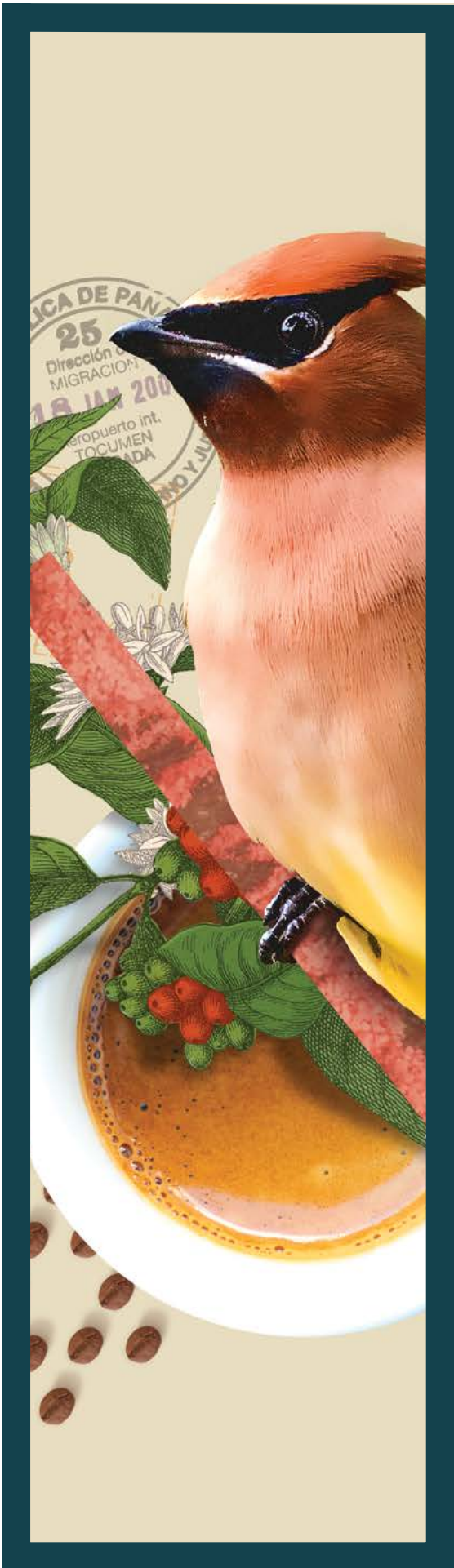


# RETAIL OPERATIONS:

## SELLING & SERVING BIRD FRIENDLY® COFFEE



Smithsonian Conservation Biology Institute  
*Migratory Bird Center*



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**CONSERVATION  
GRANTS FUND**  
Association of Zoos & Aquariums

Funding to create this toolkit was generously provided by the Association of Zoos and Aquariums Conservation Grants Fund.

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**SAVING ANIMALS  
FROM EXTINCTION**  
NORTH AMERICAN  
SONGBIRDS

Thank you to the Association of Zoos and Aquariums Saving Animals from Extinction (AZA SAFE) North American Songbird program for their support of Bird Friendly® coffee, and this project.

# RETAIL OPERATIONS

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## Introduction

**Thank you for your interest in supporting Smithsonian Bird Friendly® coffee!**

This Retail Operations: Selling & Serving Bird Friendly® Coffee toolkit is specifically designed for retail and concessions managers working at AZA-accredited institutions. Its contents were informed by conversations with zoo and aquarium staff, as well as feedback from over 1,500 AZA supporters. The result is a collection of resources designed to make it easier for zoos and aquariums to successfully support and sell Bird Friendly® coffee at their facilities.

If you have not already done so, please begin by reading [The Essential Bird Friendly® Toolkit](#), which includes AZA's most requested Bird Friendly® resources, including key messages, a certification overview, an overview of Bird Friendly® coffee roasters and their pricing, and basic information about the Bird Friendly® certification standard and program.

**The Retail Operations: Selling & Serving Bird Friendly® Coffee** toolkit contains the following additional resources:

- A step-by-step guide on how to begin selling Bird Friendly® coffee at your facility
- A guide on how to know if your coffee is Bird Friendly®
- How to request Bird Friendly® coffee from vendors
- How to request coffee roasters join the Bird Friendly® program
- How to request Bird Friendly® coffee at local grocers and shops near your facility
- Bird Friendly® coffee recipes
- Bird Friendly® messaging for Point of Sale locations
- Bird Friendly® retail and signage displays, including sample assets that can be sent to your institution
- Bird Friendly® coffee databases for AZA facilities, vendors, and grocers

For additional information on the Smithsonian Bird Friendly® program or to request a physical copy of this toolkit, please contact [BirdFriendly@si.edu](mailto:BirdFriendly@si.edu).



# HOW TO BEGIN SELLING BIRD FRIENDLY® COFFEE

Bringing Bird Friendly® certified coffee to your zoo, aquarium, or museum has never been easier. Follow the step-by-step guide below to get the process started today.

## If your institution works with a concessions or retail vendor

1. **CONTACT YOUR CONCESSIONS OR RETAIL VENDOR REPRESENTATIVE** to request Smithsonian Bird Friendly® certified coffee for your facility. You are welcome to use the *messaging template for requesting Bird Friendly® coffee from vendors* to make this request which is included in this toolkit.

- There can be confusion around what defines Bird Friendly® certified coffee. The best way to determine if a coffee is Bird Friendly® is to look for the Bird Friendly® certification label. If this label isn't on the bag, the coffee can't be verified as Bird Friendly®.



2. **IF YOUR VENDOR DOES NOT CURRENTLY CARRY BIRD FRIENDLY® CERTIFIED COFFEE**, use the *Bird Friendly® roaster database\** to identify and contact a Bird Friendly® coffee roaster for your facility. All coffee roasters listed in the database expressed an interest and ability to sell Bird Friendly® coffee wholesale to zoos and aquariums! Coffee can be purchased directly from these roasters.

- If you have an existing relationship with a local coffee shop or roaster who is not currently offering Bird Friendly® coffee, you can also approach them about joining the program. Use the *messaging template for requesting Bird Friendly® coffee from coffee roasters* to facilitate this conversation. The Bird Friendly® team is available to participate in these conversations, as well; send a message to [BirdFriendly@si.edu](mailto:BirdFriendly@si.edu) to set up a time to connect.

3. **ONCE YOU'VE SELECTED THE RIGHT BIRD FRIENDLY® COFFEE FOR YOUR FACILITY**, contact [BirdFriendly@si.edu](mailto:BirdFriendly@si.edu) to request a physical copy of promotional assets, *such as posters and tabletop signs*, for your facility.

## If you manage concessions and retail in-house

1. **USE THE *Bird Friendly® roaster database\**** to identify and contact a Bird Friendly® coffee roaster for your facility. All coffee roasters listed in the database expressed an interest and ability to sell Bird Friendly® coffee wholesale to zoos and aquariums! Coffee can be purchased directly from these roasters.
  - If you have an existing relationship with a local coffee shop or roaster who is not currently offering Bird Friendly® coffee, you can also approach them about joining the program. Use the *messaging template for requesting Bird Friendly® coffee from coffee roasters* to facilitate this conversation. The Bird Friendly® team is available to participate in these conversations, as well; send a message to [BirdFriendly@si.edu](mailto:BirdFriendly@si.edu) to set up a time to connect.
2. **ONCE YOU'VE SELECTED THE RIGHT BIRD FRIENDLY® COFFEE FOR YOUR FACILITY**, contact [BirdFriendly@si.edu](mailto:BirdFriendly@si.edu) to request a physical copy of promotional assets, *such as posters and tabletop signs*, for your facility.

