

birds and for the environment? Then buy coffee that bears the Smithsonian's Bird-friendly® seal of approval. Based on years of scientific research, the Smithsonian Migratory Bird Center (SMBC) has developed a set of strict criteria for evaluating shade coffee farms. An independent, third-party inspector determines whether a farm meets these criteria or not. Only those farms that also meet organic certification standards are eligible to be certified as Bird-friendly®. Roasters that carry Bird-friendly® coffee remit a per-pound royalty to support SMBC research and conservation programs.

Won't you join the Smithsonian Migratory Bird Center in its efforts to ensure that coffee plantations remain a healthy haven for birds and other wildlife? Ask for coffee that's made in the shade! Visit our web site at www.si.edu/smbc to learn more and to see a complete list of the companies that sell Bird-friendly® coffee.

Buy Bird-Friendly® Coffee and ensure a future for migratory birds.



DID YOU KNOW?

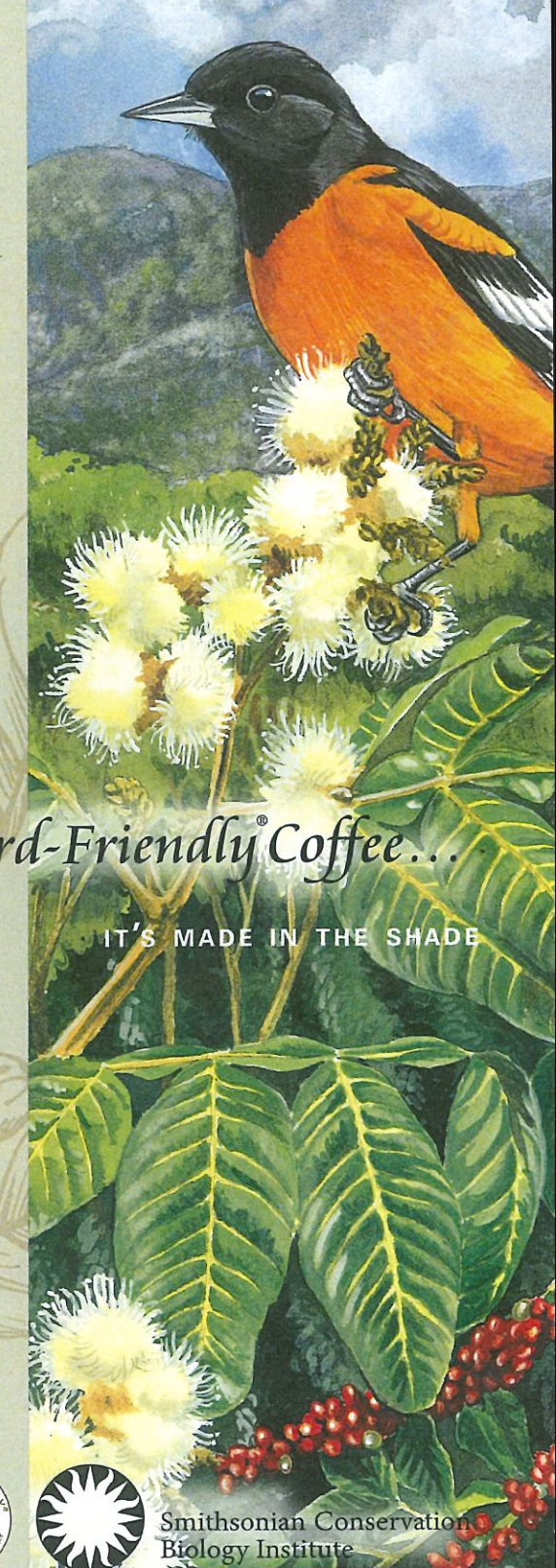
- Of the 6.9 million acres of coffee planted in northern Latin America, 40% has been converted to sun coffee.
- In some Central American countries, shaded coffee plantations represent a large percentage of the remaining forest cover.
- Shade coffee plantations can support well over 150 species of birds, including orioles, thrushes, warblers, tanagers, parrots, and toucans.
- Studies in Peru and Mexico have shown that shade coffee farms support more than twice as many bird species as do sun coffee farms. In fact, shade coffee farms can have species totals that rival those of undisturbed tropical forest.
- In addition to the coffee beans, shade coffee farms provide farmers with a host of other products, such as firewood, fruits, lumber, and medicines. These products derived from the shade trees can account for up to 25% of the value gained from a shade coffee farm.
- Many coffee connoisseurs maintain that shade-grown coffee tastes better than sun-grown coffee.
- Shade-grown organic coffee makes up only 2% of the specialty coffee market, but is the fastest growing sector.
- Because North Americans drink one-third of the world's coffee, we CAN make a difference! Ask for shade-grown coffee!

