

INSTIGATING INSTITUTIONAL CHANGE: MAKING THE SWITCH TO BIRD FRIENDLY®



Smithsonian Conservation Biology Institute
Migratory Bird Center

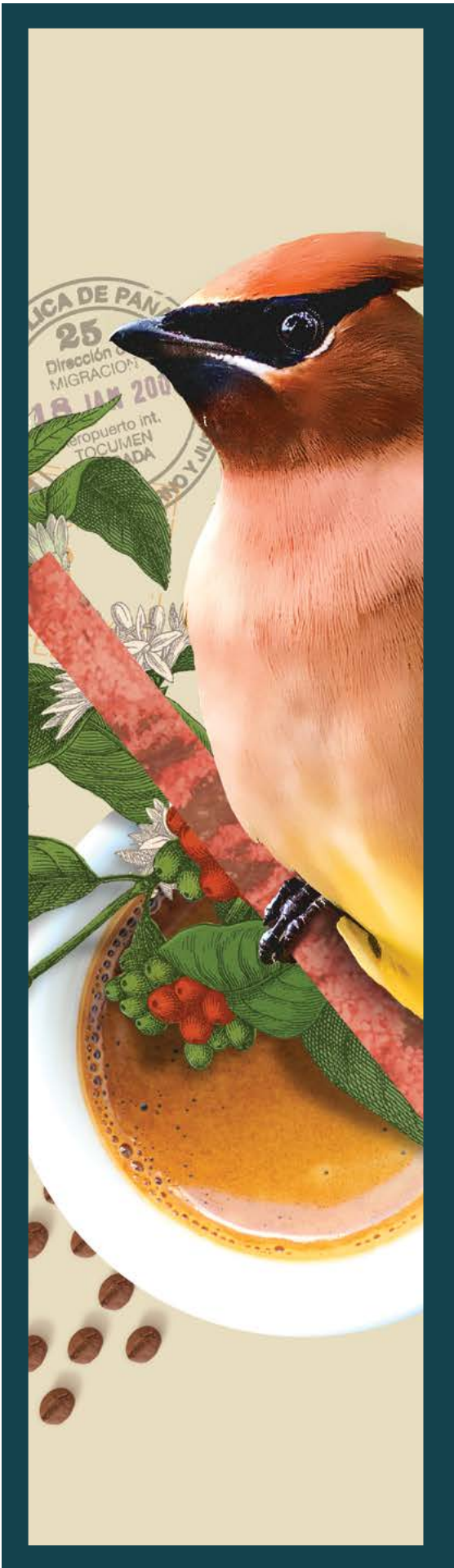


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**CONSERVATION
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Association of Zoos & Aquariums

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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.

INSTIGATING INSTITUTIONAL CHANGE

Introduction

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

This Instigating Institutional Change: Making the Switch to Bird Friendly® Coffee toolkit is specifically designed for Bird Friendly® champions working at AZA-accredited institutions who are looking to initiate a conversation with their leadership about Bird Friendly® coffee. 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 Instigating Institutional Change: Making the Switch to Bird Friendly® Coffee toolkit contains the following additional resources:

- *A messaging template for starting a conversation about Bird Friendly® coffee with your leadership*
- *AZA SAFE North American Songbird letter of support for Bird Friendly® coffee*

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



STARTING THE BIRD FRIENDLY® CONVERSATION

When advocating for Bird Friendly® at your institution, it can be helpful to have a guide on how to introduce the concept of Bird Friendly® coffee with leadership. The email template below is designed to help Bird Friendly® supporters working at zoos and aquariums initiate these conversations with zoo and aquarium leaders. Feel free to modify its contents to best suit your perspectives and institutional needs. [Click here to download a copy of this template.](#)

Subject: Bird Friendly® Coffee & Our [ZOO/AQUARIUM/MUSEUM]

Hi [INSERT LEADER'S NAME],

I'm reaching out today to open up a conversation about supporting Smithsonian Bird Friendly® certified coffee at [ZOO/AQUARIUM/MUSEUM NAME].

