

EDUCATION & OUTREACH TOOLKIT:

SUPPORTING THE DRINK BIRD FRIENDLY® MESSAGE



Smithsonian Conservation Biology Institute
Migratory Bird Center

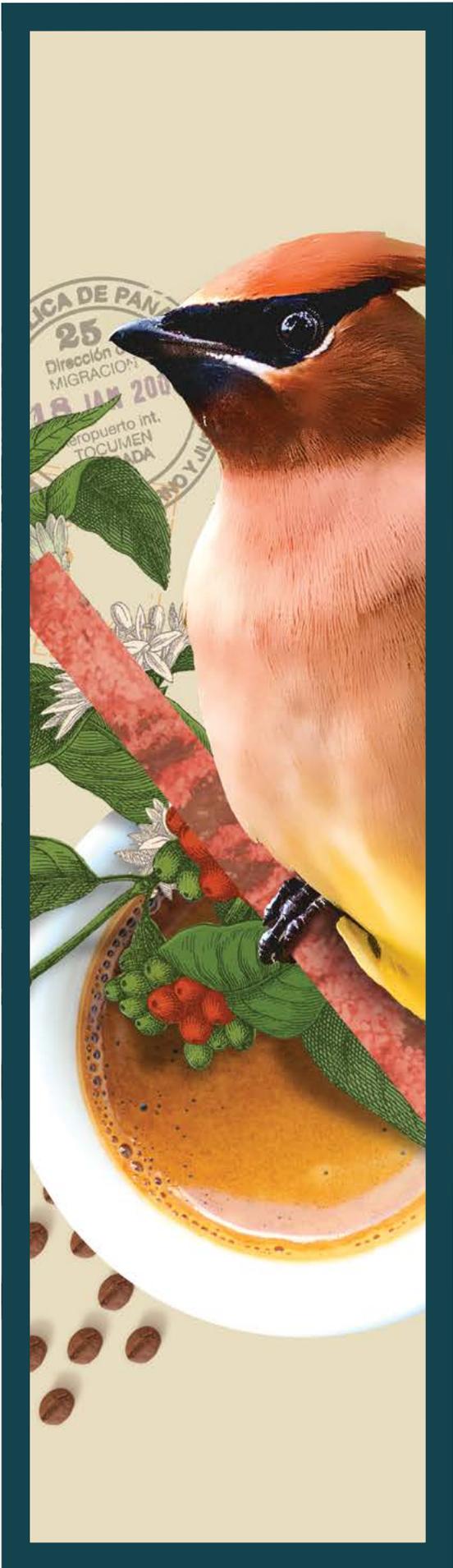


TABLE OF CONTENTS

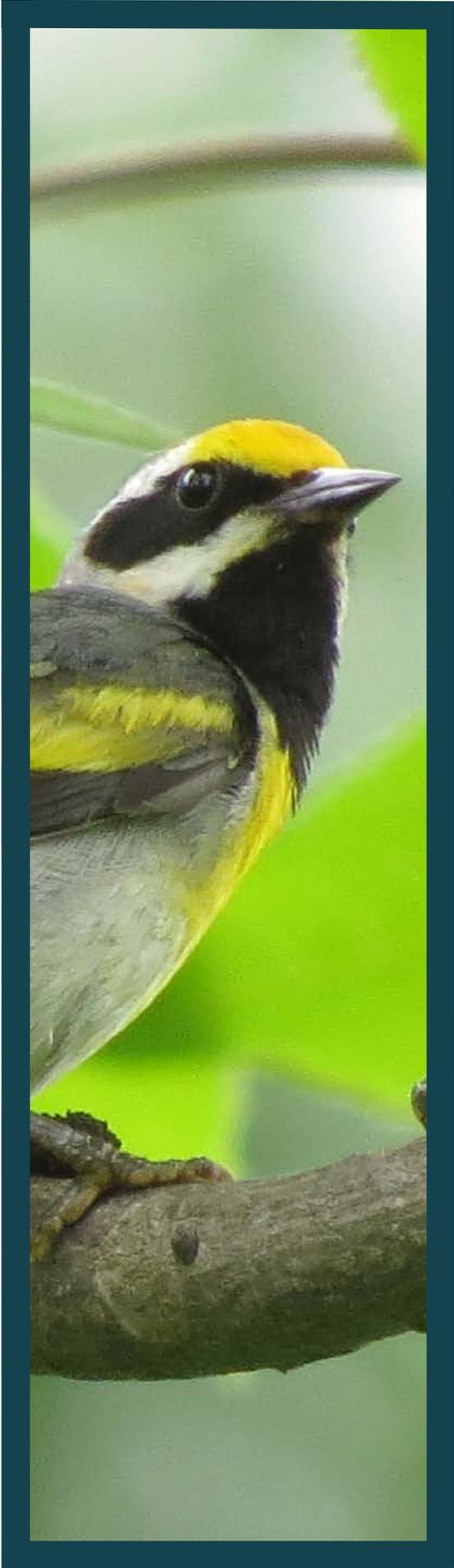
- Introduction 3
- Bird Friendly® Activities for AZA Facilities..... 4
- Bird Friendly® FAQs for Educators & Interpreters..... 6
- Where Bird Friendly® Coffee is Grown 8
- Setting Up a Bird Friendly® Coffee Tasting 9
- Where to Buy Bird Friendly® Coffee..... 11
- Species Protected by Bird Friendly® Farms 12
- Bird Friendly® Exhibit Signage 13
- Activating Supporters to Request Bird Friendly® 14
- Bird Friendly® Social Media 16
- “Drink Bird Friendly®” Card, QR Code 17

**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.

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.



EDUCATION & OUTREACH

Introduction

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

This Education & Outreach: Supporting the “Drink Bird Friendly® Message” toolkit is specifically designed for educators and communicators 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 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 basic information about the Bird Friendly® certification standard and program.