www.si.edu/smbc

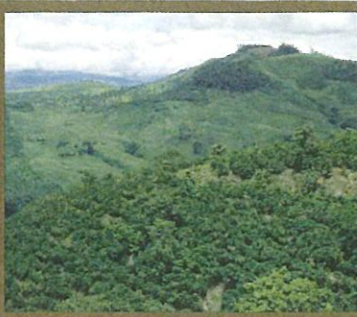
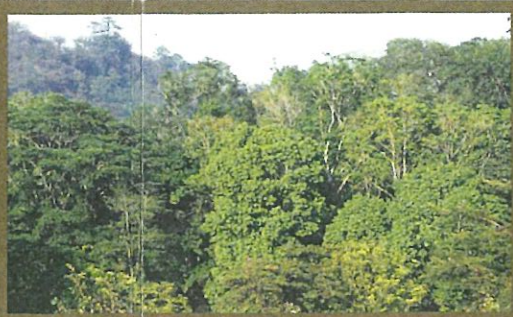
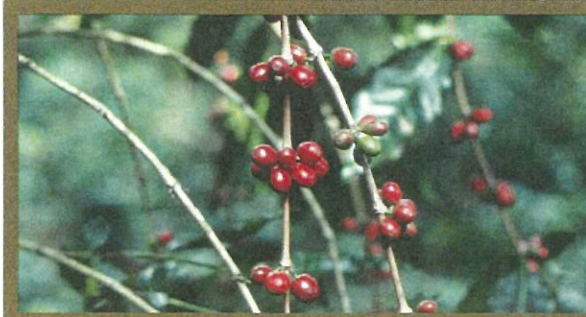


Bird-Friendly® Coffee...

IT'S MADE IN THE SHADE



Smithsonian Conservation
Biology Institute



will be little incentive for them to maintain these important refuges for biodiversity.

Luckily, we can help. Americans drink one-third of the world's coffee. Through the purchase of shade-grown coffee, we can reward farmers in the marketplace for their ecologically beneficial practices. What it will take is for more consumers to demand shade-grown coffee, and for them to be willing to pay a bit extra for it. Just think—for just a few cents more, you can enjoy a great tasting cup of coffee and you'll have the satisfaction of knowing that you are supporting bird conservation, a healthy environment, and the livelihood of many small-scale farm owners. Superior coffee quality is an added bonus: since coffee experts maintain that shade-grown coffee tastes better!

**BIRD-FRIENDLY® COFFEE—
IT'S MADE IN THE SHADE!**

Do you want some assurance that the coffee you're paying a bit extra for really comes from a farm that's good for



birds and for the environment? Then buy coffee that bears the Smithsonian's Bird-friendly® seal of approval. Based on years of scientific research, the Smithsonian Migratory Bird Center (SMBC) has developed a set of strict criteria for evaluating shade coffee farms. An independent, third-party inspector determines whether a farm meets these criteria or not. Only those farms that also meet organic certification standards are eligible to be certified as Bird-friendly®. Roasters that carry Bird-friendly® coffee remit a per-pound royalty to support SMBC research and conservation programs.

Won't you join the Smithsonian Migratory Bird Center in its efforts to ensure that coffee plantations remain a healthy haven for birds and other wildlife? Ask for coffee that's made in the shade! Visit our web site at www.si.edu/smbc to learn more and to see a complete list of the companies that sell Bird-friendly® coffee.

