US Coffee Community to create awareness of, communicate about, and support local and regional events and education that provide value to both members and non-members.	

VALUES <i>What drives us</i>	Value 1 regenerative	Value 2 inclusive	Value 3 transparent	Value 4 service
TONE OF VOICE <i>How we talk, how we engage</i>	Compassionate, thoughtful, inclusive (many voices), engaged, disruptive (progressive, forward-moving & thinking) future-forward, regenerative; reciprocity - honesty, transparency, vulnerability; leader/authority			

Expanded Definitions:

Regenerative

From growers to sellers to consumers, coffee touches billions of people every single day. A Regenerative Mindset, born out of the sustainability arena, concerns itself with co-creating an ecosystem where all people will be able to live well, within planetary boundaries. Much deeper than how our community seeks to minimize its environmental impact or prevent human rights abuses, a Regenerative Mindset gets to the heart of how we recognize our interdependence with other people, other living beings, and ecosystems, and ultimately how we enable all living beings to not simply survive but to thrive together.

In the community of coffee, we discovered a need to expand the idea to recognize the systemic social, economic, and ecological injustices on which our industry was founded. So we expand the idea to a Just and Regenerative Mindset to remind ourselves that true regeneration respects that all humans have universal rights and the potential to thrive.