



## POV Advantages & Importance of Bird Friendly® Coffee: The Farmer and the Consumer

<u>Farmer's Point of View</u>	<u>Consumer's Point of View</u>
<p>A “Bird Friendly®” (BF) coffee farm—one inspected by a third party for organic standards as well as those for shade—provides excellent habitat for birds and other wildlife. Moreover, for the grower it means:</p>	<p>Consumers’ assurance comes in the form of a <i>shade certification</i>, based on scientifically derived criteria by researchers at the Smithsonian Migratory Bird Center (SMBC).</p> <p>Buying coffee with a “BF” seal means that coffee drinkers are promoting:</p>
<ul style="list-style-type: none"> <li>• <b>better prices</b>—growers certified as “BF” can sell their coffee at a premium over and above what they receive for its organic status</li> </ul>	<ul style="list-style-type: none"> <li>• <b>independent, third-party inspection</b>, followed by certification from USDA-accredited organic certification agencies</li> </ul>
<ul style="list-style-type: none"> <li>• <b>non-coffee products</b> that provide food and added income to the farmer and his or her family</li> </ul>	<ul style="list-style-type: none"> <li>• a <b>certified organic coffee</b>, because this chemical-free condition is a pre-requisite for being “BF”</li> </ul>
<ul style="list-style-type: none"> <li>• a <b>more stable ecological setting</b>, with high levels of biodiversity</li> </ul>	<ul style="list-style-type: none"> <li>• <b>viable habitat</b> for hundreds of migratory birds species that travel between North America and the Latin American tropics each year</li> </ul>
<ul style="list-style-type: none"> <li>• <b>soil protection</b> from the extensive root system of shade trees</li> </ul>	<ul style="list-style-type: none"> <li>• a <b>verifiable audit trail</b> which leads directly back to the individual coffee farm, instilling confidence in the “shade coffee” claim</li> </ul>
<ul style="list-style-type: none"> <li>• <b>nutrients and organic matter</b> (mulch) laid down continuously by the leaf litter from shade trees</li> </ul>	<ul style="list-style-type: none"> <li>• coffee with a “<b>great cup</b>” (as the roasters say), as the shaded environment results in a more flavorful, better tasting coffee</li> </ul>
<ul style="list-style-type: none"> <li>• <b>carbon sequestration</b>—the retention of carbon in wood, leaves and soil organic matter, which keeps it out of the atmosphere as CO<sub>2</sub>, a greenhouse (global warming) gas</li> </ul>	<ul style="list-style-type: none"> <li>• <b>continued ecological field research</b> by Smithsonian scientists, who study the connections between birds and coffee, supported by roaster royalties to the BF program</li> </ul>

Be Certain.



Buy Certified.