

# YOUR COFFEE IS STRONGER THAN YOU THINK.



## IT CAN SAVE HABITAT.

Coffee is grown in 13 of the world's 25 biodiversity hotspots, making eco-friendly growing practices critical to saving species. Bird Friendly gold standards use a combination of tree cover, height, diversity and organic certification to save species and habitat.



## IT CAN FIGHT CLIMATE CHANGE.

Trees play an important role in sequestering carbon, which means that the more shade trees on a coffee farm, the greater its power to fight climate change. Farmers can also use shade trees to shield coffee bushes from increased temperatures and rainfall due to climate change.



## IT CAN HELP WILDLIFE.

Bird Friendly coffee farms are proven to be second only to undisturbed forest for birds and other wildlife. They're also certified organic, which means they don't use artificial pesticides and fertilizers.

## IT CAN SUSTAIN FARMERS.

Shade trees improve water quality, enhance soil fertility, attract pollinators and animals that consume pests, and decrease erosion. Farmers can also sell other products from the coffee forest, like timber and fruits, helping to boost incomes.



### BIRD FRIENDLY SHADE-GROWN

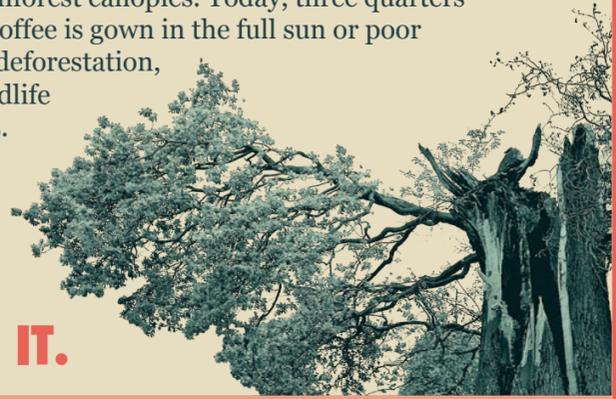
243 Bird Species

### SUN-GROWN COFFEE

61 Bird Species\*

## OR CUT IT DOWN.

Until the 1970s, all of the world's coffee was grown underneath rainforest canopies. Today, three quarters of the world's coffee is grown in the full sun or poor shade, driving deforestation, habitat and wildlife population loss.



## OR FUEL IT.

Cutting down forest not only hurts biodiversity, watersheds and soil health—it actually fuels climate change. The loss of forests contributes as much as 30 percent of global greenhouse-gas emissions each year.

## OR HURT IT.

Sun-grown coffee growing usually requires chemical pesticides and fertilizers, which can contaminate water supplies. Studies show that when a coffee farm clear-cuts down their shade to grow coffee in the full sun, the total number of plant and animal species decrease by nearly half.



## OR THREATEN THEM.

Climate change models predict a 50% decline in land suitable for coffee growing by 2050. This could force coffee farmers to abandon degraded lands and move up slope into forests, or to abandon coffee growing altogether, making sun-grown coffee a threat to sustainable livelihoods.

**THE COFFEE YOU CHOOSE CAN CHANGE THE WORLD. DRINK BIRD FRIENDLY.**

Look for the gold standard in conservation from Smithsonian.

To find a store or café near you, or better yet, have it shipped to your door, please visit [DrinkBirdFriendly.com](https://DrinkBirdFriendly.com).



**PROUDLY SERVING BIODIVERSITY.**