\*Please note: this is a password-protected document. To request access, please contact [BirdFriendly@si.edu](mailto:BirdFriendly@si.edu)

# DEFINING BIRD FRIENDLY®

## What Is and Is Not Bird Friendly®



Even within the coffee and conservation communities, there can be confusion around what is and is not considered Bird Friendly® certified coffee. Many coffee companies use terms like “shade grown,” “sustainable”, or even “bird or wildlife friendly” to describe their product. Others may be purchasing and selling coffee grown on Bird Friendly® farms, but are not actually involved in the Bird Friendly® program. Thankfully, there’s an easy way to tell if the coffee you’re purchasing is guaranteed to be grown in a way that protects habitat for birds and other wildlife: **look for the Bird Friendly® seal.**

The Bird Friendly® certification seal is the **only** way to ensure you are purchasing Smithsonian Bird Friendly® certified coffee. Only coffees with this label are considered certified Bird Friendly®.

### WHAT DOES THE BIRD FRIENDLY® SEAL MEAN?

The Bird Friendly® seal guarantees that 100% of the coffee beans in that cup or container of coffee are grown in a way that protects wildlife habitat.

Bird Friendly® beans are certified at three different levels: farm, importer, and roaster. It’s a requirement of the Bird Friendly® program to be certified at each level. This ensures the 100% product purity that sets Bird Friendly® apart from other sustainability certifications.

### I’M WORKING WITH A ROASTER WHO SAYS THEY BUY BEANS FROM A BIRD FRIENDLY® FARM. DOES THAT MEAN THEY ARE BIRD FRIENDLY® CERTIFIED?

Not quite. While it’s great to know your roaster is purchasing Bird Friendly® beans, this does not necessarily mean their product is Bird Friendly® certified. Take a look at their coffee bag—if it has the Bird Friendly® seal, that means it’s certified. If not, they are missing a step in the certification process and, because of this, their coffee can’t be verified as Bird Friendly®.

### WHAT DOES A ROASTER NEED TO DO IN ORDER TO BECOME BIRD FRIENDLY® CERTIFIED?

Becoming a Bird Friendly® roaster takes two simple steps: sourcing Bird Friendly® coffee beans from a certified importer and signing a licensing agreement with the Smithsonian. Roasters need a licensing agreement with the Smithsonian so that they can be authorized to use the Bird Friendly® seal. If they don’t have the licensing agreement, the coffee can’t be marketed or promoted as Bird Friendly®.

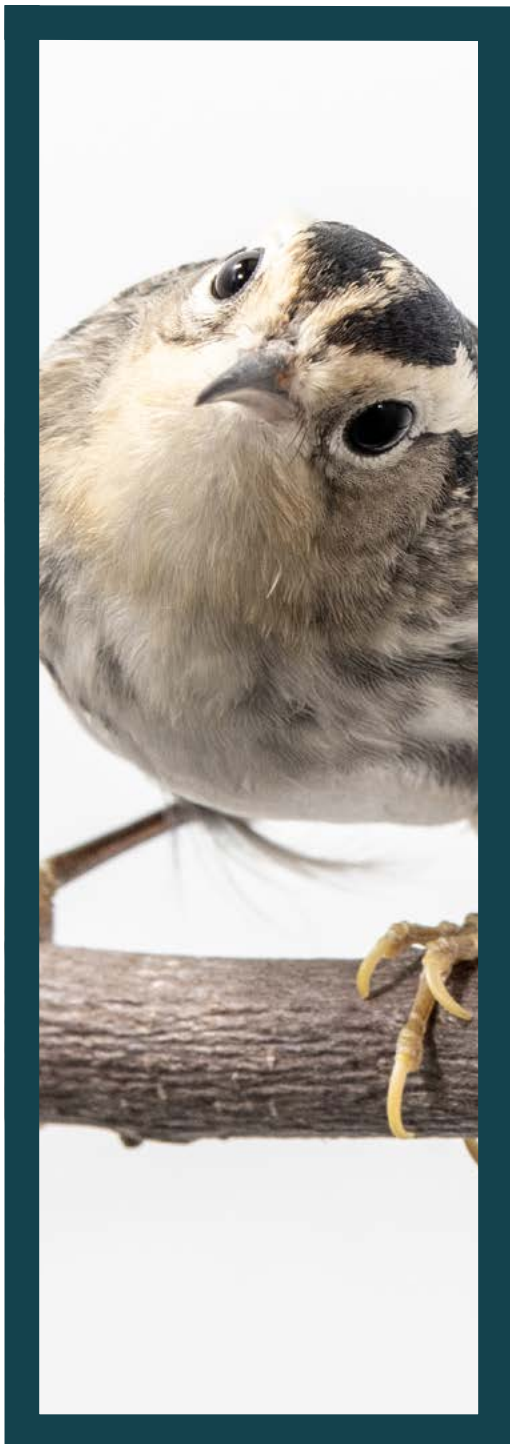
### WHY DO YOU REQUIRE ALL ROASTERS TO BE BIRD FRIENDLY® CERTIFIED, INSTEAD OF JUST ASKING THEM TO BUY COFFEE FROM BIRD FRIENDLY® FARMS?

This is a quality control measure that the Bird Friendly® program puts in place to ensure our gold standard in biodiversity-friendly coffee. The most important part of this licensing agreement is that roasters agree to our rules for processing the coffee. Without this agreement in place, there is the potential for roasters to blend Bird Friendly® coffee with other, non-certified coffee, which goes against our promise that every bean of Bird Friendly® certified coffee has been grown in a way that protects habitat. This promise is what sets us apart from other sustainability certifications, which do allow for a blend of sustainably grown and conventionally grown coffee beans and, in turn, are less impactful solutions to habitat loss associated with coffee farming. The licensing agreement is the only way to ensure a product that fully meets Bird Friendly® standards, and the associated fees within this agreement are what funds the Bird Friendly® program’s ornithology research, management, and development of cutting-edge standards.

**If you or the roasters you’re currently working with have additional questions about the Bird Friendly program, please send a message to [BirdFriendly@si.edu](mailto:BirdFriendly@si.edu). The Bird Friendly® team is always happy to connect with AZA facilities and potential new Bird Friendly® roasters to help answer questions!**

# REQUESTING BIRD FRIENDLY® COFFEE FROM VENDORS

The Bird Friendly® team is working with AZA to introduce Bird Friendly® coffee to zoo and aquarium retail and concessions vendors. To make a direct request for Bird Friendly® certified coffee with your vendor representative, use the messaging template below. Feel free to modify its contents to best suit your perspectives and institutional needs. [Click here to download a copy of this template.](#)



Subject: Offering Smithsonian Bird Friendly® Certified Coffee at **[INSERT ZOO/AQUARIUM/MUSEUM NAME]**

Hi **[INSERT VENDOR REPRESENTATIVE NAME]**,

I'm reaching out today to request Smithsonian Bird Friendly® certified coffee at **[INSERT VENDOR REPRESENTATIVE NAME]**.