The Education & Outreach: Supporting the “Drink Bird Friendly® Message” toolkit contains the following additional resources:

- Bird Friendly® Activities for AZA Facilities
- Bird Friendly® FAQs for Educators & Interpreters
- A range map of countries where Bird Friendly® coffee is grown
- A guide to setting up a Bird Friendly® coffee tasting at your facility
- A guide on messaging where to buy Bird Friendly® coffee
- Highlighted bird species that can be found on Bird Friendly® coffee farms
- Examples of exhibit signage about Bird Friendly® coffee
- How to activate supporters to request Bird Friendly® coffee in your community
- Sample Bird Friendly® social media posts and related assets
- A “Drink Bird Friendly®” card, for supporters to request Bird Friendly® in their community
- Drink Bird Friendly® QR Code

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

BIRD FRIENDLY® ACTIVITIES FOR AZA FACILITIES

Bird Friendly® coffee can easily integrate into your existing education programs or daily in-park interpretation. Below are some examples of activities and activations designed to educate and engage your guests in the “Drink Bird Friendly®” message. Use the *“About Bird Friendly®: Key Messages for AZA Facilities”* document, found in *The Essential Bird Friendly® Toolkit* to guide your messaging during these activities.

Host a Bird Friendly® coffee tasting

Coffee tastings are an excellent way to introduce your guests to the Bird Friendly® certification— they raise general awareness on the program while giving guests the opportunity to sample Bird Friendly® roasts. Tastings can be held during events and programs, or can be set up as an interpretive cart or table. Many Bird Friendly® roasters are willing to donate coffee for an in-park tasting. Some may even come out to your facility to host a tasting during an event!

Check out the “Setting Up a Bird Friendly® Coffee Tasting” document for a more detailed overview on how to set up a tasting for your facility.

Paint with Bird Friendly® coffee grounds

While it’s not recommended that you serve coffee to your youngest visitors, there are still ways for children to connect to Bird Friendly®. Add a splash of water to used coffee grounds to create a natural watercolor paint that children can use to paint pictures of their favorite birds. This is a great activity to pair with a Bird Friendly® coffee tasting, as grounds will be readily available!

Materials needed: paper, paintbrushes, small reusable cups or jars, used coffee grounds, water, clothespins and line (for hanging up artwork to dry).

Decorate coffee sleeves

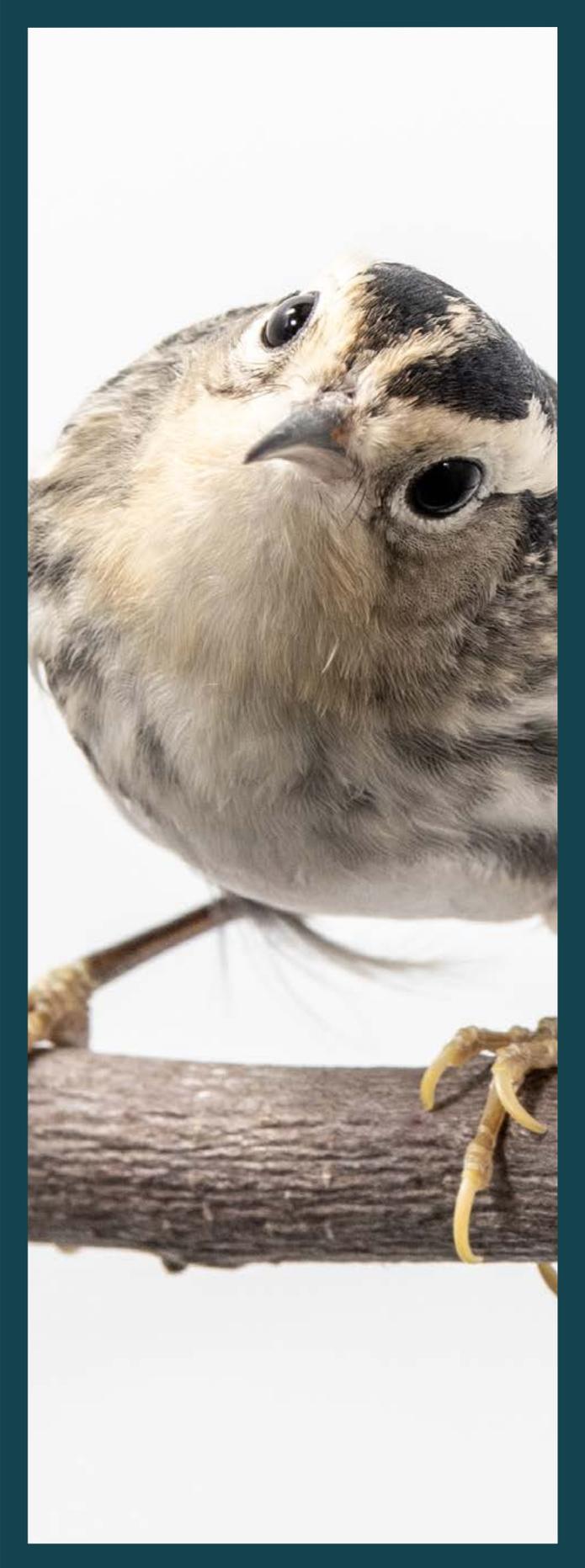
Another way to engage younger visitors in Bird Friendly® coffee is to set up a coffee sleeve decoration station. Children can use stamps, stickers, markers or stencils to customize their own coffee sleeve, which can be shared with parents or caregivers. Facilitators can either provide blank coffee sleeves or cardstock outlines which can be cut and folded to create the coffee sleeve. Facilities can even host a competition for young artists to design a Bird Friendly® coffee sleeve specific to their zoo or aquarium!

Materials needed: blank coffee sleeves or templates, art materials (markers, stickers, stamps and stamp pads, etc.).

