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A GROWING COMMUNITY

This has been a year of unprecedented growth for the Bird Friendly coffee program, with more roasters and importers selling higher volumes of Bird Friendly certified coffee than ever before. In order to understand the full scope of what this Community has achieved, first, it helps to have a bit of background.

As is the case with many certifications, Smithsonian Bird Friendly coffee operates at a surplus, meaning more coffee is being produced than what is roasted and sold to consumers as Bird Friendly. In the case of Bird Friendly certification, this gap poses a threat to the conservation of critical wildlife habitat on coffee farms. If producers do not have dedicated buyers willing to pay competitive prices for their coffee, they may choose to drop the certification and alter the habitat on their land to make farm management easier or more lucrative. The Bird Friendly program has recognized this as a threat to our overarching conservation goals and, as a result, has spent the past few years working to close this gap.

Consultations with marketing and branding experts, coupled with increased feedback from the Bird Friendly Community, have informed a **strategy to increase market demand** for Bird Friendly certified coffee. The key tenets of this strategy include supporting the current Bird Friendly Community in the marketing and sale of certified coffee, increasing the number of licensed roasters within the Community, and growing outreach and engagement with mission-aligned institutions, such as zoos, aquariums, Audubon groups, and other nature-based organizations. To support this strategy, the Bird Friendly program has committed to increasing active engagement with mission-aligned institutions through presentations and relationship building; providing additional resources and support to roasters; and, onboarding a new Outreach & Engagement Specialist dedicated to establishing new relationships and fulfilling Bird Friendly programmatic goals. Together, these efforts have resulted in significant growth for our program, particularly in the number of Bird Friendly licensed roasters and volume of coffee purchased from certified farms.

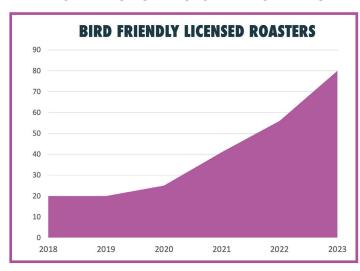
As we close out 2023, we're very happy to share some highlights from our growing community. All of this is possible thanks to the hard work of our Bird Friendly Community of auditors, producers, importers, roasters, and retailers—you are what makes this possible!

A STRONG NETWORK OF PRODUCERS

At the core of the Bird Friendly program is our community of producers who are committed to growing coffee and cocoa in ways that preserve habitat for birds and biodiversity.

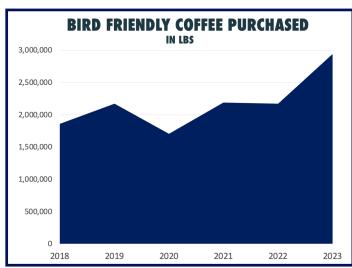
Our program closed out 2023 with 48 certified producers, representing 4,072 individual farmers who protect over 34,000 acres of critical habitat in 12 countries.

MORE ROASTERS & IMPORTERS



This year marked another period of growth for licensed roasters, with 80 roasters and retailers now selling Bird Friendly certified coffee, representing a **43% increase** for the community. An additional four importers joined the program in 2023, bringing the total number to 24.

INCREASED COFFEE PURCHASES



As our community grows, so has the volume of coffee purchased. Bird Friendly licensed roasters are on track to purchase nearly **three million pounds of certified coffee** in 2023.

When comparing coffee purchases for the first half of 2022 and 2023, we saw a **39% increase** in the total volume of Bird Friendly certified coffee purchased.



2023
COMMUNITY SNAPSHOT











LAUNCH OF BIRD FRIENDLY COCOA

In February 2023, the Smithsonian Migratory Bird Center expanded its Bird Friendly certification program to include standards for cocoa farming. As with coffee, Bird Friendly cocoa is proud to be the only certification that **guarantees 100% of the cocoa comes from farms that conserve birds and other wildlife** by protecting forests and native shade trees. All certified cocoa farms meet strict environmental criteria developed by Smithsonian scientists, making it the most biodiversity-friendly chocolate on the market.

"Our research shows that cocoa farms with diverse, native shade conserve migratory birds and many types of resident tropical birds," said Dr. Ruth Bennett, lead scientist for the Bird Friendly program. "A committed group of passionate growers and chocolatiers partnered with us to pilot the cocoa certification, and I'm looking forward to working with more farms and companies to certify their cocoa supply and chocolate products as Smithsonian Bird Friendly."

Bird Friendly cocoa launched in partnership with Zorzal Cacao—a cocoa company in the heart of the Dominican Republic that protects a 1,019-acre primary forest reserve—as well as craft chocolatiers Dandelion Chocolate, Raaka Chocolate, and French Broad Chocolates. Together, these four companies collaborated to create the first Bird Friendly certified chocolate bars to reach the market.