Bird Friendly® certified coffee is the gold standard in biodiversity-friendly, shade grown coffee—no other coffee comes close. Unlike other third-party certifications, Bird Friendly® is the only certification that guarantees every coffee bean sold is grown in a way that protects habitat for birds and other wildlife. Each bean comes from USDA Organic certified farms that provide high quality wildlife habitat by maintaining a diverse and native tree canopy above the farm's coffee crop.

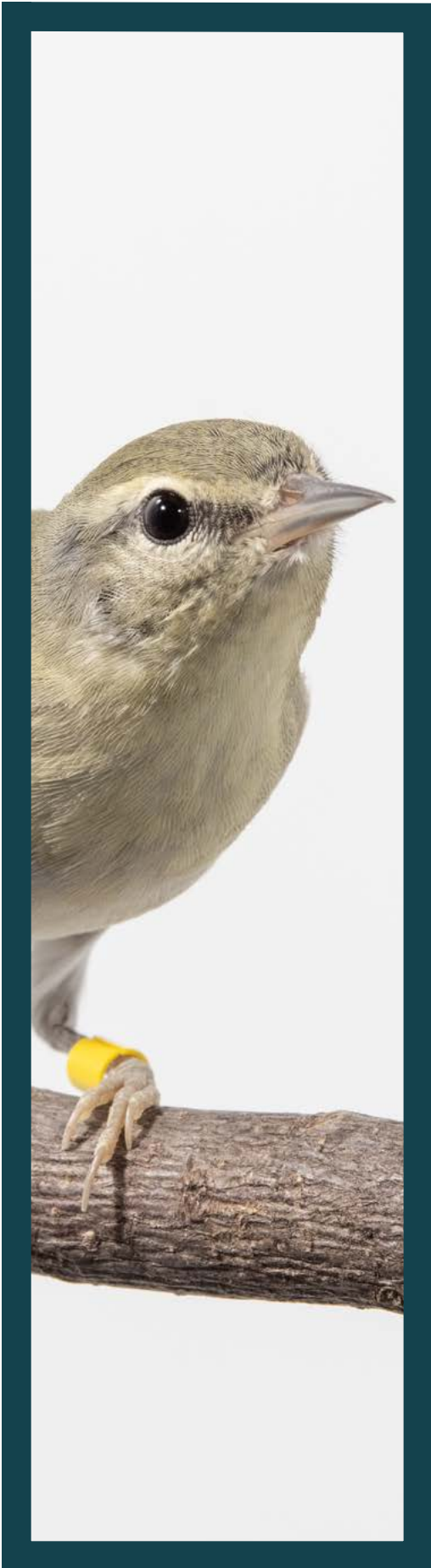
As a conservation organization, selling and supporting Bird Friendly® certified coffee is the right choice for our **[INSERT ZOO/AQUARIUM/MUSEUM]** and we're ready to join the growing number of AZA-accredited facilities in making the switch to Bird Friendly®. The Bird Friendly® team has developed a series of resources to assist us in this process, including a database of current Bird Friendly® coffee roasters who are interested in working with zoos and aquariums.

## **IF YOU ALREADY HAVE A PREFERRED BIRD FRIENDLY® ROASTER IN MIND**

After reviewing the Bird Friendly® roaster database, we are interested in purchasing Bird Friendly® certified coffee from **[INSERT ROASTER NAME]** in **[INSERT ROASTER LOCATION]**. Below, please find their contact information so that we can open up a conversation around bringing their Bird Friendly® coffee to our facility. **[INSERT ROASTER CONTACT NAME, PHONE NUMBER, AND EMAIL FROM DATABASE]**

## **IF YOU WANT TO WORK WITH YOUR VENDOR TO SELECT A BIRD FRIENDLY® ROASTER**

I would like to work with you to select the right Bird Friendly® coffee for our **[ZOO/AQUARIUM/MUSEUM]**. I've attached a copy of the Bird Friendly® roaster database for vendors and grocers—please take a look and let me know your thoughts and recommendations, given the information included



here. The Bird Friendly® team has also provided a pricing sheet which I can share with you directly, if it would be helpful.

If you have any questions about the Bird Friendly® program, please don't hesitate to reach out to the Bird Friendly® team at [BirdFriendly@si.edu](mailto:BirdFriendly@si.edu). Thank you—I look forward to working with you to bring Bird Friendly® certified coffee to **[INSERT ZOO/AQUARIUM/MUSEUM NAME]**!

Best regards,  
**[INSERT YOUR NAME]**

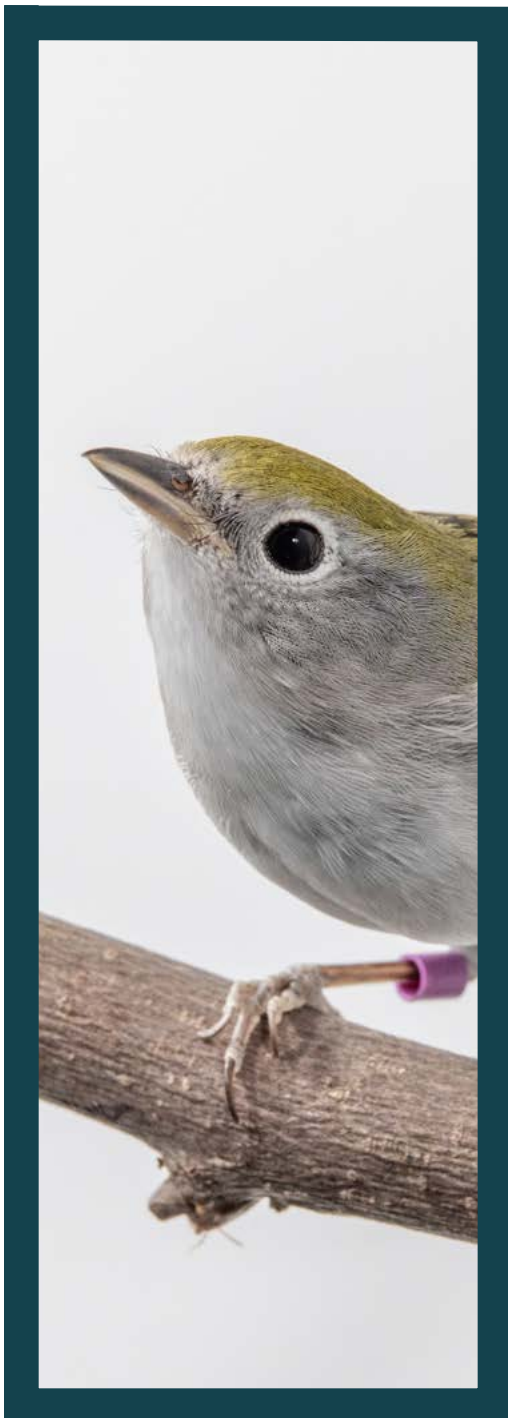
**BEFORE SENDING:**

1. Ensure you've filled in all customizable forms (everything in bolded brackets).
2. Double check that you've only included the preferred roaster contact info OR the request to work with your vendor to select a Bird Friendly® coffee. Delete the other section.
  - If you plan to work with your vendor to select a Bird Friendly® coffee, be sure to attach the "*Bird Friendly® Roaster Database for Vendors & Grocers*" to the email.
3. Delete this "Before sending" section and send!

