

In the U.S. alone, the coffee industry is worth \$100 billion. 64% of Americans age 18 or over said they had a cup of coffee the previous day in 2018. And the average three cup a day coffee drinker needs at least 18 coffee trees to sustain this habit.



Coffee plants used to grow in harmony with surrounding rainforests

- 1) In the 1970s a (worse flavor **Robusta**) hybrid plant was introduced that required clearcutting to get full sunlight and agrochemicals.
- 2) Grown as a monoculture, it is largely responsible for the environmental concerns associated with coffee today.
- 3) And the increased vulnerability of the MUCH more favored **Arabica** plant to the **stem rust** disease is spreading due to climate change, as well as
- 4) Drought and
- 5) Loss of pollinating insects

<http://www.onegreenplanet.org/environment/foods-that-are-eating-the-worlds-forests-and-how-to-choose-better/>



Thanks for reading this far. This brochure is an invitation piece, a call to action. *There's no non-profit group to do anything in the background, nor ask you to donate. There's no website to go to for more information.*

This really is up to you to join the coffee lovers of the world to get involved and make something happen. **Healing the planet happens where people are. Any healing act is a solution and you will change the world with it.** What can you do from there?

Let's inject consumerism with acts of service and engage with nature.

Order coffee whose growers have restored *their* soils, then we can restore *our* soils here.

Check out YouTube for a coffee video.

Appreciate what you've got. Nothing wrong with that.

Love the whole coffee journey.

Let me know what you do, if you feel like it: stevenmstelzer@gmail.com



Do you love coffee? Do you grind your own beans? Enjoy it every day, prefer a particular roast, adore espresso? **Wouldn't you like to continue to enjoy it at an affordable price in 20 years?** You might even know that in the current trend, climate change will ruin everything. Have you read *Time's* latest story on coffee and the climate? Search "coffee + climate" in YouTube and 207,000 entries of worried coffee lovers will appear. If you care about coffee, we invite you to get involved, it's worth it.



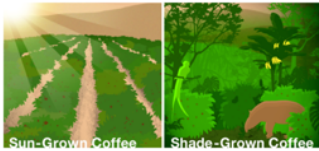
THE COFFEE BEAN-GROWING BELT

All coffee is grown in a region found between the Tropic of Cancer and the Tropic of Capricorn in a region known as the "Bean Belt."

With climate change this supply chain is no longer assured.

Here is what you can do now.

First, get to know what all the fancy labels and stickers on the coffee you purchase mean. If your coffee is "shade-grown" it means that it was grown within the forest itself and is less likely to have caused deforestation of other native plants.



Also look for "Rainforest Alliance Certifications," signified by a little green frog. Rainforest Alliance works with coffee farms, educating them on the most environmentally friendly ways to grow coffee crops, taking into account the health of soil, impact on local



wildlife and management practices that actually promote carbon sequestration.



Second, Ask your coffee shop owner what they know about this and what they are doing to help. It is time to know our supply chain and influence better crop management. <https://www.rainforest-alliance.org>
Third, coffee grounds are "almost" compost. They can actually be spread

around in gardens as soil amendments. And they can of course be composted with food and yard waste. Healthy soils and more plant photosynthesis take more CO2 out of the atmosphere, which is a local solution to this global problem.



Landfilling the grounds adds to methane in the air which worsens the threat to coffee. Can you broadcast or compost your grounds and can you influence your barista/coffee shop owner to?



Fourth, about that cup. Is it disposable or reusable? Isn't it time to move the needle on single use containers? Almost all paper cups are not recyclable due to the wax coating inside, and paper cup making has a climate impact of a mind-boggling scale.