Explore the difference between sustainability certifications

The Bird Friendly® certification may be new to your guests, and it can be helpful to explore the differences between Bird Friendly® and other commonly known sustainability certifications, like Rainforest Alliance, Organic, or Fair Trade. One example of how this can be done is through a felt board matching game, where participants can match certification descriptions to sustainability certification logos. Reference *“The Bird Friendly® Gold Standard - Certification Overview”* document in *The Essential Bird Friendly® Toolkit* for background information on sustainability certifications.

Materials needed: variable, but could include a felt board, laminated photos of commonly known sustainability certifications with velcro backing, and laminated descriptions or key phrases associated with certifications with velcro backing.



Set up a “Drink Bird Friendly®” pledge board

Pledge boards are a great way to show your community’s commitment to making the switch to Bird Friendly® coffee. At the top of a large piece of butcher paper, dry erase board, or other blank surface, write “[YOUR ZOO/ AQUARIUM/MUSEUM’S NAME] is Making the Switch to Bird Friendly® Certified Coffee.” Then, encourage guests to fill out a themed paper cut-out (like a bird or coffee cup) with their name and commitment to “Drink Bird Friendly®” and tape each commitment to your surface. If available, provide a “Drink Bird Friendly®” sticker or coupon for Bird Friendly® coffee at your facility as an incentive.

Materials needed: large blank surface (e.g. butcher paper, dry erase board), blank themed paper cut-outs, pens or markers, tape or glue, coupons or stickers (if available).

Create a “Why birds are important to me” mural

This activity requires some artistic skill! To begin, draw a Bird Friendly® farm habitat on a large poster or piece of butcher paper and print blank outlines of different migratory birds found on coffee farms. Encourage guests to write why birds are important to them on bird outlines, then decorate their bird and add it to the habitat. Guests may also help color in or add details to the habitat image.

Materials needed: a large sheet of paper, writing and coloring utensils (markers, colored pencils, and crayons work best), blank migratory bird cut-outs, tape or glue.

Host a latte art competition

Engage your local coffee community with this activity! Invite local baristas to come to your facility for a latte art competition, using Bird Friendly® certified coffee. Provide the theme of “wildlife conservation” as inspiration for their art. Use special guest judges (such as curators or keepers) or take photos of the art and post them to social media to allow your guests to select the winner. If possible, provide a prize (such as free tickets or animal art) for your winner. This activity is best-suited for an event or formal program.

Materials needed: speak with your local baristas to determine what is needed to best organize this activity.

FREQUENTLY ASKED QUESTIONS

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 addressing frequently asked questions about 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 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. And all bags of Bird Friendly® coffee are 100% pure, meaning every bean in a bag of certified coffee is grown in a way that protects habitat for birds and other wildlife.

How do I know if the coffee I buy is Bird Friendly?®

Look for the Smithsonian Bird Friendly® seal on the product packaging:



What distinguishes Bird Friendly® coffees from other coffees?

Bird Friendly® coffee flies above the rest by ensuring a combination of canopy cover and tree diversity proven to provide quality habitat for birds and other wildlife. Bird Friendly® coffees are also certified organic, meaning they are grown without pesticides, which is better for people and for the planet. And, 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.

What is the difference between the Bird Friendly® certification and the Rainforest Alliance certification?

There are three main differences between the Rainforest Alliance certification and the Bird Friendly® certification.

MORE STRINGENT SHADE CRITERIA

The Bird Friendly® certification requires farms to have a canopy height of at least 12 m, a shade canopy so dense that it filters 40% of the sunlight, and at minimum of ten tree species and three canopy layers. These stringent criteria ensure that Bird Friendly® certified farms provide quality habitat that rivals undisturbed forests. While the Rainforest Alliance provides guidelines for shade cover, they are less stringent and, notably, there is no core requirement for shade coverage during initial certification.

ORGANIC CERTIFICATION

Bird Friendly® certified products are USDA Organic certified, which means farms do not use chemicals, whereas Rainforest Alliance certified products are not required to be USDA Organic and can use certain pesticides, herbicides, etc. on their farms. These can negatively impact birds.

PRODUCT PURITY

The Bird Friendly® certification requires 100% product purity in order for the certification label to be used on products, while Rainforest Alliance certification requires 90% of the product to meet their criteria as the minimum standard.

What are the benefits of Bird Friendly® for farmers?

By buying or sourcing Bird Friendly®, you support farmers, incentivizing them to continue to protect vital forest habitats rather than convert to less sustainable practices. By growing coffee under Bird Friendly® standards, farmers can supplement their incomes through secondary sources such as fruit from fruit trees, timber products, and eco-tourism. 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.

How does Bird Friendly® coffee relate to climate change?

According to a report from the International Center for Tropical Agriculture, under current climate predictions, about half of the world's coffee producing land will be unsuitable for growing coffee by 2050. The forested habitat found on Bird Friendly® certified farms makes them more resilient to climate emergencies, like landslides or severe storm damage. In preserving trees and forests, Bird Friendly® farms also help combat climate change by sequestering carbon.

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. A list of Bird Friendly® certified coffee farms can be found at drinkbirdfriendly.com.

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 coffees 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!

Why does Bird Friendly® coffee taste better than conventional coffees?

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!