# REQUESTING COFFEE ROASTERS

## JOIN THE BIRD FRIENDLY® PROGRAM

The Smithsonian Migratory Bird Center is always looking for new coffee roasters to join the Bird Friendly® program! If you know of a local roaster or coffee shop in your community who you feel would be a good candidate for this program, or if you have an existing relationship with a coffee company and would like to encourage them to offer a Bird Friendly® roast, you can use the template below to initiate a conversation about Bird Friendly® coffee. Feel free to modify the template below to best suit your perspectives and institutional needs. [Click here to download a copy of this template.](#)



Subject: Smithsonian Bird Friendly® Certified Coffee & **[INSERT ROASTING COMPANY NAME]**

Hello **[INSERT ROASTER NAME]**,

My name is **[INSERT YOUR NAME]** and I'm a **[INSERT YOUR JOB TITLE]** at **[INSERT YOUR ZOO/AQUARIUM/MUSEUM NAME]**. I'm reaching out on behalf of our **[ZOO/AQUARIUM/MUSEUM]** today to open up a conversation with you about Smithsonian Bird Friendly® certified coffee.

As you may know, Bird Friendly® certified coffee is the gold standard in biodiversity-friendly, shade grown coffee—no other coffee comes close. Unlike other third-party certifications, Bird Friendly® is the only certification that guarantees every coffee bean sold is grown in a way that protects habitat for birds and other wildlife. Each bean comes from USDA Organic certified farms that provide high quality wildlife habitat by maintaining a diverse and native tree canopy above the farm's coffee crop. Check out this [one-pager](#) and [infographic](#), which both illustrate the program's benefits to biodiversity and further explain what Bird Friendly® coffee is doing for farmers and wildlife alike.

Purchasing Bird Friendly® certified coffee is an easy and impactful way for environmentally-conscious coffee drinkers to support wildlife conservation. At **[INSERT YOUR ZOO/AQUARIUM/MUSEUM NAME]**, we are currently looking for local coffee shops or roasters who may be interested in collaborating with us to roast and sell Bird Friendly® coffee at our **[ZOO/AQUARIUM/MUSEUM]** and within our community. As a local coffee company committed to high-quality and sustainable coffee, we feel you would be an excellent addition to the program!

Becoming a Bird Friendly® certified roaster requires just two simple steps: sourcing Bird Friendly® certified coffee beans and committing to a licensing agreement with the Smithsonian. Here's a bit more information on those two steps:

Bird Friendly® beans can be purchased from a [Bird Friendly certified importer](#). If your importer of choice isn't on the list, it's very simple to sign them up as well. You may even be buying Bird Friendly® coffee already and not taking advantage of the full Bird Friendly® program—in which case, we'd love to get you signed up!





In exchange for the use of the Bird Friendly® trademark, logo, a collaboration with the Smithsonian Institution, and a listing on their webpage, this agreement requires:

1. Semi-annual reporting of purchases and sales of Bird Friendly® certified coffees
2. A pennies-on-the-pound remittance to the Smithsonian Migratory Bird Center, which fuels cutting-edge ornithological research and conservation
3. Review of usage of the Bird Friendly® seal on packaging

I have copied the Bird Friendly® team on this message, should you have any questions about the program. Please let me know if you're interested in further discussing this opportunity. We're excited to promote the "Drink Bird Friendly®" message to **[INSERT YOUR ZOO/AQUARIUM/MUSEUM NAME]** supporters and hope to speak with you soon about ways for us to share this message together!

Best regards,  
**[INSERT YOUR NAME]**

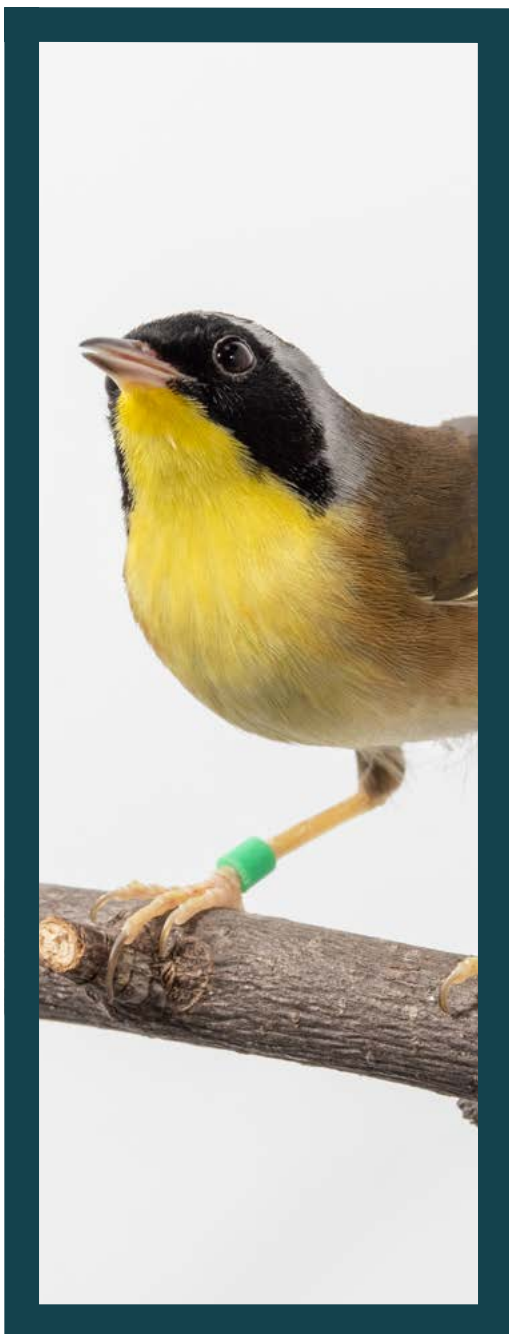
**BEFORE SENDING:**

1. Ensure you've filled in all customizable forms (everything in bolded brackets).
2. Copy [BirdFriendly@si.edu](mailto:BirdFriendly@si.edu) on this email.
3. Delete this "Before sending" section and send!

# REQUESTING BIRD FRIENDLY® COFFEE AT GROCERS & SHOPS

Connecting with local grocers, shops, and other retail outlets can be a great way to spread the “Drink Bird Friendly®” message and demonstrate your zoo, aquarium, or museum’s status as a conservation leader within your community. It can also open up the door to partnerships and promotions that can increase visibility and sales for your facility.