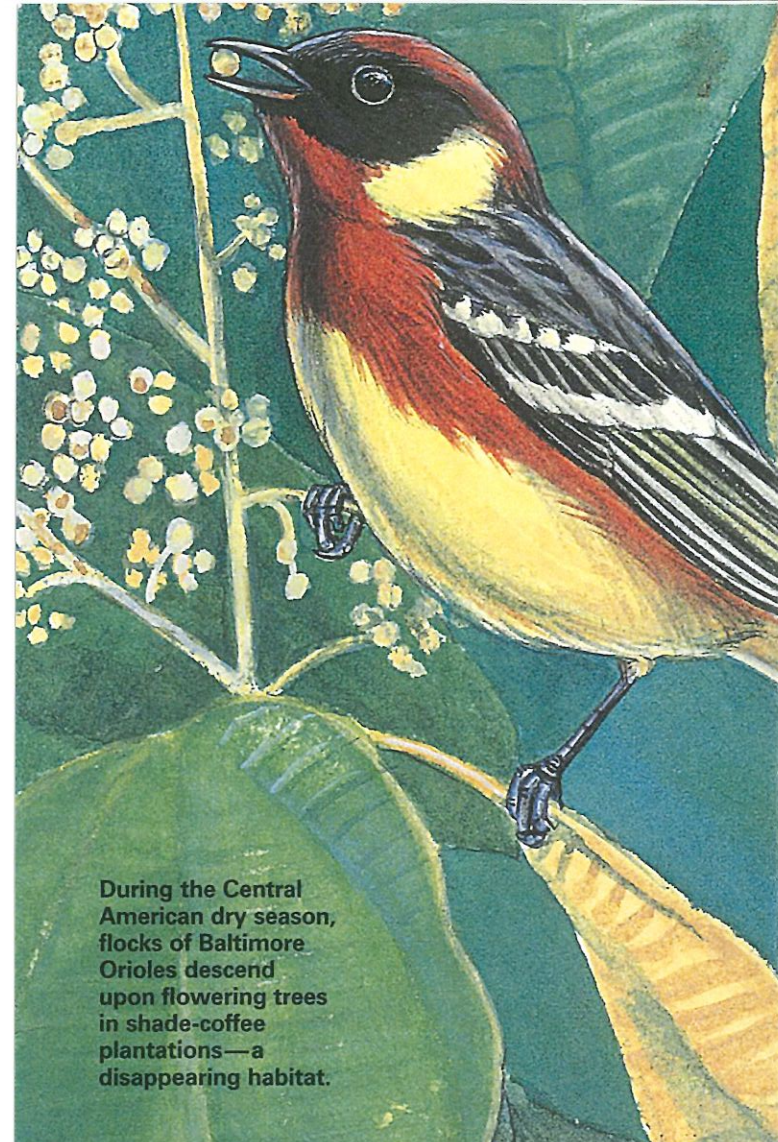
Buy Bird-Friendly® Coffee and ensure a future for migratory birds.



DID YOU KNOW?

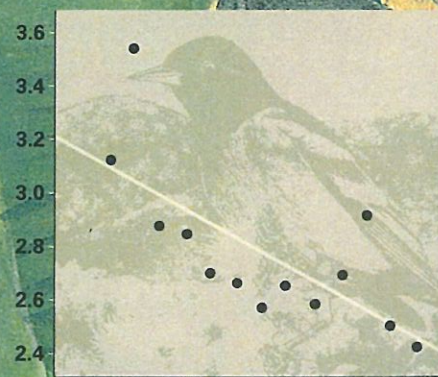
- Of the 6.9 million acres in northern Latin America converted to sun coffee.
- In some Central America, shaded coffee plantations, 10-20% of the remaining forest.
- Shade coffee plantations support well over 150 species of birds, including orioles, thrushes, warblers, parrots, and toucans.
- Studies in Peru and Mexico show that shade coffee farms support twice as many bird species as sun-grown farms. In fact, shade coffee farms support species totals that rival undisturbed tropical forest.
- In addition to the coffee, shade coffee farms provide habitat for other products, such as lumber, and medicines. Shade coffee can account for up to 25% of the value of a shade coffee farm.
- Many coffee connoisseurs prefer shade-grown coffee to sun-grown coffee.
- Shade-grown organic coffee is only 2% of the specialty coffee market, but is the fastest growing.
- Because North America consumes 30% of the world's coffee, the difference! Ask for shade.





During the Central American dry season, flocks of Baltimore Orioles descend upon flowering trees in shade-coffee plantations—a disappearing habitat.

NUMBER OF BALTIMORE ORIOLES PER ROUTE



Decline of breeding populations of Baltimore Orioles during the last 15 years of shade- to sun-coffee conversion. (data)

Shade coffee plantation

THE BIRDS AND THE BEANS

In the time it takes you to drink your next cup of coffee, acres of tropical forest will be lost. Along with it will go the diversity of birds and other wildlife that depend on it. Wouldn't it be gratifying to know that by choosing to buy shade-grown coffee, you'd be helping to *conserve* wildlife habitat?

