

A LEADER'S GUIDE TO BIRD FRIENDLY® COFFEE



Smithsonian Conservation Biology Institute
Migratory Bird Center

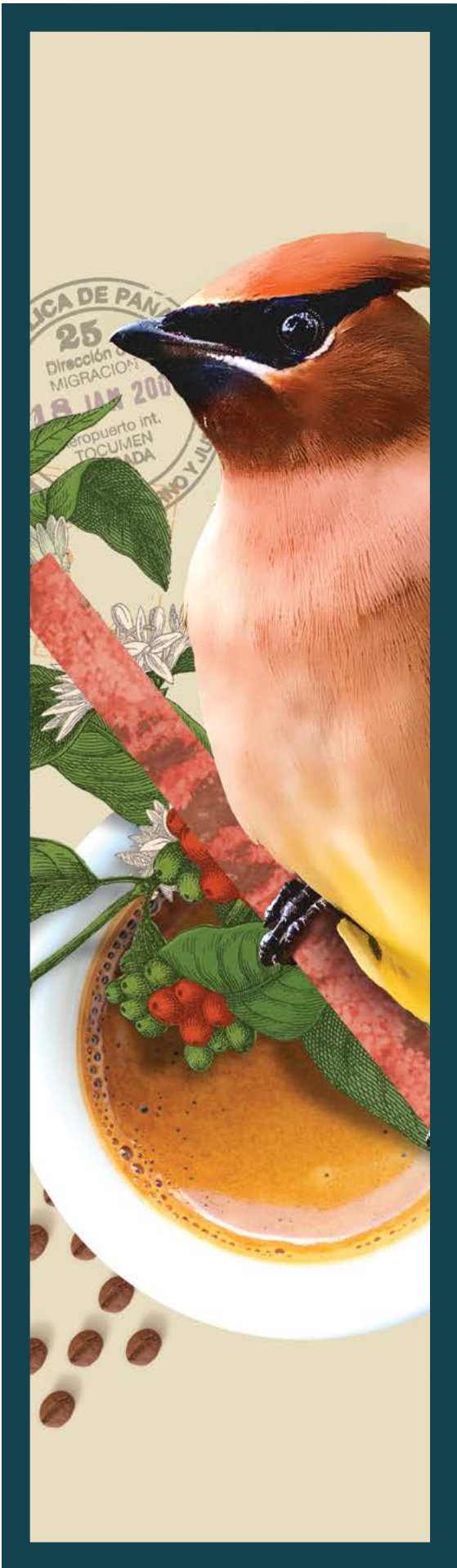


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**CONSERVATION
GRANTS FUND**
Association of Zoos & Aquariums

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SAFE
**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.

A LEADER'S GUIDE TO BIRD FRIENDLY® COFFEE

Introduction

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

This Leader's Guide to Bird Friendly® Coffee toolkit is specifically designed for zoo and aquarium directors, executives, and leaders who are considering a switch to Bird Friendly® coffee. It is part of a greater AZA-Bird Friendly® toolkit, the contents of which were informed by conversations with AZA staff, as well as feedback from over 1,500 AZA visitors and 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.

It is recommended that you begin by referencing *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 background information on the Bird Friendly® certification standard and program.

A Leader's Guide to Bird Friendly® Coffee toolkit contains the following additional resources:

- A summary of the Smithsonian Migratory Bird Center's AZA visitor survey results, which demonstrate growing support for Bird Friendly® certified coffee within the AZA community
- An overview of current Bird Friendly® practices within AZA, including a spotlight on successful AZA-Bird Friendly® partnerships within AZA

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



THE CASE FOR BIRD FRIENDLY®

AZA Visitor Survey Results

As part of the Proudly Serving Biodiversity project, the Smithsonian Migratory Bird Center conducted a survey of over 1,500 zoo and aquarium supporters representing 179 facilities to better understand their knowledge of and support for sustainably-sourced products, including Bird Friendly® certified coffee.

LEADERSHIP IN CONSERVATION

The results showed what zoos and aquariums have long understood—supporters are environmentally conscious consumers who see zoos and aquariums as a trusted source of information on ways to engage in conservation.

90%

were interested in supporting wildlife conservation through their shopping habits.

89%

would consider purchasing a product that their zoo or aquarium recommended as a way to help wildlife.

90%

would be more likely to purchase something from their zoo or aquarium's shops if they knew their purchase directly supported wildlife conservation.

CONSERVATION-MINDED CONSUMERS

When asked about Bird Friendly® coffee, zoo and aquarium supporters were clear—they were interested in purchasing it, and wanted to see it at their favorite facility.