If you’re currently selling Bird Friendly® coffee, use the template below to request that grocers, shops, and other retail outlets in your community join you in offering this product. Natural or organic markets, small businesses, and zero-waste shops are a good place to start. Feel free to modify the template below to best suit your perspectives and institutional needs. [Click here to download a copy of this template.](#)



Subject: Selling Smithsonian Bird Friendly® Certified Coffee at **[INSERT STORE NAME]**

Hi **[INSERT STORE MANAGER OR OWNER NAME]**,

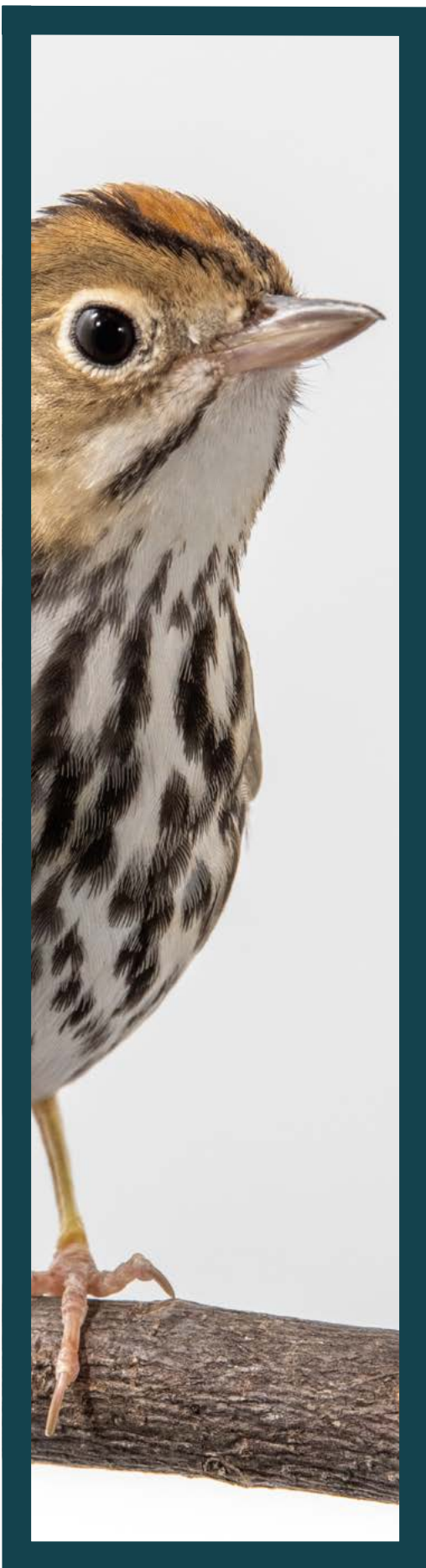
My name is **[INSERT YOUR NAME]** and I work at **[INSERT YOUR ZOO/AQUARIUM/MUSEUM NAME]**. Our **[ZOO/AQUARIUM/MUSEUM]** recently began selling Smithsonian Bird Friendly® certified coffee, and I’m reaching out today to request that **[INSERT STORE NAME]** joins us in offering this product to our community!

Bird Friendly® certified coffee is the gold standard in biodiversity-friendly, shade grown coffee—no other coffee comes close. Unlike other third-party certifications, Bird Friendly® is the only certification that guarantees every coffee bean sold is grown in a way that protects habitat for birds and other wildlife. Each bean comes from USDA Organic certified farms that provide high quality wildlife habitat by maintaining a diverse and native tree canopy above the farm’s coffee crop. Check out this [one-pager](#) and [infographic](#), which both illustrate the program’s benefits to biodiversity and further explain what Bird Friendly® coffee is doing for farmers and wildlife alike.

Purchasing Bird Friendly® certified coffee is an easy and impactful way for environmentally-conscious shoppers to support wildlife conservation through their daily coffee habit. And, a recent study of over 1,500 zoo and aquarium supporters showed that those who knew about the Bird Friendly® certification were willing to pay \$2.17 more for a 12 oz. container of Bird Friendly® coffee.

As a local business that cares about sustainability, we thought you would be interested in adding Bird Friendly® certified coffee to your product line at **[INSERT STORE NAME]**.

Our **[ZOO/AQUARIUM/MUSEUM]** currently sells **[INSERT ROASTER NAME]**’s Bird Friendly® certified coffee— if you’d like to get in touch with them about selling this coffee at your store, you can reach them at the information listed below.



**[INSERT ROASTER CONTACT NAME, PHONE NUMBER, AND EMAIL FROM DATABASE]**

**[INSERT ROASTER NAME]** is just one of many Bird Friendly® certified roasters selling Bird Friendly® certified coffee across the country. I've attached a copy of the Bird Friendly® roaster database for vendors and grocers, which includes detailed information on other certified coffees that might be of interest to you.

We're excited to have made the switch to Bird Friendly® at **[INSERT ZOO/AQUARIUM MUSEUM NAME]** and are eager to work together with businesses like yours to make Bird Friendly® certified coffee more accessible to our community. If you have any questions or would like to discuss potential partnership opportunities around Bird Friendly® coffee, please don't hesitate to reach out. You can also contact the Bird Friendly® team directly at [BirdFriendly@si.edu](mailto:BirdFriendly@si.edu).

Thank you for considering this idea—I look forward to continuing our conversation on Bird Friendly® certified coffee soon!

Best regards,  
**[INSERT YOUR NAME]**

**BEFORE SENDING:**

1. Ensure you've filled in all customizable forms (everything in bolded brackets).
2. Double check that you've attached the "Bird Friendly® Roaster Database for Vendors & Grocers" to the email.
3. Delete this "Before sending" section and send!

# BIRD FRIENDLY® COFFEE RECIPES

There are many different ways to enjoy Bird Friendly® coffee! Here are some simple, yet delicious “at-home” coffee recipes—try them at your facility, or share them with visitors. *Please note that recipes are written to be accessible to all coffee drinkers—using milk steamers, espresso machines, or other barista tools can make these recipes even easier!*

## BIRD FRIENDLY® LATTE:

Makes two servings

### INGREDIENTS:

- 40 g of Bird Friendly® coffee (approximately 2⅔ Tbsp.)
- 8 oz (1 c) near-boiling water
- ¼ c of the creamer or milk of your choosing
- Sweetener of your choosing (optional)

### METHOD:

1. Brew your Bird Friendly® coffee using your favorite method, using the measurements listed above. When ready, pour your coffee into a mug. Be sure there is at least 2 inches between the coffee and the top of the mug.
2. Meanwhile, heat the creamer or milk of your choosing on a stovetop or in the microwave (be sure to use a microwave-safe dish). It should be very warm, but not boiling.
3. If using a sweetener, add it to the warm milk or creamer.
4. Carefully transfer the warm milk or creamer and optional sweetener into a jar with a sealable lid. Screw on the lid, then shake the container for 30 seconds, or until foamy. Note that plant-based milks and creamers tend to generate less foam than dairy products.
5. Immediately pour creamer over coffee and enjoy!

