

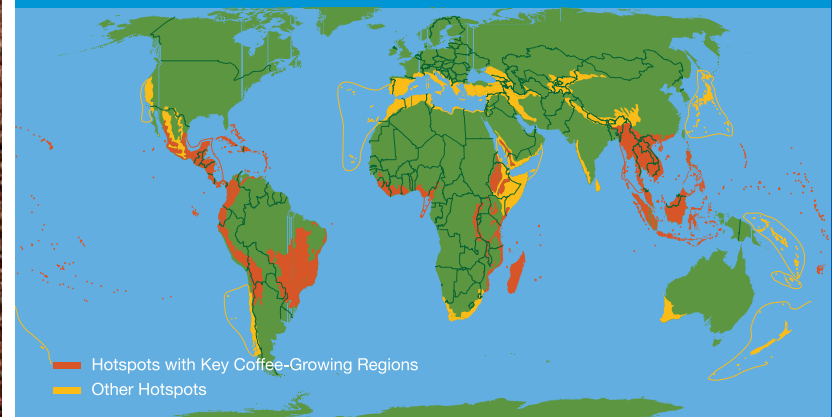


coffee and freshwater conservation

Most of the world's key coffee-growing regions are the same areas where biological diversity is richest and most threatened by the combined effects of deforestation and climate change. Recognizing this overlap, CI and Starbucks began working together in 1998 to develop a field model for coffee production that maintains ecosystem services and protects biodiversity.

In 2003, CI and Starbucks joined forces to design Coffee and Farmer Equity (C.A.F.E.) Practices – a set of environmentally, socially, and economically responsible coffee buying guidelines. The program since has grown to include an increasing number of growers across 4 continents in 20 countries, 16 of which overlap with biodiversity hotspots.

CI and Starbucks Shared Geographies



To evaluate progress toward achieving widespread adoption of best practices in coffee production, CI and Starbucks began an assessment of the C.A.F.E. Practices program in 2008. C.A.F.E. Practices includes an extensive water component at 2 stages in the coffee value chain:

1. Cultivating, growing and harvesting coffee using methods that avoid adverse impacts on water resources.
2. Minimizing the amount of water used and consumed, as well as preventing water pollution, in the processing of coffee beans.

The preliminary results of the assessment are that over half of farms maintained buffer zones along all water bodies and more than three-quarters were not applying agrochemicals within 10 meters of water bodies. Additionally, by developing better ways to process, nearly three-quarters of producers managed wastewater to ensure no negative impacts on rivers, lakes and streams. Supplemental field surveys in Guatemala showed that farmers participating in C.A.F.E. Practices were more likely to see an improvement in water quality than those not participating in the program. Over time, Starbucks aims to increase adoption of these water management practices even further.

Farmers can see real benefits when they make choices to more responsibly and sustainably care for their land and water. By planting trees along rivers and streams and using fewer pesticides and controlling erosion, they are restoring the natural landscape and providing rich habitats for birds and animals. Intact forests filter water naturally and keep the soil healthy, which provides protection against mudslides that can strip the land of valuable nutrients.

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