

# THE COFFEE CRISES

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**10 MILLION TONS**

This is how much coffee is produced globally each year, on average. According to the International Coffee Organization 172.8 million bags of coffee are produced a year, and one bag equals 60 kilos (1).

**BECAUSE COFFEE REQUIRES A TROPICAL CLIMATE AND SHADE, ONLY A FEW PLACES ARE SUITABLE FOR CULTIVATION, AND THE AVAILABLE LAND IS GETTING MORE AND MORE REDUCED (5).**

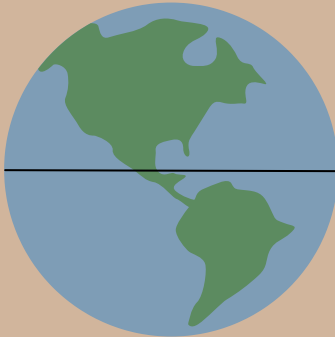
## SHADE GROWN

- Cultivated under the cover of protective trees.
- Prioritizes a biodiverse landscape.
- Coffee grows in its ideal habitat.
- Contributes to carbon sequestration.
- The commons required for cultivation consist of water, the atmosphere, an ideal climate, and the presence of canopy and midstory vegetation (4).

## GLOBAL SPLIT

The countries that import the most are located in the Global North, including the US, Germany, and France, while the countries that produce the most are in the Global South, like Brazil, Colombia, and Vietnam (2).

**CONSUMERS**



**PRODUCERS**

## SUN GROWN

- Technical and industrial coffee farming systems.
- Use chemical resistant and sun tolerant coffee strains.
- Grown without the protection of shade trees, and Harvested using expensive technology.
- Causes mountainside erosion, chemical pollution in waterways, soil degradation, and deforestation (3).

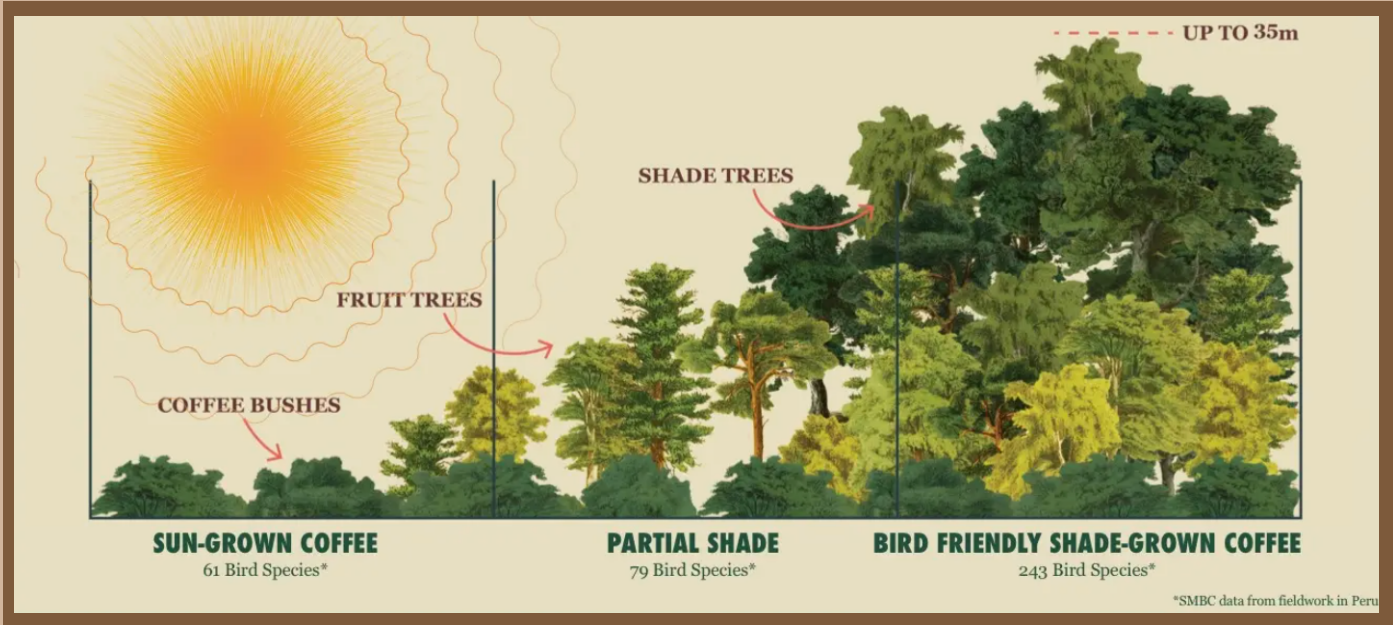


Image 1

## EFFECTS OF CLIMATE CHANGE



Image 2

IN VILLA GLORIA, COLOMBIA, COFFEE PLANTS AT LOWER ALTITUDES ARE ALREADY NOT SURVIVING THE RISE IN TEMPERATURES. A STUDY PREDICTS THAT BY 2050, THE AMOUNT OF LAND THAT CAN SUSTAIN COFFEE CULTIVATION WILL BE REDUCED BY 50% GLOBALLY (5). IT IS ALSO ESTIMATED THAT AT LEAST 60% OF ALL COFFEE SPECIES ARE THREATENED WITH EXTINCTION (6).

## SOCIAL ISSUES

- Women play major roles at, laboring in the field, harvesting, and processing, whereas men typically transport and market the product.
- Coffee farmers typically earn only 7–10% of the retail price of coffee (7)
- To earn enough to survive, many parents pull their children from school to work on the coffee plantations.
- When the price of coffee rises, the incentive for struggling families to withdraw their children from school and send them to work increases; at the same time, a fall in coffee prices increases poverty in regions that depend on the crop, which can also prevent children from attending school (8).

## IMPROVE YOUR COFFEE HABITS!



Buy from Bird Friendly Coffee certification. Use Fairtrade Certified brands that encourage farmers to use production methods that support plant diversity, waste and water management, and minimized use of chemicals. Use reusable coffee pod containers (9).

**WOOD WARBLER COFFEE  
AUDUBON BY BIRDS & BEANS  
CAFE FAIR BY STEEP & BREW**

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- [4] Hernandez-Aguilera, J. Nicolas, et al. "The Economics and Ecology of Shade-Grown Coffee: A Model to Incentivize Shade and Bird Conservation." Ecological Economics, Elsevier, 28 Jan. 2019, <https://www.sciencedirect.com/science/article/abs/pii/S092180091830764X>.
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- [9] "9 Best Certified Bird Friendly and Organic Coffee Roasters " Food & Drink." Emeraldology, 2 Apr. 2021, <https://www.emeraldology.com/9-best-certified-bird-friendly-and-organic-coffee-roasters/>.

## Image 1:

"9 Best Certified Bird Friendly and Organic Coffee Roasters " Food & Drink." Emeraldology, 2 Apr. 2021, <https://www.emeraldology.com/9-best-certified-bird-friendly-and-organic-coffee-roasters/>.

## Image 2:

"The Global Coffee Crisis Is Coming." YouTube, YouTube, 10 Aug. 2020, <https://www.youtube.com/watch?v=6IN4ZcZAUBA>.