## BIRD FRIENDLY® ICED LATTE:

Makes four servings

### INGREDIENTS:

- 80 g of Bird Friendly® coffee (approximately 5⅓ Tbsp.)
- 16 oz (2 c) near-boiling water
- ½ c of the creamer or milk of your choosing
- Sweetener and/or syrup of your choosing (optional)
- Ice

### METHOD:

1. Brew your Bird Friendly® coffee using your favorite method, using the measurements listed above. When ready, pour your coffee into a carafe or container. Chill for two hours.
2. After coffee has chilled, pour creamer/milk and optional sweetener into a jar with a sealable lid. Screw on the lid, then shake the container for 30 seconds, or until foamy. Note that plant-based milks and creamers tend to generate less foam than dairy products.
3. Drizzle syrup in a coffee cup, if using. Then, add ice.
4. Add chilled coffee to the cup, then immediately pour creamer over coffee. Enjoy!



## BIRD FRIENDLY® MOCHA:

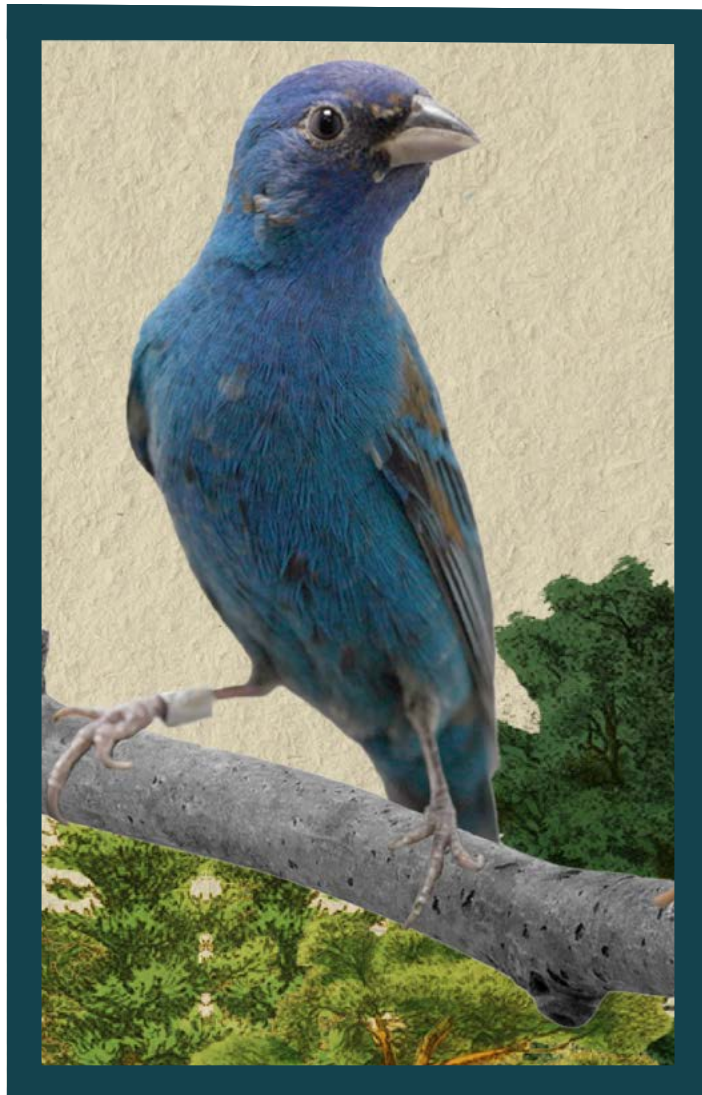
Makes two servings

### INGREDIENTS:

1. 40 g of Bird Friendly® coffee (approximately 2½ Tbsp.)
2. 8 oz (1 c) near-boiling water
3. 2 Tbsp milk of your choosing
4. 1 Tbsp unsweetened cocoa powder
5. 1 Tbsp white sugar (or to taste)

### METHOD:

1. Brew your Bird Friendly® coffee using your favorite method, using the measurements listed above. When ready, pour your coffee into a mug. Be sure to leave room for milk, cocoa and sugar.
2. Add milk, cocoa powder and sugar to the coffee and stir.
3. Enjoy!



## BIRD FRIENDLY® COLD BREW:

Makes two servings

### INGREDIENTS:

1. 55 g of coarsely ground Bird Friendly® coffee (approximately ½ c)
2. 16 oz (2 c) of cold, filtered water
3. Creamer or sweetener of your choosing (optional)

### METHOD:

1. Add coarsely ground coffee to a French press or sealable container and pour filtered water over top. Stir gently to combine.
2. Seal the coffee mixture and let steep for up to 12 hours in the refrigerator or on the countertop.
3. If using a French press, gently press the plunger down to strain the coffee, then transfer into a cup or bottle (if storing). If using a different container, use a fine-grain strainer lined with cheesecloth to strain the coffee, then transfer it into a cup or bottle (if storing).
4. Add creamer or sweetener, if using. Enjoy!



# BIRD FRIENDLY® POINT OF SALE MESSAGING

Bird Friendly® certified coffee is the gold standard in biodiversity-friendly coffee farming—but, not everyone knows what that means. Here are some helpful tips for curious visitors who might be on the fence about purchasing Bird Friendly® coffee.

## What is Bird Friendly® coffee?

Simply put, Bird Friendly® coffee comes from farms that provide good, forest-like habitat for birds and other wildlife. Bird Friendly® coffees are shade-grown, meaning the coffee is planted under a canopy of native trees, rather than land that has been cleared of all other vegetation. Bird Friendly® coffees are also certified organic, meaning they are grown without the use of chemical pesticides that are harmful to the environment.

## I already buy shade grown coffee. What makes Bird Friendly® coffee different?

Bird Friendly® coffee is a certification standard that guarantees shade grown coffees, like the one you're currently drinking, provide high quality wildlife habitat. Unfortunately, "shade grown" is a generic term that doesn't have a set definition—so, a "shade grown" farm can have anywhere from one tree or hundreds of native trees. There's no way to verify the quality or amount of habitat that's actually protected on "shade grown" farms, unless they are inspected by a third party. The Bird Friendly® certification does just that—it uses criteria created by Smithsonian scientists to guarantee that coffee farms provide quality habitat for birds and other wildlife by measuring things like shade tree diversity and canopy cover that are known to support wildlife.

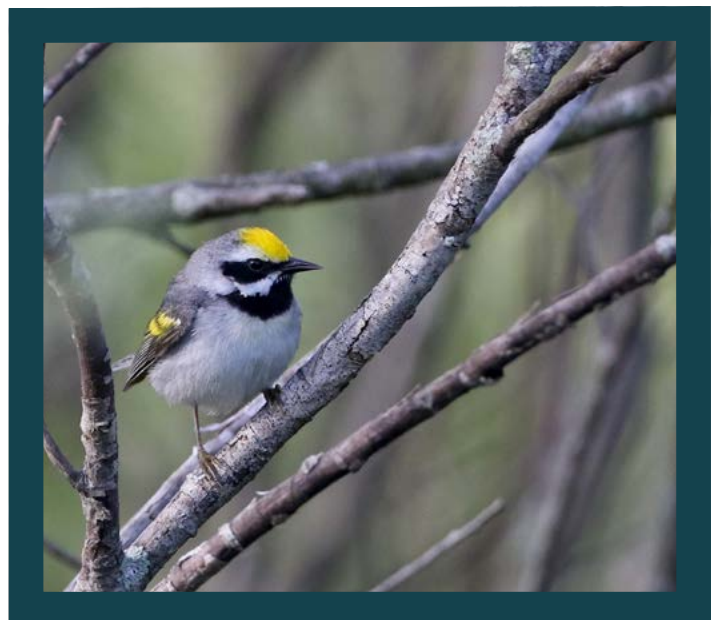
Choosing Bird Friendly® certified coffee is the best way to ensure your coffee is protecting important habitat for birds and other wildlife. Unlike other certifications that only require a fraction of their product to meet sustainability standards, Bird Friendly® coffee is the only option on the market that guarantees 100% of coffee beans roasted and sold are grown in a way that protects habitat.