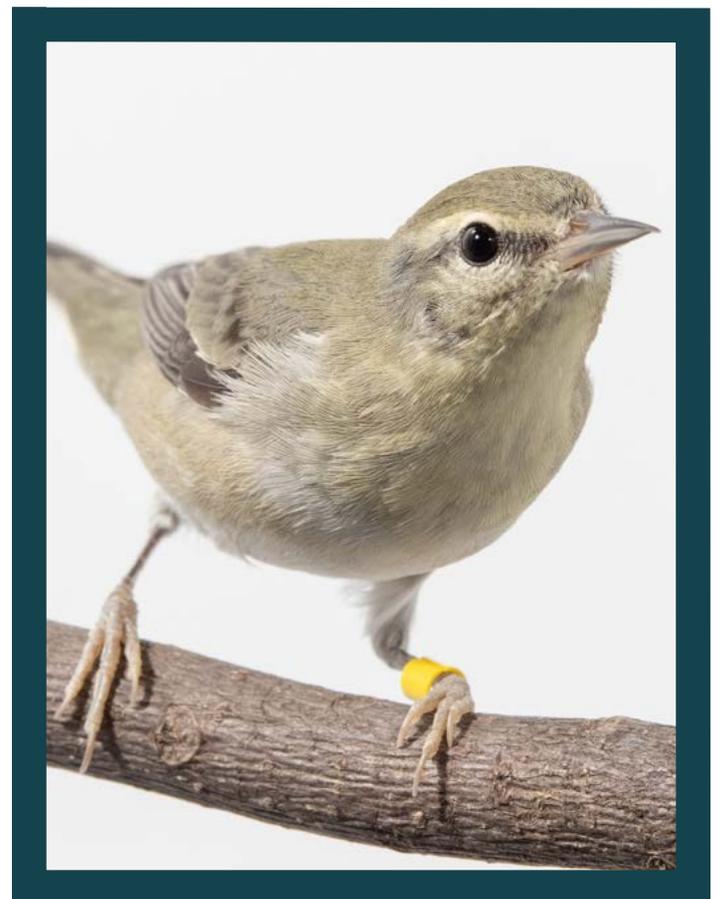
Where can I purchase Bird Friendly® coffee?

Right here at our facility! We're proud to sell Bird Friendly® certified coffee by the cup and/or container.

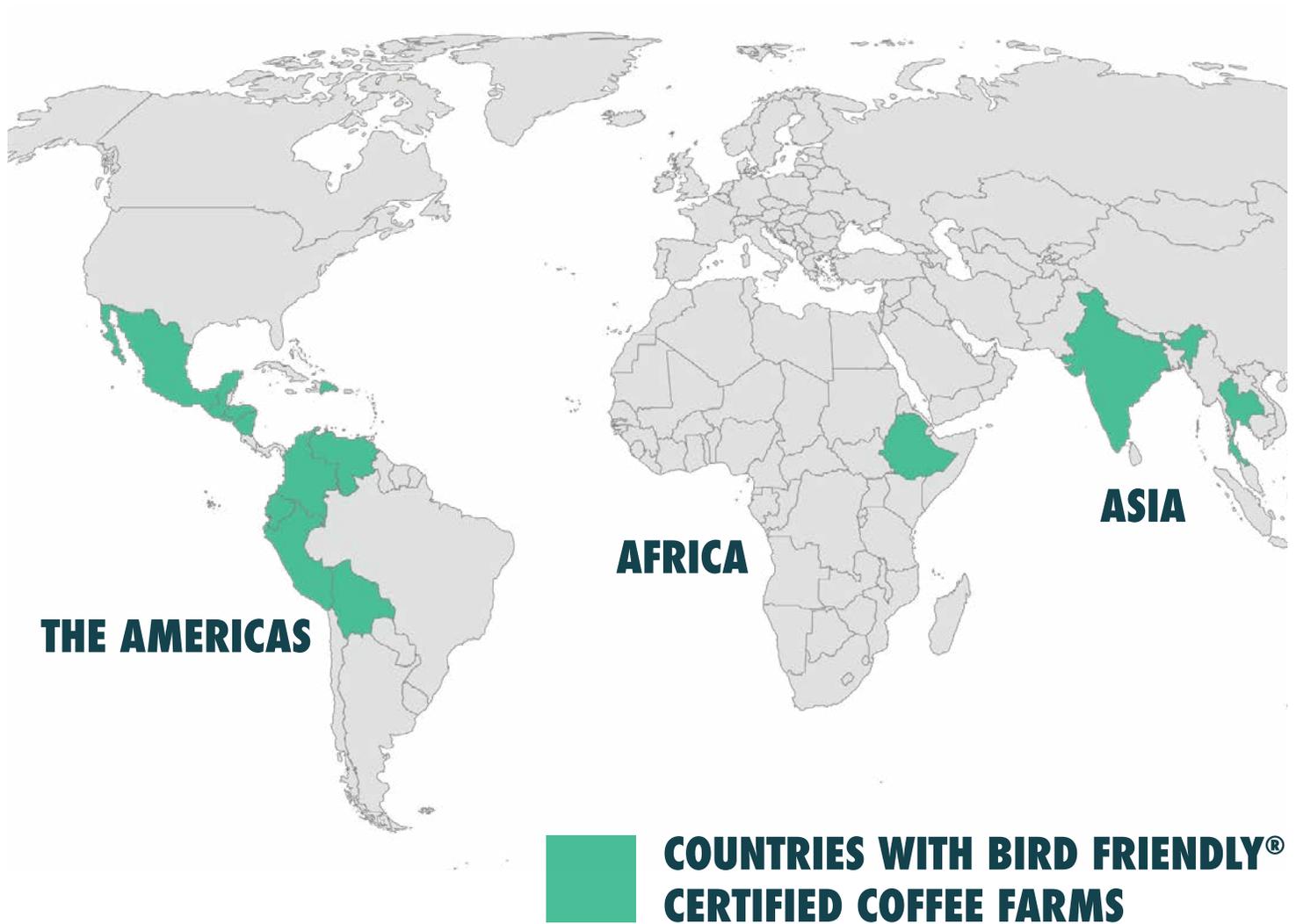
[PROVIDE DETAILS ON YOUR FACILITY'S BIRD FRIENDLY® COFFEE, SUCH AS WHERE IN THE ZOO OR AQUARIUM IT CAN BE PURCHASED, WHICH ROASTER IT'S FROM, ANY TASTING NOTES, OR OTHER RELEVANT DETAILS.]

You can find more information on Bird Friendly coffee, including where it can be purchased, at drinkbirdfriendly.com.

For more information on the Bird Friendly® program, including a comprehensive overview of Bird Friendly® coffee certification criteria, please reference the [Bird Friendly® Certification Overview](#).