"Shade-grown" refers to the way coffee traditionally has been farmed. For generations, coffee shrubs have been planted in the shade provided by tall trees, making these traditional coffee plantations excellent homes for birds and other forest-dwelling wildlife.

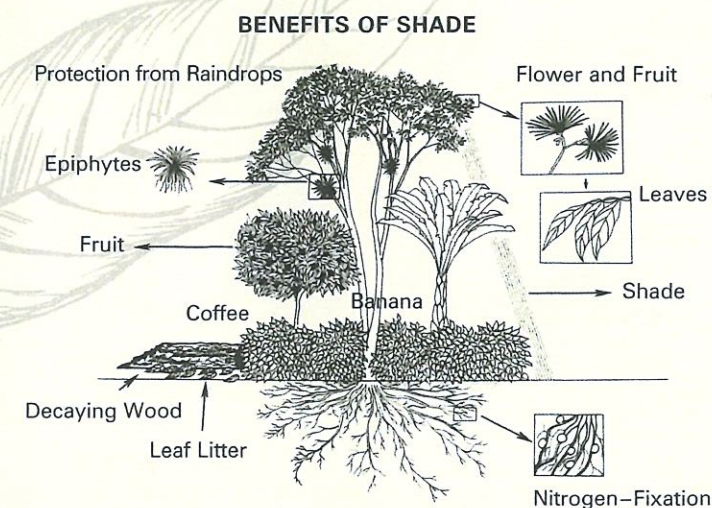
www.si.edu/smbc

Over the past 30 years, more than half of the traditional shade coffee farms in Latin America have been converted to "sun coffee" farms to increase production. This newer method entails clearing the shade trees and growing coffee plants under full sun.

Unfortunately, scientists believe that the conversion from shade to sun coffee contributes to the decline in numbers of many of our birds that migrate to Latin America.

BEYOND BIRDS

In addition to being havens for birds, shade coffee plantations provide habitat for myriad



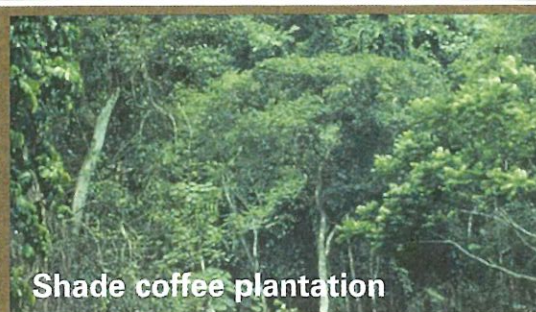
will be little incentive for them to maintain these important refuges for biodiversity.

Luckily, we can help. Americans drink one-third of the world's coffee. Through the purchase of shade-grown coffee, we can reward farmers in the marketplace for their ecologically beneficial practices. What it will take is for more consumers to demand shade-grown coffee, and for them to be willing to pay a bit extra for it. Just think—for just a few cents more, you can enjoy a great tasting cup of coffee and you'll have the satisfaction of knowing that you are supporting bird conservation, a healthy environment, and the livelihood of many small-scale farm owners. Superior coffee quality is an added bonus: since coffee experts maintain that shade-grown coffee tastes better!

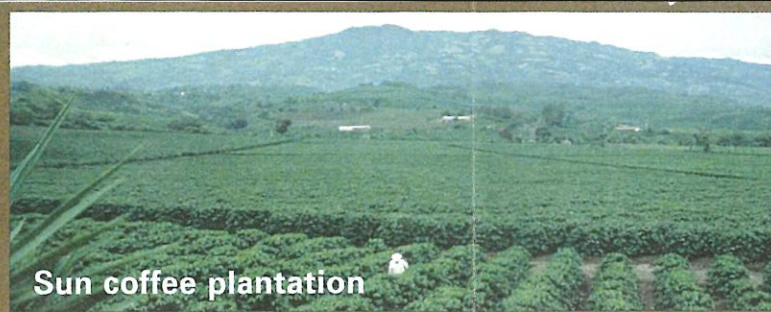
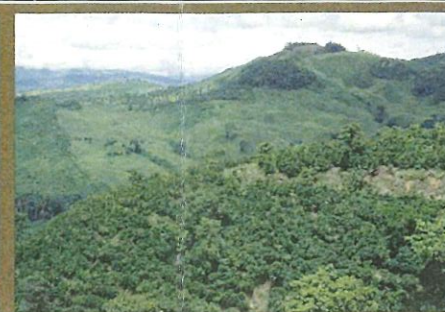
BIRD-FRIENDLY® COFFEE—IT'S MADE IN THE SHADE!