88%

of respondents would like to see Bird Friendly® coffee sold at their zoo or aquarium.

79%

would purchase Bird Friendly® coffee at concessions, if it were available.

70%

would purchase Bird Friendly® coffee, if it was found in gift shops.



**+\$1.07/
CUP**
**+\$2.17/
12 OZ BAG**

**RESPONDENTS ARE
WILLING TO PAY MORE
FOR BIRD FRIENDLY®
CERTIFIED COFFEE**

In their own words, here's what supporters had to say about Bird Friendly® coffee:

“Our zoo would likely have much better sales in the gift shop if they sold and advertised products like this. I would be much more willing to at least stop and shop, if not purchase something!”

“Because of this survey, I will do more research online about Bird Friendly® coffee and share what I find with family and friends.”

“Wondering why it took so long to hear about this. It seems quite important!!”

“The zoo is an appropriate place to highlight conservation measures and to serve products from those efforts. If explained, the higher cost of coffee would not be a problem.”

“Love to try the product at my zoo.”

“Thank you for educating me on Bird Friendly® coffee. It will be our first choice of coffee going forward.”

“I would definitely buy this coffee when going to the zoo or aquarium. Especially if there is a nice little exhibit or information station next to the stall.”

For more information on the AZA-Bird Friendly® Visitor Survey, including comprehensive results, please e-mail BirdFriendly@si.edu.

CURRENT BIRD FRIENDLY® PRACTICES WITH AZA

Support for Bird Friendly® coffee is growing throughout AZA

100%

of the 45 institutions surveyed through the “Proudly Serving Biodiversity” project said they could support the message “Drink Bird Friendly®.”

SAFE®

SAVING ANIMALS FROM EXTINCTION

NORTH AMERICAN SONGBIRDS

The SAFE North American Songbird program has drafted a [letter of support](#), calling for increased availability of Bird Friendly® certified coffee to zoos and aquariums, through vendor channels.

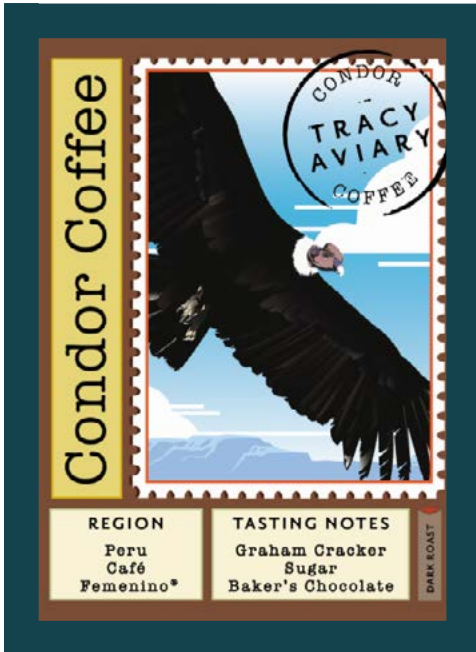
CONVERSATIONS ARE UNDERWAY

with multiple additional facilities, as well as with AZA leadership, to uncover more ways to connect the AZA community to Bird Friendly® certified coffee.

Several AZA facilities are already successfully selling and supporting Bird Friendly® certified coffee

- **Wildlife Conservation Society** exclusively sells Birds & Beans Bird Friendly® certified coffee at all their five New York facilities.
- **The Smithsonian’s National Zoo and Conservation Biology Institute** sells Chesapeake Bay Roasting Company’s Bird Friendly coffee by-the-cup and in retail locations. Chesapeake Bay’s Bird Friendly roasts feature the Baltimore oriole and cerulean warbler—two migratory species that can be spotted in the region. The National Zoo has hosted Chesapeake Bay Roasting Company at multiple events, where they have served coffee samples and educated guests about their coffee.
- **Tracy Aviary** sells multiple varieties of Caffe Ibis’s Bird Friendly® certified coffee. They have also established a partnership where the Aviary receives \$0.20 for each pound of Caffe Ibis’s “Condor Coffee” sold, which directly goes to the Tracy Aviary Conservation Committee.
- **Naples Zoo** sells Java Planet coffee by the cup. Naples began selling coffee for the first time in 2021; sales growth has been substantial, with an increase of 240% from April to July.
- **Cosley Zoo** began selling Dean’s Beans coffee in gift shops in early 2021.
- **Brandywine Zoo** has partnered with local roaster Brandywine Coffee Roasters to sell a co-branded, Bird Friendly® certified coffee. This coffee is available for sale at their zoo, and in retail and cafe locations in the surrounding region, with \$2 from every coffee bag sold going to conservation efforts at Brandywine Zoo.
- **Lehigh Valley Zoo** has partnered with local roaster Calm Waters Coffee to bring Bird Friendly® to their facility. This coffee is featured in a revenue-generation education program focused on environmentally-friendly consumer choices, titled “Coffee, Chocolate, and Critters.”

