

WeCoffeing, a YSP South America initiative centered on Hyojeong heart

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Young adults from the second-generation sphere of the South American YSP have enthusiastically embarked on the "WeCoffeing" initiative, inspired by True Mother's message: "Become a leader who can lead the world, capable of halving a 20-year journey to just 10 years." This project has been propelled by influential figures such as Kim Dong-woo, the Regional President of the South American Continent, Matsuda Koji, the YSP International President, Samuel Ota Linhares, the South American YSP President, and Henrique Soares de Sá, the South American Regional Secretary General.



In 2021, the South American YSP second-generation sphere group kick-started the "WeCoffeing" initiative. They formed teams of coffee hunters, who are passionate about coffee and come from some of the world's top coffee-producing regions like Brazil, Colombia, and Peru. The aim is to introduce their distinctive South American coffee to Korea, Europe, Japan, the United States, Canada, and more.

With its motto "We make coffee together," "WeCoffeing" has started a global leadership trend. It fosters

partnerships through coffee, involving not only Korean consumers who are avid coffee fans but also enthusiastic coffee producers in South America, and the second generation from around the world.

"WeCoffeeing" operates on a structure that returns a significant portion of the price paid by consumers directly to the producers, ensuring them a better life and future. Consumers receive high-quality coffee at a fair price, and transactions between producers and consumers occur transparently and equitably. The unique selling point is that the transactions are direct, bypassing middlemen, and are facilitated through pre-harvest credit deals.



The coffee hunters of "WeCoffeeing" had the privilege of being introduced to top-quality coffee farms in Minas Gerais and Espirito Santo, Brazil, by the 2020 Brazilian Coffee Competition Champion, Felipe Nascimento. They discovered a coffee with a distinctive blend of almond aroma and yellow fruit notes, which was introduced to Korea and received enthusiastically.

Currently, they have established a continuous supply chain in Korea with producers in the Puno region of Peru, renowned for producing coffee with a rich aroma, body, and balance. They are also exploring a long-term supply contract through a stable supply network with producers from Colombia. The high altitude and morning misty conditions of 1,700~1,900m give Colombian coffee a unique flavor.

In this manner, "WeCoffeeing" has crafted a production network that aligns with customer demand at every stage, including production, manufacturing, supply, and sales. At present, they have a distribution network in seven coffee shops in Seoul and have expanded their connections with the Korean YMCA, which operates around 70 coffee sales outlets. Furthermore, they signed a Memorandum of Understanding (MOU) with the Korean Coffee Association on May 6 of the previous year to cultivate professionals who will lead the coffee culture industry in South Korea through mutual understanding and joint development.

"WeCoffeeing" has successfully publicized its coffee worldwide by participating in the annual 'Sao Paulo Coffee Festival' in Brazil. Even though "WeCoffeeing" has exported a significant amount of coffee from Brazil and Peru, it plans to expand its distribution networks into the Central American market, such as Guatemala, Costa Rica, and Mexico, centering around the second generation in Japan and United States by 2024.

Regarding these strategies, Henrique Soares, the person in charge of the YSP business in South America, conveyed, "The business of 'WeCoffeeing' internally aims to create unity among the second-generation youths of YSP worldwide and establish an economic base for the second generation itself, in order to support extensive missionary work of the South American YSP. Externally, it is committed to spread the Hyojeong culture in the business area, which aligns with True Mother's teachings."