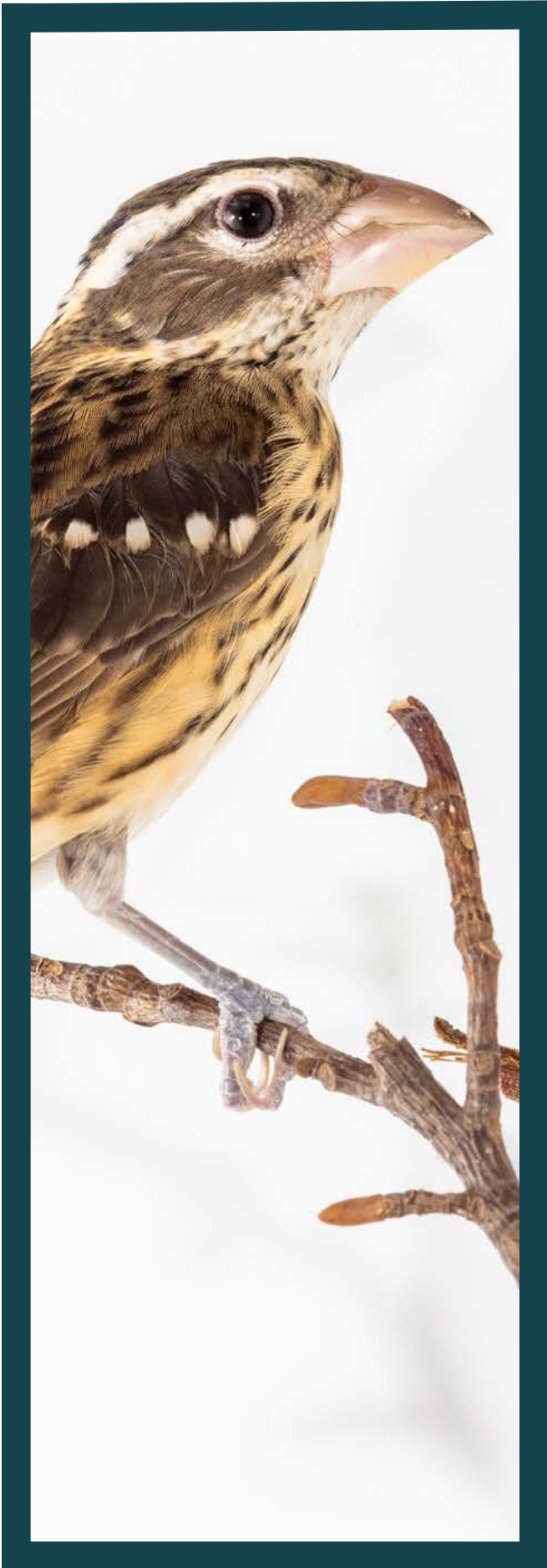
## Does buying Bird Friendly® coffee help coffee farmers?

Yes! By buying Bird Friendly®, you support coffee farmers who are dedicated to sustainable farming practices. Farmers who grow their coffee within Bird Friendly® standards can also supplement their income through secondary sources, like selling fruit from fruit trees, timber products, or eco-tourism opportunities. Bird Friendly® farmers also receive access to better specialty market prices, as they produce certified beans that are both USDA Organic and shade grown. Many Bird Friendly® coffees are certified as Fair Trade, as well.

## Where do Bird Friendly® coffees come from?

Like much of the world's coffee, most Bird Friendly® coffees are grown in the highlands of Latin American countries from Mexico to Peru, as well as Ethiopia, Thailand and India.





## Do Bird Friendly® coffees cost more than other coffees?

Sometimes, Bird Friendly® coffees cost a few cents more per cup than conventional coffees. Those who already drink specialty coffees won't notice a difference, as Bird Friendly® certified coffee prices tend to fall within the same range as non-certified specialty coffees. This is a small price to pay for the benefits to birds and other wildlife, coffee farmers, and the health of the planet!

## How does Bird Friendly® coffee taste?

Coffee experts say Bird Friendly® coffees taste better, because the beans ripen slower than coffee grown in the full sun, resulting in a richer, more complex flavor!

## How do I know if the coffee I'm currently drinking is Bird Friendly?®

There's an easy way to tell if the coffee you're purchasing is Bird Friendly®: look for the Bird Friendly® seal!

The Bird Friendly® certification seal is the only way to ensure you are purchasing Smithsonian Bird Friendly® certified coffee. If a coffee doesn't have this seal somewhere on its packaging, you can't be certain it's Bird Friendly.®



## Why has this zoo, aquarium, or museum switched to Bird Friendly® coffee?

Three-quarters of the world's coffee is farmed using practices that leave no place for birds, or worse, actively destroy forest habitat. Many of these farms also use harmful pesticides that poison the environment. When forests disappear, birds and other wildlife disappear, too—three billion birds have been lost from North America since 1970.

As a conservation organization, our facility felt it was important to provide our guests with coffee that protects habitat, instead of destroying it. We're encouraging our guests to join us in making the switch to Bird Friendly® certified coffee—it's a simple, yet impactful way to help birds and other wildlife with every cup of coffee brewed.

# BIRD FRIENDLY® PROMOTIONAL ASSETS

The Bird Friendly® team has a series of signs, posters and promotional assets available for AZA facilities to use within their retail or concessions displays. To request a copy of any of these promotional materials, send a message to the Bird Friendly® team at [BirdFriendly@si.edu](mailto:BirdFriendly@si.edu).



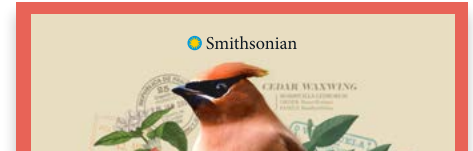
### Bird Friendly® "At a Glance" Postcards

These postcards are the perfect accompaniment to your Bird Friendly® coffee display. The back of the postcard contains an easy-to-digest overview of the Bird Friendly® program. Guests can take a postcard home to spread the "Drink Bird Friendly"® message with friends and family!



### Bird Friendly® 18"x24" Posters

These attractive Bird Friendly® posters can help draw attention to your coffee retail display. Available in three versions, each of which features a different migratory bird species found on Bird Friendly® coffee farms: yellow warbler, cedar waxwing, and cerulean warbler.



### Bird Friendly® 8.5"x11" Signs

A smaller version of the 18"x24" Bird Friendly® poster, these 8.5"x11" signs are great for drawing in visitors when space is at a premium. Available in three versions, each of which features a different migratory bird species found on Bird Friendly® coffee farms: yellow warbler, cedar waxwing, and cerulean warbler.



