

WHAT IS SHADE?

COFFEE CAN BE GROWN IN MANY WAYS.



IN THE SUN W/
NOTHING AROUND



W/ ALOT OF CROPS
OF THE SAME KIND
(ARECA NUT, SILVER OAK)



W/ A BUNCH OF
GREEN STUFF,
BIRDS AND
SWARMS OF
GORGEOUS INSECTS.

THAT BEAUTIFUL GREEN STUFF IS 'SHADE'

- ★ SHADE TREES PROTECT COFFEE BUSHES FROM DRYING OUT DURING HOT SUMMERS
- ★ THEY PROVIDE HABITAT TO INSECTS LIKE BEES & WASPS THAT POLLINATE COFFEE FRUITS
- ★ RESIDENT SPIDERS PREDATE ON BEETLES (SOME CALL THEM PESTS!) THAT GORGE ON COFFEE BERRIES

★ BUT WHAT WE LOVE MOST ABOUT SHADE IS THAT THEY MAKE COFFEE FARMS FOREST-LIKE HABITATS FOR LOADS OF MARVELOUS WILDLIFE



We  shade at gaia's cup. follow us on www.gaias-cup.org



It is not easy to grow coffee in ways that allow birds to flourish. To survive as a small-holder coffee grower in the enormous global market, volumes are everything! Growers must decide on feasible ways to increase productivity. Removing shade (remember our post on green stuff?) is often the simplest way to boost yields. Shade, green stuff, trees...You get the link to birds right?

Gaia's Cup is a movement to support coffee growers to keep trees on their farms. We hope that through enhancing coffee quality and making this coffee accessible to coffee drinkers (erm that's you btw!), we will reach a point when having trees and birds on a farm is no longer such a hard trade-off.

biodiversity-friendly coffee coming soon!



CHOOSE EARTH. CHOOSE RIGHT.
www.gaias-cup.org

IMAGINE A WORLD WITHOUT COFFEE.

With current levels of production and harmful impacts on soil, water and the environment, this might just be a near reality! Each day, forests are converted to coffee plantations.

Every cup of coffee consumed, destroys 3cm² of rainforest.

And 1.4 billion cups of coffee are consumed daily.

Without nutrient-rich soil, clean water and a living environment, the future of coffee is threatened.



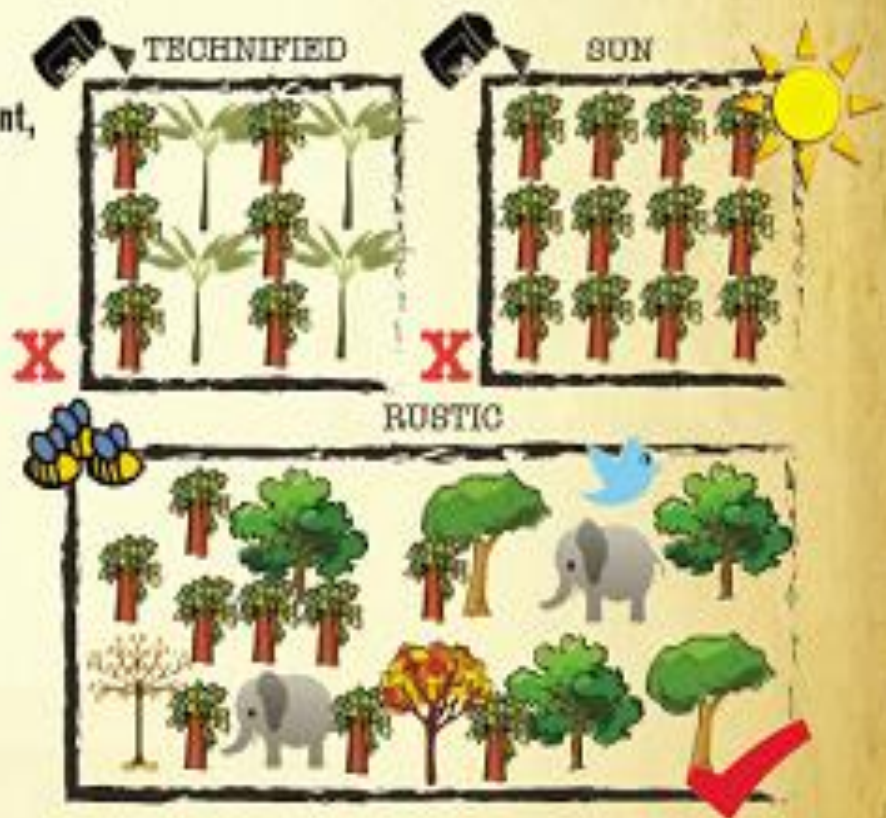
At **gaia's cup**, we aim to transform the way the world grows and sells coffee.