Bird Friendly® 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.

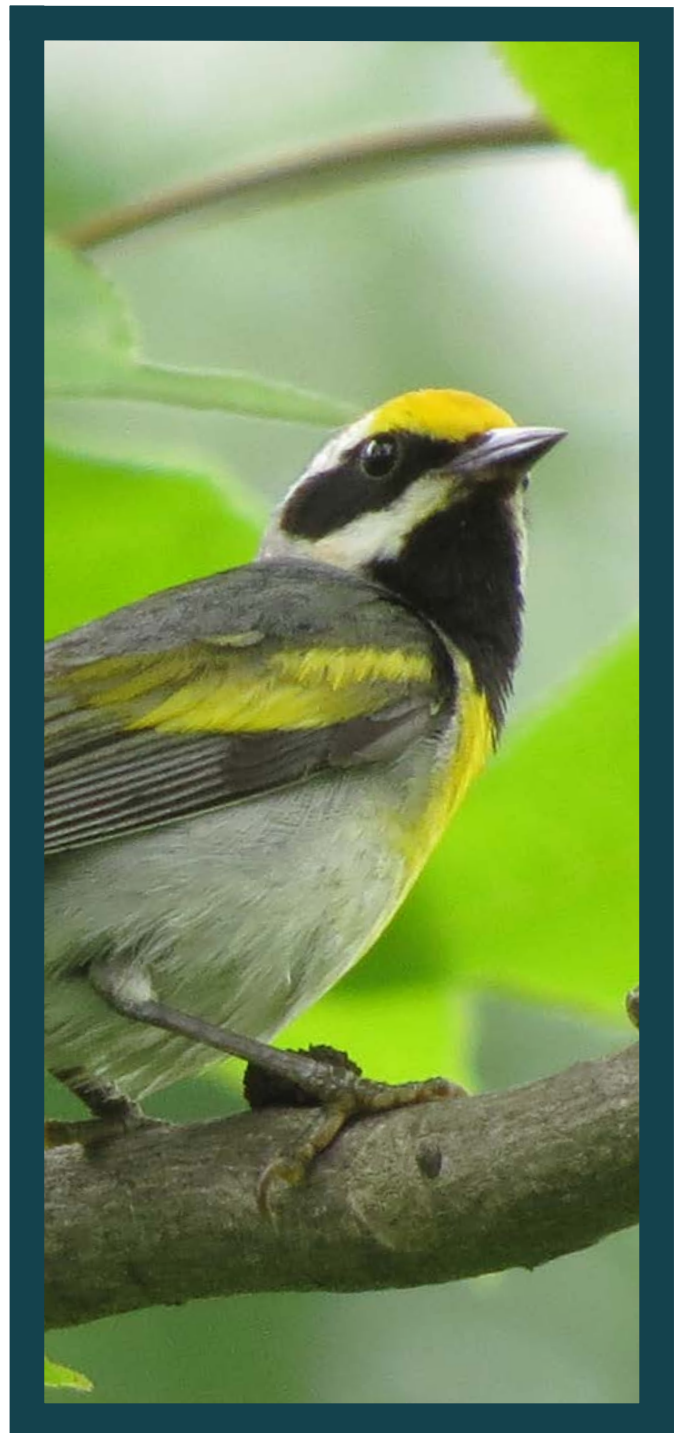
As a conservation organization, I believe that selling and supporting Bird Friendly® certified coffee is the right choice for our [ZOO/AQUARIUM/MUSEUM]. "Drink Bird Friendly®" is an easy and accessible conservation action for our guests, and something that we can model and promote through the sale of Bird Friendly® certified coffees through our gift shops and concessions.

Making the switch to Bird Friendly® coffee has never been easier. The Bird Friendly® team has developed a series of resources for zoos and aquariums like ours; I encourage you to visit the page below to learn more about the Bird Friendly® program and how it could benefit our [ZOO/AQUARIUM/MUSEUM].