WHERE BIRD FRIENDLY[®] COFFEE IS GROWN



SETTING UP A BIRD FRIENDLY® COFFEE TASTING

Coffee tastings can be a great way to introduce your guests to Bird Friendly®. They can also provide an excellent platform for educating your guests about the certification and helping to overcome barriers (like “Will I like how it tastes?”) that may get in the way of making a switch to Bird Friendly®. Bird Friendly® coffee tastings have also been proven to increase coffee sales! The information below provides a general guideline on how to set up a Bird Friendly® coffee tasting at your facility. Use the *“About Bird Friendly®: Key Messages for AZA Facilities”* document, found in *The Essential Bird Friendly® Toolkit* to guide your messaging during the tasting.

Getting Started

SELECT ONE OR TWO BIRD FRIENDLY® COFFEES FOR YOUR TASTING.

If you’re currently selling Bird Friendly® coffee at your facility, this choice is easy! You can support your facility’s sales of Bird Friendly® while spreading the “Drink Bird Friendly®” message by offering up samples of your Bird Friendly® coffee. If the coffee roaster you’re working with is local to your zoo or aquarium, you can also invite them to host a promotional tasting at your facility. Roasters have a deep knowledge of the coffee they are selling and can be a great asset in promoting Bird Friendly® coffee to your guests. If your facility is not currently selling Bird Friendly® certified coffee, you can use the *Bird Friendly® Roasters for AZA database*, found in *The Essential Bird Friendly® toolkit*, to select a coffee. Several roasters expressed an openness to donating coffee for educational events and tastings. If you’re working with a local Bird Friendly® roaster, they may even want to join you on-site for the tasting!

DETERMINE HOW YOU’LL BREW YOUR COFFEE.

Ask your concessions team to borrow coffee brewing equipment, or see if they can brew the coffee for you. Air pots are best for serving during the tasting. If concessions teams are not able to assist, borrow coffee brewing equipment from your office or purchase a French press and electric kettle to brew coffee during your tasting. If a local Bird Friendly® roaster will be at your tasting, they may be able to bring brewing equipment.

SOURCE YOUR MATERIALS.

The checklist on this page outlines the priority items you will need to host your coffee tasting. Use your best judgment in purchasing quantities, given your expected attendance at the tasting.

STATION SET-UP:

- Table
- Tablecloth
- Compost bin or trash can
- Access to electricity
- Cooler filled with ice, or access to refrigeration

FOR BREWING:

- Bird Friendly® certified coffee, ground
- Air pots (at least 2)
- Method for coffee brewing (e.g. French press, drip coffee maker) and all necessary accessories (e.g. filters, measuring spoons)
- Water
- Method for heating water (if necessary)

FOR TASTING:

- 4 oz. hot beverage tasting cups
- Coffee stirrers
- Milk and/or creamer (be sure to include a plant-based creamer)
- Sugar
- Low-calorie sweetener
- Napkins

FOR EDUCATING:

- Bird Friendly® promotional items (e.g. postcards, stickers—available by request)
- Bird Friendly® Infographic*
- “Request Bird Friendly®” cards*

Review Bird Friendly® Materials

Provide “*About Bird Friendly®: Key Messages for AZA Facilities*” and “*Bird Friendly® FAQs for Educations & Interpreters*” documents to anyone working at the coffee tasting. Read up on the Bird Friendly® coffee you’re serving—be sure to note things like origin, tasting notes, and where the coffee can be purchased in the community. Know where Bird Friendly® coffee can be purchased within your facility and if there are any discounts available for guests who participate in the tasting.

During the Tasting

- **SET UP YOUR STATION AND BEGIN BREWING COFFEE.** Ensure you leave enough time to brew coffee prior to the start of your event—brewing times may vary, depending upon method. Display Bird Friendly® promotional materials and signage to attract guests to your station.
- **SERVE BIRD FRIENDLY® SAMPLES TO YOUR GUESTS.** It’s best for your team to pour the coffee, then hand it to guests to dress how they’d like. While guests are dressing and tasting their coffee, talk to them about the Bird Friendly® program and answer any questions they may have about the coffee.
- **CONTINUE BREWING THROUGHOUT THE EVENT.** Have at least two air pots or carafes of coffee during the event, so there is always one available if the other is being refilled.
- **ENCOURAGE GUESTS TO “MAKE THE SWITCH TO BIRD FRIENDLY® CERTIFIED COFFEE.”** Talk about your facility’s relationship to Bird Friendly® and what it means for habitat conservation on coffee farms. Encourage guests to join your facility in making the switch to Bird Friendly® certified coffee. Provide Bird Friendly® promotional items (e.g. stickers, postcards) as visual prompts before guests leave the station.

After the Tasting

- **CLEAN UP ALL MATERIALS.** Coffee grounds, filters, and napkins, as well as some cups and stirrers, can be composted, if services are available. Return all borrowed materials, as well.
- **SAFELY STORE ALL NON-PERISHABLE EXCESS MATERIALS.** Coffee filters, tasting cups, sweeteners, stirrers, and napkins can be stored alongside promotional materials and signage in an airtight bin. Be mindful of coffee shelf life and “best by” dates, if there are excess, unused coffee grounds after the tasting.

- **EVALUATE THE TASTING’S SUCCESS.** Meet with your team to discuss what went well during your tasting, and what can be improved for next time. Store a copy of your notes alongside extra materials, so they can be easily accessed for future programs.



WHERE TO BUY BIRD FRIENDLY® COFFEE

When guests are ready to make the switch to Bird Friendly® coffee, a critical piece of information they need to know is where to buy their coffee. Knowing where to purchase Bird Friendly® can be the difference between taking a one-time action or engaging in sustained conservation behavior.

Below are some options on where to direct guests looking to purchase Bird Friendly® coffee. It's best to provide one or two clear, specific ways for your guests to purchase Bird Friendly®—providing multiple options can lead to confusion, resulting in a lack of sustained behavior change. Ask how they typically purchase their coffee, then provide the answer that's best-suited to their current purchasing habits.