We support coffee farms to adopt a balanced and sustainable approach to farming.

Our objective is to incentivise farms to switch from intensive and harmful 'technified' and 'sun' farming to rustic farming practices.

gaia's cup PRINCIPLES

- 1 SPECTACULAR SHADE**
Steps taken to maintain 60% shade cover, 100 forest trees/acre, 20 tree species/acre and a mixed canopy (S/M/L trees).
- 2 PROTECT WATER SOURCES**
All natural streams and water bodies are protected from contamination.
- 3 NO CHEMICAL PESTICIDES**
Coffee is harvested from areas that use non-chemical methods of pest control.
- 4 ENHANCED BIODIVERSITY**
An amazing diversity of plant and wildlife species is supported through shaded coffee plantations that are ideal habitat.
- 5 MINIMAL CHEMICAL FERTILISERS**
Use of fertilisers is measured.
- 6 STRICT LABOUR WELFARE STANDARDS**
Rights and welfare of workforce is protected. Workers have safe working conditions and living wages. Child labour is prohibited.
- 7 100% TRACEABILITY**
Each cup is traced back to the plantation block from where beans were harvested. There is meticulous monitoring.
- 8 WE ARE NOT-FOR-PROFIT**
We exist because we want to protect our environment. We care about profits only so long as we can invest it back into our conservation work.



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LOG ON TO WWW.URVEEJACONSERVATION.ORG

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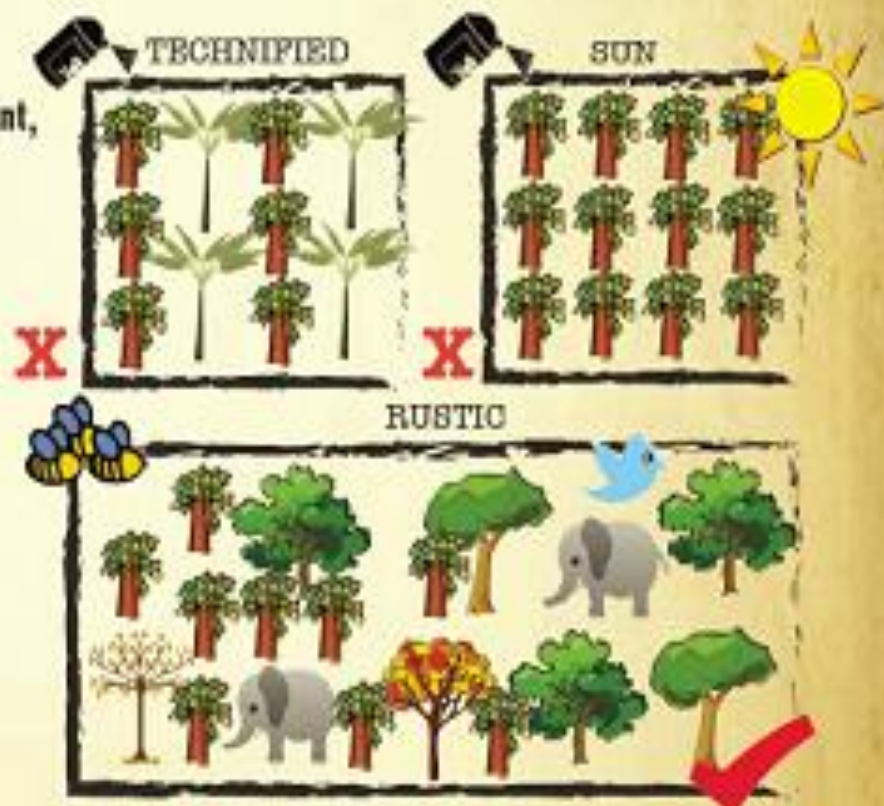
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