AZA-Bird Friendly Spotlight



Tracy Aviary

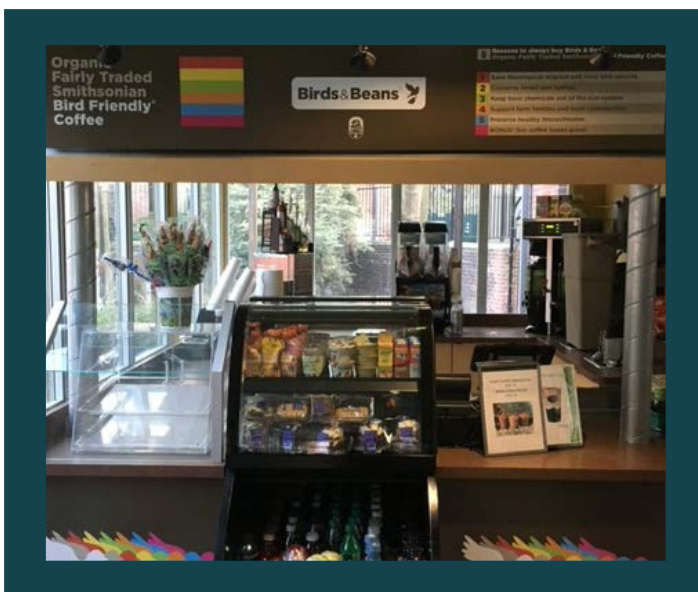
Tracy Aviary began working with Caffe Ibis coffee company to sell Bird Friendly® certified coffee in 2017. The idea of a partnership came together in mutual fashion, built on a shared interest for bird conservation.

In building out the partnership, Caffe Ibis and Tracy Aviary discussed the creation of a “cause coffee” that donated a portion of sales directly to conservation. From there, Condor Coffee, a special Tracy Aviary blend, was born. For every pound of Condor Coffee sold, Caffe Ibis donates \$0.20 back to the Aviary, in support of California condors. Today, Condor Coffee isn’t just sold at the Aviary—it can also be found in local grocery stores and cafes, and is one of Caffe Ibis’ most popular coffee selections. In 2019, over 4,000 pounds of Condor Coffee were sold at Tracy Aviary and other retail locations, netting a donation of approximately \$1,000 for condor conservation!

Condor Coffee label photo, courtesy of Caffe Ibis

Wildlife Conservation Society

Wildlife Conservation Society was among the first AZA facilities to exclusively sell Bird Friendly® certified coffee. In February 2018, Central Park Zoo began working with Bird Friendly® certified roaster Birds & Beans coffee at their café. Since then, Wildlife Conservation Society has migrated to exclusively selling Birds & Beans Bird Friendly® certified coffee at all four of their New York City zoos, as well as their New York Aquarium. Wildlife Conservation Society’s switch to Bird Friendly® has been met with a high level of customer satisfaction, with over 3,330 pounds of coffee purchased in 2019.



Photos provided by Birds & Beans Coffee, featuring their Central Park Zoo coffee station set-up

AZA-Bird Friendly Spotlight

Brandywine Zoo

Brandywine Zoo is one of the newest zoos to show their support for Bird Friendly® certified coffee. Soon after joining the North American Songbird SAFE program in the spring of 2021, Brandywine realized that there were no Bird Friendly® certified roasters in their home state of Delaware, or within a 50 mile radius of their zoo. With help from SMBC's team, they began contacting local coffee roasters to initiate discussions around joining the Bird Friendly® program. Within a few weeks, Brandywine Zoo had established a partnership with local coffee roaster Brandywine Coffee Roasters and their affiliated Brew Ha Ha cafes to roast and sell Bird Friendly® coffee.

In July 2021, Brandywine Coffee Roasters launched a new line of Fair Trade, Bird Friendly® coffee available for purchase on their website, at Brew Ha Ha cafes, and at Brandywine Zoo's Zootique gift shop. Two dollars from every bag sold go towards the Brandywine Zoo's conservation programs.



Curator of Education and Conservation Jacque Williamson with Kevin Aquino of Brandywine Coffee Roasters at a tasting station during an evening event at the Brandywine Zoo.

Photos provided by Brandywine Zoo



Brandywine Coffee Roasters' artist selected the American kestrel for the bag logo in honor of the Brandywine Zoo's American kestrel nest box monitoring program in Delaware.