At Your Facility

If your facility sells Bird Friendly® certified coffee at gift shops or retail locations, encourage guests to purchase their coffee from you! Be sure to know specific details on your facility's Bird Friendly® coffee (Is it in every gift shop, or just one? Where is it found within the gift shop or stand? Which coffee is being sold, and what does it taste like? How much does it cost?). Keep in mind that, while it's very convenient for guests to pick up their first of Bird Friendly® coffee at your facility, it's unlikely that they will come back to your gift shop whenever they are in need of a refill. It's best to supplement this information with where to buy Bird Friendly® coffee outside of your facility, as well.

Online

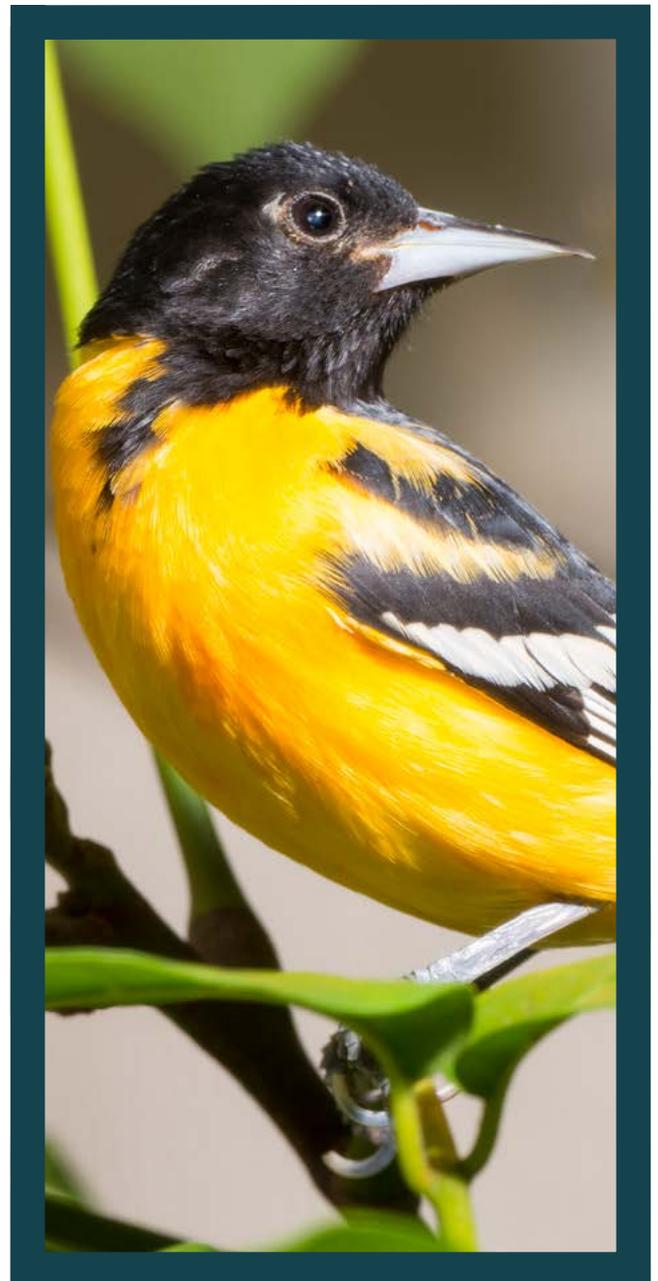
For the most up-to-date resource on where to purchase Bird Friendly® certified coffee, guests can visit drinkbirdfriendly.com. This website provides a list of retailers stocking Bird Friendly® certified coffee, as well as options for purchasing directly online.

If your facility is selling Bird Friendly® coffee from a certain roaster, direct guests to that roaster's website. Provide online ordering details and instructions, as appropriate.

In the Community

It's important to know where Bird Friendly® coffee can be purchased within your community. Drinkbirdfriendly.com provides an overview of retail locations throughout North America where Bird Friendly® coffee can be found. If you're having trouble finding Bird Friendly® certified coffee in your community, use the *"Requesting Bird Friendly® Coffee at Grocers & Shops"* template in the *Retail Operations: Selling & Serving Bird Friendly® Coffee* portion of this toolkit to request Bird Friendly® coffee at a store near you.

If your facility is selling Bird Friendly® coffee from a certain roaster, talk to that roaster to understand where guests can find their product.



SPECIES PROTECTED BY BIRD FRIENDLY® FARMS

Smithsonian Migratory Bird Center researchers have identified dozens of migratory and resident bird species who live within the habitat created by Bird Friendly® certified coffee farms. Here are a few of those species.



Wood Thrush
HYLOCICHLA MUSTELINA
HONDURAS

While the characteristic fluting song of the breeding Wood Thrush is not heard in its wintering range, it is a common but often overlooked bird in coffee understories, where it forages among the dead leaves for insects.



Chestnut-sided Warbler
SETOPHAGA PENNSYLVANICA
GUATEMALA

This small warbler can be found in mixed-species flocks traveling through the canopy above coffee farms where it searches for insects on the underside of shade tree leaves.



Scarlet Tanager
LEIOTHLYPIS PEREGRINA
PERU

A favorite among birdwatchers in North America, these brightly colored tanagers change their plumage to yellow and black while migrating to their winter homes among coffee farms of South America where they eat both insects and wild fruits found in the shade trees above coffee farms.



Golden-winged Warbler
VERMIVORA CHRYSOPTERA
NICARAGUA

The threatened Golden-winged Warbler is found primarily in forests and coffee farms that retain thick vegetation with the characteristic hanging dead leaves that these warblers probe inside for insects. Recent studies show female Golden-winged Warblers are more likely to be found outside of coffee farms while males are more likely to be found within them.



