SMITHSONIAN BIRD FRIENDLY®





PROUDLY SERVING BIODIVERSITY.

learn more at: birdfriendly.si.edu | contact: BirdFriendly@si.edu

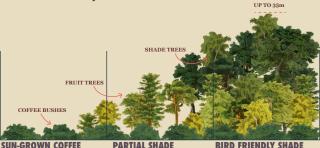
BIRD FRIENDLY COFFEE at a glance



- Created by Smithsonian scientists, Bird Friendly® is the gold standard for protecting wildlife habitat on coffee farms.
- Instead of clearing rainforest, Bird Friendly coffee grows underneath
 the shade of native trees that provide habitat for birds, including
 migratory species, whose impressive journeys can take them from the
 backyards of the US and Canada 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.
- Shade trees sequester carbon and protect farmers' crops from increased temperatures and rainfall, fighting the effects of climate change.
- Coffee experts say shade-grown coffees taste better because beans mature for longer under shade, creating a more complex, rich flavor.
- More than 5,000 coffee growers protect over 42,000 acres of Bird Friendly habitat worldwide, from Mexico to Peru, Ethiopia, and India.

MIGRATE TO THE BEST IN BIODIVERSITY.

Becoming Bird Friendly is easy. Contact us at **BirdFriendly@si.edu** or visit **birdfriendly.si.edu to learn more**.



SUN-GROWN COFFEE61 bird species*

PARTIAL SHADE 79 bird species*

BIRD FRIENDLY SHAI 243 bird species*