



## 10 Reasons To Choose Organic Coffee

Don't hear it from us, hear it from the experts

1. **Preserves biodiversity.** "As with any monoculture crop, the destruction of plant and animal diversity that occurs on full sun coffee plantations destabilizes natural food webs. The loss of a complex layer of humus kills off soil microbes and nitrogen-fixing organisms, resulting in depleted, nutrient-poor soil. Above ground, clear cutting displaces millions of plant and animal species native to traditional coffee-growing ecosystems. Compared to shaded farms, an estimated 95% fewer birds are found on sun plantations." (Bewsey, Hannah. "Made in the Shade: Six Reasons to Choose Organic, Shade-Grown, Fair Trade Coffee." *Six Reasons to Choose Organic Coffee*. Organic Consumers Association, 1 Oct. 2014. Web. 03 Oct. 2014.)

2. **Reduces Exposure to Pesticides.** "Pesticide use is much greater on sun plantations, where the natural pest control provided by native birds and insects is missing. Toxic chemicals and fertilizers not only threaten the farmers who work with them, but also run into local water sources, killing off valuable microbes in the soil, and even depositing chemical residues in the harvested beans." (Bewsey, Hannah. "Made in the Shade: Six Reasons to Choose Organic, Shade-Grown, Fair Trade Coffee." *Six Reasons to Choose Organic Coffee*. Organic Consumers Association, 1 Oct. 2014. Web. 03 Oct. 2014.)

3. **Prevents Soil Erosion.** "The presence of tree cover on what are often very steep mountainous landscapes in high-rainfall areas help stabilize slopes and minimize soil erosion. The tree roots, leafy canopy cover, and leaf litter on the ground all help do this." (Rice, Robert. "The Ecological Benefits of Shade-Grown Coffee the Case for Going Bird Friendly®." *Ecological Benefits of Shade Grown Coffee*. The Smithsonian National Zoological Park, Sept. 2010. Web. 03 Nov. 2014.)

4. **Limits Carbon in the Atmosphere.** "The presence of trees in shade-grown coffee farms help keep carbon out of the atmosphere, as well as act as a buffer to future temperature increases brought on by climatic change. In addition, as with natural forests, the presence of trees can help protect water supplies in both quantity and quality." (Rice, Robert. "The Ecological Benefits of Shade-Grown Coffee the Case for Going Bird Friendly®." *Ecological Benefits of Shade Grown Coffee*. The Smithsonian National Zoological Park, Sept. 2010. Web. 03 Nov. 2014.)

5. **Protects Forests.** "Deforestation goes hand-in-hand with sun-grown coffee. As of 2011, 2.5 million acres of forest in Central America have been clear cut to make way for sun plantations. Without canopy cover, soil is much more vulnerable to erosion, which in turn facilitates run-off of pesticides and fertilizers. Deforestation is also a major contributor to global warming, accounting for about one-fifth of global greenhouse gas emissions." (Bewsey, Hannah. "Made in the Shade: Six Reasons to Choose Organic, Shade-Grown, Fair Trade

Coffee." *Six Reasons to Choose Organic Coffee*. Organic Consumers Association, 1 Oct. 2014. Web. 03 Oct. 2014.)

6. **Increases yields.** "The introduction of agro-ecological techniques, including micro-dose fertilizer, has been one of the most important trends in land management in the past twenty years. These techniques serve to minimize cost and the environmental impact while greatly increasing yields." (M. Stevenson. "Malawi Reaps the Reward of Returning to Age-Old, Chemical-Free Farming," *Theecologist.org*, 22 June 2010.)

7. **Helps Rural Communities Thrive.** "Rural people need access to the natural resources of land, water, and forest in order to construct livelihoods. Without a minimal stock of natural capital a rural family farm would find it difficult to survive. The investment in natural capital by organic farming is a viable alternative to chemicals and gives them higher prices because of their organic certification. It can be seen as providing alternatives to poverty and to environmental degradation." (Martínez-Torres, Maria Elena. "Understanding the Organic Coffee Boom in Chiapas." Introduction. *Organic Coffee Sustainable Development by Mayan Farmers*. Athens, OH: Ohio U Center for International Studies, 2006. 1-5. Print.)

8. **Improves the local economy.** "Many Unions like the Union de Ejidos de la Selva are able to improve indigenous farmer incomes and be self-sufficient. Between 1,250 families in 42 organic farming communities are able to control erosion, limit pollution, create a healthier environment for other species, and produce coffee that meets the demands of consumers. In the long run they will benefit from higher wages, which will influence their community in a positive way." (Cabanas, Gonzalez. "Case Studies UNDP: CAFE LA SELVA, Mexico." *Scribd*. UNDP\_Environment, 21 Oct. 2013. Web. 06 Nov. 2014.)

9. **Supports Organic Business.** "In 2006, the global organic food market grew by nearly 14 percent to approximately US \$37 billion. The US already accounts for 48% of this total retail value and its share is likely to expand." (Giovannucci, Daniele and Andres Villalobos. 2007. *The State of Organic Coffee: 2007 US Update*. CIMS: San Jose, Costa Rica.)

10. **Better-Tasting Coffee.** "Taste is perhaps the casualty of sun growing that most directly affects consumers. Because coffee fruits ripen faster in the sun, they have less time to develop the positive qualities looked for by coffee connoisseurs. One study found that shade-grown beans are larger, less bitter (owing to greater carbohydrate accumulation), and more complex in flavor compared to their sun-grown counterparts." (Bewsey, Hannah. "Made in the Shade: Six Reasons to Choose Organic, Shade-Grown, Fair Trade Coffee." *Six Reasons to Choose Organic Coffee*. Organic Consumers Association, 1 Oct. 2014. Web. 03 Oct. 2014.)

And one more for good measure:

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