[A Leader's Guide to Bird Friendly® Coffee](#)

Thank you for considering this idea, I look forward to continuing this conversation around joining the growing movement for Bird Friendly® certified coffee within AZA.

Best regards,
[INSERT YOUR NAME]





July 26, 2021

To Whom it May Concern,

We write to express our support for and interest in purchasing Bird Friendly® certified coffee, should it be provided as an accessible option to our institutions' retail shops and/or concessions. We represent the SAFE (Saving Animals From Extinction) North American Songbird program, consisting of 43 different program partners from AZA-accredited zoos and aquariums across North America.

As shown by over 20 years of Smithsonian science, Bird Friendly® certification is the gold standard in biodiversity-friendly coffee farming. Conventionally-grown coffees contribute to the destruction of neotropical rainforest habitats, the demise of vulnerable species, and the acceleration of climate change. Our visitors have spoken— in a survey of over 1,500 zoo and aquarium supporters representing 179 different facilities, 88% of those polled believe their local zoo or aquarium should sell Bird Friendly® certified coffee. These same supporters are willing to pay \$1.07 more for a cup of Bird Friendly® compared to conventionally-grown coffee.

To meet the demands of these supporters and the over 200 million annual visitors to AZA facilities, we gratefully request that your company provide our facilities with Smithsonian Bird Friendly® certified coffee so that we can model our missions to help the environment and all animals that depend on it, including people. Anything less than Bird Friendly® certified will not meet this mission.

Yours sincerely,

Two handwritten signatures in black ink. The first signature is "Sara Hallager" and the second is "Michael Kreger".

Sara Hallager & Michael Kreger, SAFE North American Songbird Co-Chairs

Akron Zoological Park, Akron, OH
Assiniboine Park Zoo, Winnipeg, MB
Audubon Aquarium of the Americas, New Orleans, LA
Birmingham Zoo, Birmingham, AL
Blank Park Zoo, Des Moines, IA
Bramble Park Zoo, Watertown, SD
Brandywine Zoo, Wilmington, DE
Brevard Zoo, Melbourne, FL
Capron Park Zoo, Attleboro, MA
Cincinnati Zoo, Cincinnati, OH
Columbus Zoo, Columbus, OH
Cosley Zoo, Wheaton, IL
Dakota Zoo, Bismarck, ND
Detroit Zoological Society, Detroit, MI
Fort Wayne Children's Zoo, Fort Wayne, IN
Houston Zoo, Houston, TX
Jacksonville Zoo, Jacksonville, FL

Lee Richardson Zoo, Garden City, KS
Lehigh Valley Zoo, Schnecksville, PA
Lincoln Park Zoo, Chicago, IL
Lion Country Safari, Loxahatchee, FL
Los Angeles Zoo, Los Angeles, CA
Moody Gardens, Galveston, TX
Naples Zoo, Naples, FL
Nashville Zoo, Nashville, TN
North Carolina Aquarium at Pine Knoll Shores, Pine Knoll Shores, NC
North Carolina Aquarium at Roanoke Island, Manteo, NC
North Carolina Zoo, Asheboro, NC
Oglebay's Good Zoo, Wheeling, WV
Oklahoma City Zoo, Oklahoma City, OK
Reid Park Zoo, Tucson, AZ
Riverbanks Zoo & Garden, Columbia, SC
Roosevelt Park Zoo, Minot, ND
Ross Park Zoo, Binghamton, NY
Saint Louis Zoo, St. Louis, MO
Smithsonian's National Zoo & Conservation Biology Institute, Washington, DC
The Wilds, Cumberland, OH
Toronto Zoo, Toronto, ON
Tracy Aviary, Salt Lake City, UT
Utica Zoo, Utica, NY
Zoo Atlanta, Atlanta, GA
Zoo Miami, Miami, FL
Zoo New York, Watertown, NY

Comments on Bird Friendly from AZA Visitors & Supporters

"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 Bird Friendly® certified coffee,
please contact the Bird Friendly® team at birdfriendly@si.edu.**