



YELLOW WARBLER

SETOPHAGA PETECHIA
ORDER: Passeriformes
FAMILY: Parulidae

DRINK BIRD FRIENDLY



**PROUDLY SERVING
BIODIVERSITY.**

When you drink Bird Friendly® certified coffee, you brew a more biodiverse, sustainable world. Look for the Bird Friendly seal, the gold standard in eco-friendly, organic farming, wherever coffee is sold.

BIRD FRIENDLY[®] COFFEE *at a glance*



- Created by Smithsonian scientists, the Bird Friendly[®] gold standard does more than other eco-friendly seals to protect habitat that is often destroyed to make way for coffee growing.
- Instead of clearing rainforest, Bird Friendly coffees grow underneath shade trees that provide habitat for birds, including migratory species, whose impressive journeys can take them from the backyards of the US and Canada all the way to coffee farms in Latin America.
- Bird Friendly certified coffees are 100% pure shade-grown and USDA Organic, making them better for you and for the planet.
- Bird Friendly farms fight climate change and its effects—shade trees sequester carbon and protect farmers' crops from increased temperatures and rainfall.
- Coffee experts say shade-grown coffees taste better because the beans mature for longer under shade, creating a more complex, deeper flavor.
- More than 4,600 coffee growers protect over 32,000 acres of Bird Friendly[®] habitat worldwide, from Mexico to Peru, Ethiopia to Thailand.

IS YOUR COFFEE BIRD FRIENDLY?

Look for the Bird Friendly seal—the gold standard in eco-friendly, organic farming—wherever coffee is sold.

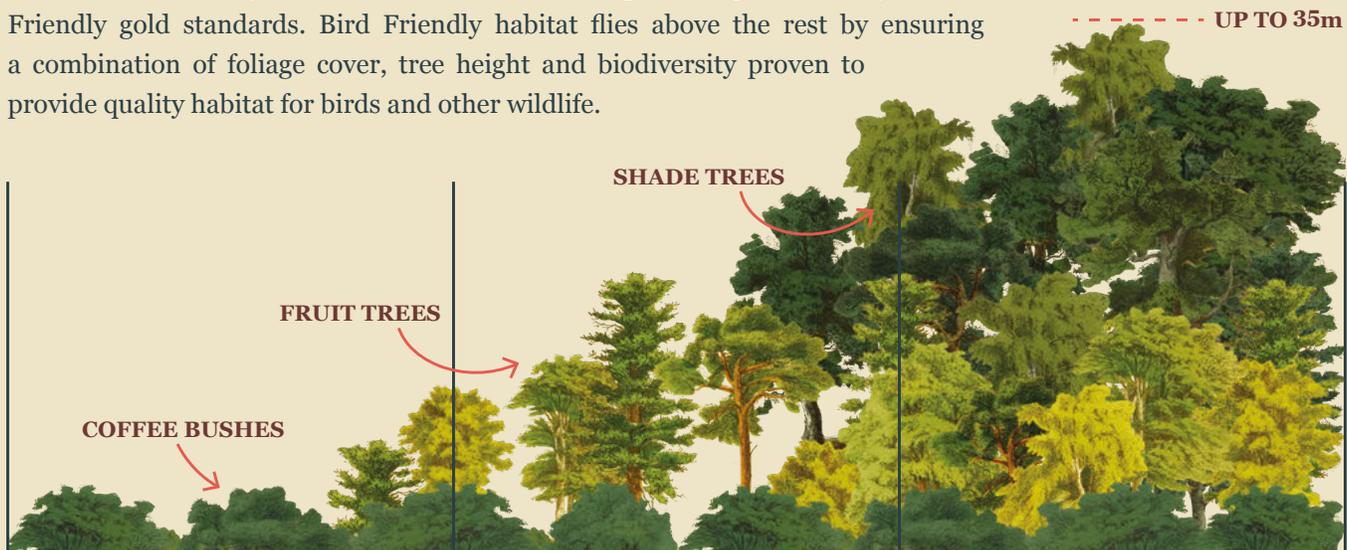
To find a store or café near you, or better yet, have it shipped to your door, visit DrinkBirdFriendly.com.

MIGRATE TO THE BEST IN BIODIVERSITY

Becoming Bird Friendly is easy—get in touch at BirdFriendly@si.edu or visit DrinkBirdFriendly.com.

NOT ALL SHADE GROWN COFFEE IS EQUAL

No other eco-friendly seal or brand comes close to protecting biodiversity to Bird Friendly gold standards. Bird Friendly habitat flies above the rest by ensuring a combination of foliage cover, tree height and biodiversity proven to provide quality habitat for birds and other wildlife.



SUN-GROWN COFFEE

61 bird species

PARTIAL SHADE

79 bird species

BIRD FRIENDLY SHADE

243 bird species*

*SMBC field work, Peru