Baltimore Oriole
ICTERUS GALBULA
COLOMBIA

Nectar and pollen from flowering trees found on coffee farms are an important food source for overwintering Baltimore Orioles in Central and South America. This is a symbiotic relationship, as orioles and other birds serve as pollinators for the trees, increasing the production of fuelwood and fruit growing on coffee farms.

To learn more about the birds found on Bird Friendly® farms, visit SMBC's ["Meet the Birds" webpage](#).

BIRD FRIENDLY®

EXHIBIT SIGNAGE

Whether at an exhibit, within the park, or at the location where you'll be selling Bird Friendly® coffee, signage can help tell the story of Bird Friendly® coffee at your facility. Smithsonian Migratory Bird Center studies have shown that, once zoo and aquarium supporters know just a little bit about Bird Friendly® coffee, they overwhelmingly support it—and will pay over a dollar more per cup to buy it!

BIRD FRIENDLY
Smithsonian

YOUR COFFEE IS STRONGER THAN YOU THINK.

Three-quarters of the world's coffee is farmed using practices that leave no place for birds, or worse, actively destroy forest habitat. When forests disappear, birds and other wildlife disappear, too.

BIRD FRIENDLY® COFFEE FARM
Provides habitat for 243 bird species

SUN-GROWN COFFEE FARM
Provides habitat for 61 bird species

Smithsonian Bird Friendly® certified coffee comes from farms that provide good, forest-like habitat for birds and other wildlife. Bird Friendly® is the only coffee that's guaranteed to be 100% shade grown and organic.

Join the movement to Drink Bird Friendly®. Look for the Bird Friendly® seal when purchasing your next cup or bag of coffee.

SAFE
SAVING ANIMALS FROM EXTINCTION
NORTH AMERICAN SONGBIRDS

We support Bird Friendly® certified coffee as a simple, yet impactful way to protect important forest habitat on certified coffee farms.

Included in this section of the toolkit are examples of Bird Friendly® signs currently on display at Naples Zoo, as well as a generic sign template that can be downloaded and used as a Bird Friendly® sign for your zoo, aquarium, or museum.

Naples Zoo Sign Examples

- *Saving Songbirds with the Smithsonian*
- *Shade Grown Coffee Helps Farmers, Birds, and the Land*
- *Is Your Coffee for the Birds?*

General Bird Friendly® Exhibit Signage

- *Download the 8.5"x11" sign*

ACTIVATING SUPPORTERS TO REQUEST BIRD FRIENDLY®

AZA supporters—volunteers, members, guests, and social media followers—are an important asset in building a Bird Friendly® movement in communities across North America. Once these individuals have committed to making the switch to Bird Friendly® themselves, they can be activated to request Bird Friendly® certified coffee from local coffee companies, shops, grocers and other retail locations as ambassadors to the Bird Friendly® program. Below are examples of two different templates that you can share with your supporters to request Bird Friendly® coffee in your community and engage them as Bird Friendly® Ambassadors. Feel free to modify these templates to best suit your perspectives and institutional needs. Also included in this toolkit is a printable copy of a “*Drink Bird Friendly®*” card, which can be customized with your zoo or aquarium’s logo and distributed to supporters.

REQUESTING COFFEE ROASTERS JOIN THE BIRD FRIENDLY® PROGRAM

[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 supporter of **[INSERT ZOO/AQUARIUM/MUSEUM NAME]**, who recently began selling Smithsonian Bird Friendly® certified coffee. As an environmentally-conscious coffee drinker in this community, I’m reaching out to you today to request that you include a certified Bird Friendly® coffee in your product line.

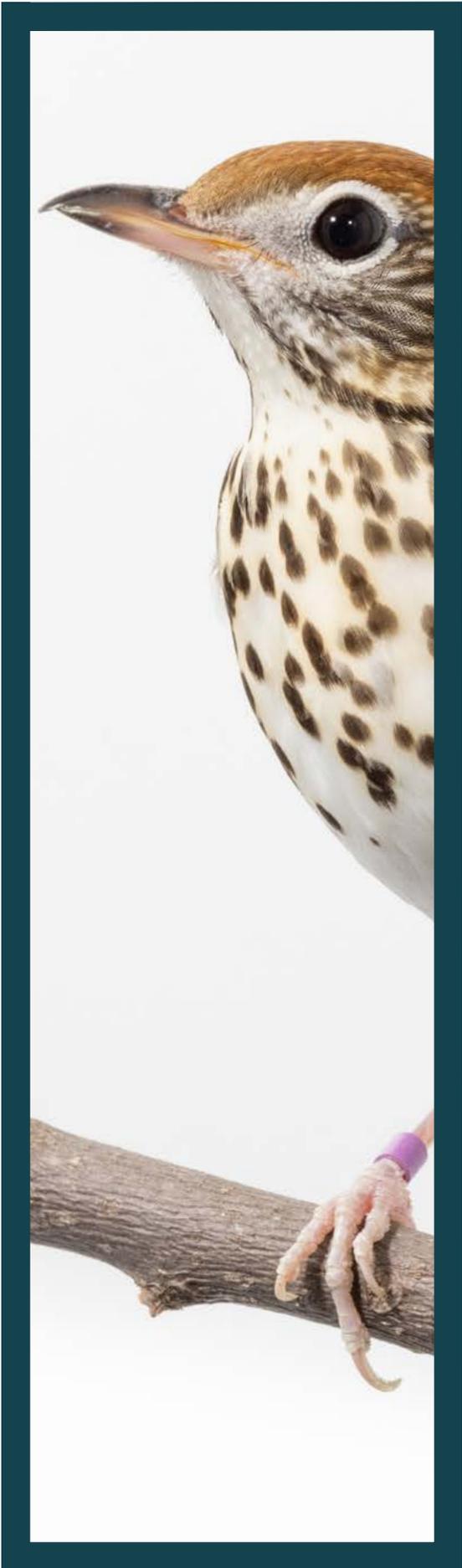
As you may know, Bird Friendly® certified coffee is the gold standard in biodiversity-friendly, shade grown coffee—no other coffee comes close. Unlike other third-party certifications, Bird Friendly® is the only certification that guarantees every coffee bean sold is grown in a way that protects habitat for birds and other wildlife. Each bean comes from USDA Organic farms that maintain strict environmental criteria around canopy cover and tree diversity proven to provide quality habitat for wildlife. 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.