Do you want some assurance that the coffee you're paying a bit extra for really comes from a farm that's good for





Shade coffee plantation



Sun coffee plantation



THE BIRDS AND THE BEANS

In the time it takes you to drink your next cup of coffee, acres of tropical forest will be lost. Along with it will go the diversity of birds and other wildlife that depend on it. Wouldn't it be gratifying to know that by choosing to buy shade-grown coffee, you'd be helping to *conserve* wildlife habitat?

"Shade-grown" refers to the way coffee traditionally has been farmed. For generations, coffee shrubs have been planted in the shade provided by tall trees, making these traditional coffee plantations excellent homes for birds and other forest-dwelling wildlife.

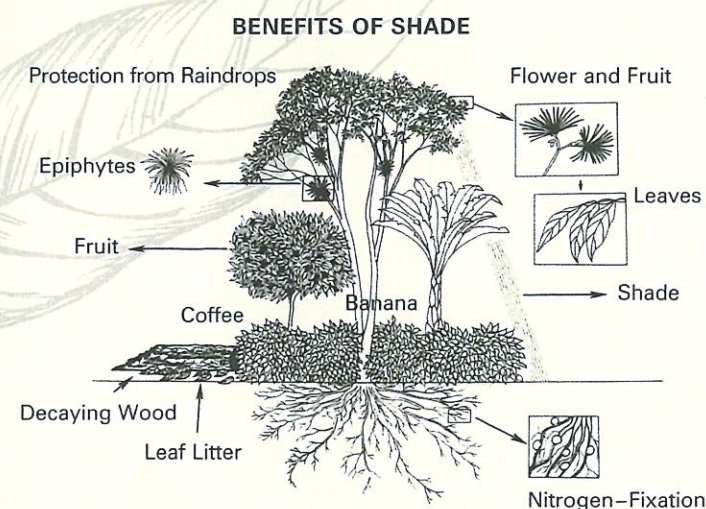
www.si.edu/smbc

Over the past 30 years, more than half of the traditional shade coffee farms in Latin America have been converted to "sun coffee" farms to increase production. This newer method entails clearing the shade trees and growing coffee plants under full sun.

Unfortunately, scientists believe that the conversion from shade to sun coffee contributes to the decline in numbers of many of our birds that migrate to Latin America.

BEYOND BIRDS

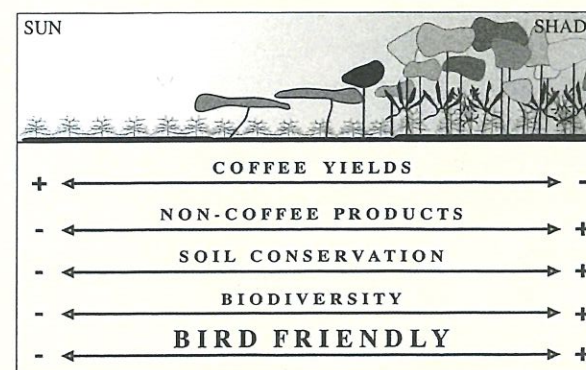
In addition to being havens for birds, shade coffee plantations provide habitat for myriad



insects, orchids, mammals, reptiles, amphibians, and other less well known denizens of tropical forests. Furthermore, shade trees protect fragile tropical soils from erosion, provide nutrients, and suppress weeds, thus reducing or eliminating the need for chemical herbicides and fertilizers, and lowering farming costs. Farmers also harvest an assortment of fruits, firewood, lumber, and medicines from the shade trees. These products make farm families less vulnerable to coffee price fluctuations on the world market.

CHOOSEY CONSUMERS CHOOSE SHADE-GROWN COFFEE

Sun coffee can generate higher yields and larger profits. Therefore, there is pressure



on shade coffee farmers to abandon their traditional growing practices. The majority of farms that have not yet been converted to sun coffee are owned by small-scale farmers.

Unless these farmers are able to reap greater short-term economic rewards from traditional coffee cultivation, there