### Bird Friendly® Countertop Signs

This standalone, tabletop sign draws attention to the dramatic loss of three billion North American birds since 1970 - a stunning statistic that reinforces the critical need for healthy bird habitat on coffee farms.



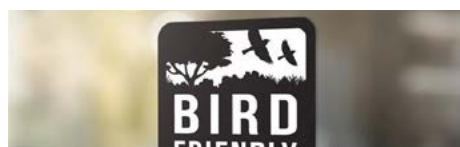
### Bird Friendly® Stickers

These "Drink Bird Friendly"® stickers make a great additional giveaway, when guests purchase Bird Friendly® coffee from you. They also serve as excellent marketing items and visual prompts, as other guests may notice the stickers and ask about Bird Friendly®. Available in three versions, each of which features a different migratory bird species found on Bird Friendly® coffee farms: yellow warbler, cedar waxwing, and cerulean warbler.



### Bird Friendly® Hangtag

These hangtags can accompany any Bird Friendly® retail display, providing guests with a succinct answer to the question "What is Bird Friendly®?"



### Bird Friendly® Window Cling

Let visitors know they can purchase Bird Friendly® certified coffee at your facility by adding this Bird Friendly® window cling to your retail or concession location's window or glass door.



# BIRD FRIENDLY® DATABASES

Linked below are two databases which can be used to identify and source Bird Friendly® coffee.

Roaster	Location	Coffee Name	Origin	Unless otherwise noted	Price per 5 lb.	Wholesale min. order	Ground or Whole Bean?
Amperand Coffee Roasters	Shouler, CO	Honduras Fair Trade, Organic, Smithsonian Bird Friendly Medium Roast	Honduras	\$8.95 per 12 oz	N/A	N/A	Both
Amperand Coffee Roasters	Shouler, CO	Honduras Fair Trade, Organic, Smithsonian Bird Friendly Dark Roast	Honduras	\$8.95 per 12 oz	N/A	N/A	Both
Birds and Beans - USA	Topsham, ME	Scarlet Tanager, French Roast	Nicaragua	\$9	\$45	N/A	Both
Birds and Beans - USA	Topsham, ME	Saffron Orange, French Roast Decaf	Honduras	\$9	\$45	N/A	Both
Birds and Beans - USA	Topsham, ME	Kingslet, Espresso	Guatemala Nicaragua blend	\$9	\$45	N/A	Both
Brandyvine Coffee Roasters	Wilmington, DE	Brandyvine Zoo Proudly Serving Biodiversity (a collaboration with Brandyvine Zoo)	Honduras CDMSA	\$11	\$55	100 bags (initial), no limit on bulk wholesale	Whole bean
Caffe Ibs Roasting Co.	Logan, UT	La Paz	Honduras	\$9.19*	\$45.95	N/A	Both
Caffe Ibs Roasting Co.	Logan, UT	Guatemalan Forest	Guatemala	\$9.19*	\$45.95	N/A	Both
Caffe Ibs Roasting Co.	Logan, UT	Peruvian Rainforest	Peru	\$9.19*	\$45.95	N/A	Both
Caffe Ibs Roasting Co.	Logan, UT	Plymouth	Honduras	\$9.19*	\$45.95	N/A	Both
Caffe Ibs Roasting Co.	Logan, UT	Dark Peru	Peru	\$9.19*	\$45.95	N/A	Both
Caffe Ibs Roasting Co.	Logan, UT	Conifer	Peru	\$9.19*	\$45.95	N/A	Both
Caffe Ibs Roasting Co.	Logan, UT	Guatemalan Dark	Guatemala	\$9.19*	\$45.95	N/A	Both
Caffe Ibs Roasting Co.	Logan, UT	Quetzal	Central American Blend	\$9.19*	\$45.95	N/A	Both

Amperand Coffee Roasters	Shouler, CO	Honduras Fair Trade, Organic, Smithsonian Bird	Honduras	12 oz	N/A	Both
Birds and Beans - USA	Wilmington, DE	Brandyvine Zoo Proudly Serving Biodiversity (a	Honduras CDMSA	1 lb. & 5 lb.	100 bags (initial), no limit	Whole bean
Caffe Ibs Roasting Co.	Logan, UT	La Paz	Honduras	12 oz, 1 lb. & 5 lb.	N/A	Both
Caffe Ibs Roasting Co.	Logan, UT	Guatemalan Forest	Guatemala	12 oz, 1 lb. & 5 lb.	N/A	Both
Caffe Ibs Roasting Co.	Logan, UT	Peruvian Rainforest	Peru	12 oz, 1 lb. & 5 lb.	N/A	Both
Caffe Ibs Roasting Co.	Logan, UT	Plymouth	Honduras	12 oz, 1 lb. & 5 lb.	N/A	Both
Caffe Ibs Roasting Co.	Logan, UT	Dark Peru	Peru	12 oz, 1 lb. & 5 lb.	N/A	Both
Caffe Ibs Roasting Co.	Logan, UT	Conifer	Peru	12 oz, 1 lb. & 5 lb.	N/A	Both
Caffe Ibs Roasting Co.	Logan, UT	Guatemalan Dark	Guatemala	12 oz, 1 lb. & 5 lb.	N/A	Both
Caffe Ibs Roasting Co.	Logan, UT	Quetzal	Central American Blend	12 oz, 1 lb. & 5 lb.	N/A	Both
Caffe Ibs Roasting Co.	Logan, UT	New Day	Central American Blend	12 oz, 1 lb. & 5 lb.	N/A	Both
Caffe Ibs Roasting Co.	Logan, UT	Vienna Roast	Latin America Blend	12 oz, 1 lb. & 5 lb.	N/A	Both
Caffe Ibs Roasting Co.	Logan, UT	Espresso 44	Latin America Blend	12 oz, 1 lb. & 5 lb.	N/A	Both
Caffe Ibs Roasting Co.	Logan, UT	French Roast	Latin America Blend	12 oz, 1 lb. & 5 lb.	N/A	Both
Caffe Ibs Roasting Co.	Logan, UT	Double French Roast	Latin America Blend	12 oz, 1 lb. & 5 lb.	N/A	Both
Caffe Ibs Roasting Co.	Logan, UT	Decaf Peru	Peru	12 oz, 1 lb. & 5 lb.	N/A	Both
Caffe Ibs Roasting Co.	Logan, UT	ANCA Nature Delight	Latin America Blend	12 oz, 1 lb. & 5 lb.	N/A	Both
Calm Waters Coffee Roasters	Bucks County, PA	Honduras	Honduras	8 oz, 5 lb.	\$600, not including	Whole bean

## [Comprehensive Bird Friendly® Roaster Database\\*](#)

A detailed database of Bird Friendly® certified coffee roasters for AZA facilities, including wholesale pricing, shipping details, and benefits offered.

## [Bird Friendly® Database for Vendors & Grocers\\*](#)

A list of available Bird Friendly® coffee products for vendors and grocers, with details listed for each product.

\*Please note: this is a password-protected document. To request access, please contact [BirdFriendly@si.edu](mailto:BirdFriendly@si.edu)