It’s important to me that the products I purchase work to protect habitat and the wildlife that depend upon them. When it comes to coffee, this means buying only Bird Friendly® certified coffee roasts. As a local coffee company committed to high-quality and sustainable coffee, I feel you would be an excellent addition to the Bird Friendly® program!

Becoming a Bird Friendly® certified roaster requires just two simple steps: sourcing Bird Friendly® coffee beans and committing to a licensing agreement with the Smithsonian. I’d be happy to connect you with a member of the Bird Friendly® team to begin these conversations—if this would be of interest to you, **could you please send along the name and contact information of the best person to get in touch with?**

Thank you for considering this idea. I hope to be able to purchase Bird Friendly® certified coffee from you soon!

Best regards,
[INSERT YOUR NAME]



REQUESTING BIRD FRIENDLY® COFFEE AT GROCERS & SHOPS

[Click here to download a copy of this template](#)

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

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

My name is **[INSERT YOUR NAME]** and I'm a supporter of **[INSERT ZOO/AQUARIUM/MUSEUM NAME]**, who recently began selling Smithsonian Bird Friendly® certified coffee. As a loyal **[INSERT STORE NAME]** customer, I'm reaching out today to request that you join them 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 farms that maintain strict environmental criteria around canopy cover and tree diversity proven to provide quality habitat for wildlife. 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.

As an environmentally-conscious consumer, it's important to me that the products I purchase work to protect habitat and the wildlife that depend upon them. When it comes to coffee, this means buying only Bird Friendly® certified coffee roasts.

Stocking Bird Friendly® certified coffee is easy, and does not require any formal agreement. I'd be happy to connect you with a member of the Bird Friendly® team to begin these conversations—if this would be of interest to you, **could you please send along the name and contact information of the best person to get in touch with?**

Thank you for considering this idea. I hope to be able to purchase Bird Friendly® certified coffee from you soon!

Best regards,
[INSERT YOUR NAME]

BIRD FRIENDLY® SOCIAL MEDIA

The Bird Friendly® team encourages you to share your support for Bird Friendly® certified coffee through social media. Use the sample posts, hashtags and assets below to help us create a digital movement for Bird Friendly® certified coffee. Don't forget to tag the Smithsonian Migratory Bird Center in your posts!

Sample Posts

- **[INSERT YOUR ZOO/AQUARIUM/MUSEUM'S NAME]** is proud to support Smithsonian's Bird Friendly® certified coffee—the only certification that guarantees every coffee bean sold is grown in a way that protects habitat for birds and other wildlife.
- We're excited to announce that **[INSERT YOUR ZOO/AQUARIUM/MUSEUM'S NAME]** has partnered with **[INSERT BIRD FRIENDLY ROASTER'S NAME]** to bring Smithsonian Bird Friendly® certified coffee to our facility. There are many shade grown coffees on the market, and it can be overwhelming trying to determine which one is best for wildlife. Bird Friendly® certified coffee maintains the strictest environmental criteria, making it the most biodiversity-friendly coffee on the market—and, the right choice for us as a conservation organization. We hope you'll join us for a cup of Bird Friendly® coffee during your next visit!
- Three-quarters of the world's coffee is farmed using practices that leave no place for birds, or worse, actively destroy forest habitat. When forests disappear, birds and other wildlife disappear, too. That's why we've switched to Smithsonian Bird Friendly® certified coffee. Bird Friendly® coffee habitat flies above the rest by ensuring a combination of foliage cover, tree height, and biodiversity proven to provide quality habitat for birds and other wildlife living on coffee farms. Join us in choosing to #DrinkBirdFriendly®!
- Making the switch to Smithsonian's Bird Friendly® certified coffee is an easy way to protect wildlife habitat on coffee farms. It's never been easier to become a supporter of Bird Friendly® coffee—just look for the Bird Friendly® seal when purchasing your next cup or bag of coffee (hint: you can find it at our **[ZOO/AQUARIUM/MUSEUM!]**)

Hashtags

- #DrinkBirdFriendly
- #ProudlyServingBiodiversity

Images

The Bird Friendly® team has created a folder of images that you are welcome to use in your posts about Bird Friendly® certified coffee. The folder contains images specifically sized for Facebook, Instagram, and Twitter. Note: Please read through the social media guide before posting. [Click here to access this folder.](#)

Videos

In addition to images, the Bird Friendly® team has three videos that can be used on social media. Click the links below to access and download a copy of each video.

- [What is Bird Friendly® Coffee? \(0:34\)](#)
- [Drink Bird Friendly® \(0:14\)](#)
- [Drink Bird Friendly® \(GIF\)](#)

Tag SMBC!

 @MigratoryBirdCenter

 @SMBC



DRINK BIRD FRIENDLY® CARD & QR CODE

One of your customers wants to buy Bird Friendly® Coffee

Is the coffee you buy, roast, or sell saving wildlife? Smithsonian Bird Friendly® certified coffee is the gold standard in biodiversity-friendly shade grown coffee. Find out how you can join our community's growing movement to Drink Bird Friendly® at drinkbirdfriendly.com.

[Bird Friendly® Request Card](#)

The Bird Friendly® Request Card can be printed and distributed to guests who are interested in requesting Bird Friendly® coffee from their favorite roaster, grocer or shop.

To request physical copies of these cards, please contact BirdFriendly@si.edu.



[Bird Friendly QR Code](#)

Use the Bird Friendly® QR code as an easy way to direct your guests to drinkbirdfriendly.com, where they can buy Bird Friendly® certified coffee online, or find a local retailer.