

Are You Drinking the Best Coffee?

Start your morning with the richest tasting coffee and help wildlife and people.

Before the 1960s, most coffee grew slowly under trees on shaded hillsides. But when industry focus switched from quality to low cost, many companies began blending in cheaper, more bitter beans grown in other places. Many high quality bean producers responded by clear-cutting the trees on their shaded farms to grow beans faster in full sun.

Unfortunately for coffee drinkers, the result was a sacrifice in flavor – a trend noted by roasters over the past few decades. Today, to get high quality coffee that's winning tasting competitions, look for "shade grown" coffee.

Conservation by the Cup. How?

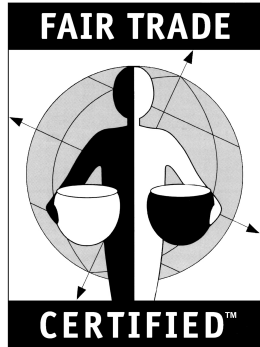
After oil, coffee is the most widely traded commodity on the world market. And Americans drink one third of the world's coffee -- more than a thousand cups every second. Thus, our choice of coffee can have a dramatic impact in coffee growing regions.

When farmers chopped down those trees, they removed habitat for birds and other wildlife. Today, there is a marked decline in numbers of migratory birds in the U.S. compared to the 1960s. Tree loss also increased chemical use to replace the natural pest control and nutrients provided by a healthy forest. But shade grown coffee farms still provide critical wildlife habitat and prevent soil erosion.

And better yet, you can find many shade grown coffees that are also organically grown as well as Fair Trade Certified meaning that farmers were paid a fair wage so their children can attend school instead of working in the fields.

So pour a cup of great tasting coffee to help people, the land, and wildlife.

Ask for shade grown coffee where you shop or click
www.napleszoo.com/conserva



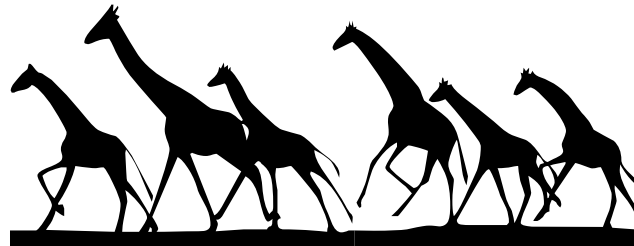
Taking the Next Step ...

Consider supporting one of these trusted and proven charitable organizations. Working together, we can literally change the world.

Wildlife Conservation Society: Since 1895, WCS has protected hundreds of millions of acres of wild habitat and has hundreds of projects in 53 nations. WCS efforts are conducted by the largest scientific staff of any U.S. based international conservation group. www.wcs.org

The Ocean Conservancy: For over thirty years, this group has worked to protect our oceans. They also spearhead the International Coastal Cleanup, annually held in about 100 countries and around every major body of water in the world. www.oceanconservancy.org

National Wildlife Federation: NWF's field projects, nature programs, books, and magazines like Ranger Rick® have linked children and families to nature for generations. With 4 million members, NWF is the nation's largest member-supported conservation group. www.nwf.org



Become a Zoo Member

Another effective and fun way to protect natural areas and wildlife is to join your local accredited zoo. For example, as a Caribbean Gardens member, you are helping to support the conservation projects we help fund in India, Madagascar, Brazil, Thailand, Namibia, and other countries. Of course, your support also helps animals outside the wild including Species Survival Plans. www.NAPLESZOO.com & www.AZA.org

Naples Zoo at Caribbean Gardens

1590 Goodlette-Frank Road ☘ Naples FL 34102
(239) 262-5409 ☘ www.napleszoo.com



*Protecting Our Quality
of Life by Conserving Wildlife
and Natural Resources*

Compared to most people, zoo guests like you are **more knowledgeable** and **interested** in **preserving natural areas, water quality, and wildlife** for future generations.

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