During this launch year for Bird Friendly cocoa, the Smithsonian Bird Friendly team has worked with producers, chocolatiers, and chocolate traders to understand and evaluate the market for certified cocoa and establish a viable program structure for today's specialty cocoa markets. In 2024, Bird Friendly cocoa is on track to finalize the pilot phase and expand to additional farms, origins, and chocolatiers.

"Smithsonian Bird Friendly certified cocoa and chocolate products help preserve critical habitat, protect biodiversity, fight climate change and support growers committed to farming sustainably," said Scott Sillett, head of the Smithsonian Migratory Bird Center. "Cocoa is the second crop type certified by our long-standing program. Now, both coffee and chocolate lovers can live Bird Friendly while indulging in their favorite treats."

MEET THE NEWEST MEMBERS OF TEAM BIRD FRIENDLY

Team Bird Friendly doubled in size this year! Meet our three newest team members and learn about each of their unique roles within the Bird Friendly program:



MELISSA MAZURKEWICZBird Friendly Program
Manager - Latin America

Based in Panama, Melissa joined the Smithsonian Tropical Research Institute (STRI) as the first Bird Friendly Program Manager for Latin America. Her role provides support for the coffee and cocoa producer, auditor, and extension communities of Bird Friendly certified supply chains. Prior to joining the Bird Friendly team, she worked as the director of a small educational support center in Panama City and as the national coffee coordinator during her volunteer service with Peace Corps Panama. Melissa has a Bachelor of Science in Horticulture from Penn State University and a Master of Science in Extension Education from the University of Florida. She has enjoyed connecting with current Bird Friendly producers, as well as new producers interested in becoming certified. In her role, Melissa has been exploing the many reasons that motivate producers to become and remain Bird Friendly certified, including accessing specialty markets, demonstrating their commitment to conservation, promoting the amazing biodiversity on their farms, and communicating the conservation value of their practices.



EMILY PAPPOSmithsonian Postdoctoral
Climate Fellow

Emily joined the Smithsonian Bird Friendly program on a two-year climate fellowship in May. She is currently studying how climate change impacts working coffee landscapes and identifying farm-level strategies for smallholder producers to build resilience. Emily earned her BA in Environmental Studies from New York University, her MS in Agronomy with a concentration in Agroecology, and recently completed her PhD in Interdisciplinary Ecology at University of Florida. In addition to her academic background, Emily worked in the coffee industry for ten years as a roaster and green coffee buyer. Currently, Emily is completing a global meta-analysis to assess the carbon sequestration potential of Bird Friendly coffee farms.



LAURA RATHMELL

Bird Friendly Outreach &

Engagement Specialist

Laura joined the Bird Friendly team as the new Outreach & Engagement Specialist to support the Bird Friendly Community and build new relationships with mission-aligned institutions (e.g. zoos, arboretums, sustainably-minded businesses) with the goal of establishing new potential points of sale for Bird Friendly certified coffee. Prior to joining the Bird Friendly team, Laura worked in the financial industry as a commodities and logistics analyst where she managed relationships with coffee importers and other commodities clients. Laura wields a fantastic knowledge of and passion for Bird Friendly coffee, having written an award-winning thesis on the ecology and marketing of Bird Friendly coffee as part of her undergraduate degree at The University of Texas at Austin. In her time on the Bird Friendly team thus far, Laura has most enjoyed engaging with the Bird Friendly Community. She is inspired by the dedication and passion exhibited by each roaster in their efforts to create a more sustainable world and looks forward to continuing to strategize ways to provide optimal support to their businesses.

BIRD FRIENDLY COFFEE AVIARY AT THE NATIONAL ZOO

The highly anticipated and fully renovated Bird House at Smithsonian's National Zoo in Washington, D.C. officially reopened in March of 2023. The Bird Friendly certification takes center stage in the Bird Friendly coffee farm aviary, which is home to over 70 birds and is one of three major exhibits within the building. Messaging that encourages visitors to "choose Bird Friendly®" is prominently featured, showcasing to visitors that everyone can make lifestyle choices that are better for birds, people, and the planet. Two other aviaries celebrate duck and shorebird migration in the Delaware Bay and the Prairie Pothole region of the Upper Midwest, both of which are important breeding regions for migratory birds.



Walking through the tropical Bird Friendly coffee farm aviary, **visitors are immersed in an example of what a Bird Friendly certified farm looks**, **sounds**, **and feels like** while learning about the important relationship between birds and coffee. Featuring 26 different species of birds, visitors may spot favorite migratory species like the Baltimore Oriole or Wood Thrush as well as a resident species like the Barred Parakeet. The birds live among canopy trees that grow above coffee plants, representing a traditional, rustic coffee farm and demonstrating how agricultural sites can provide critical habitat for birds and wildlife. To learn more about the Bird House and find hours of operation, visit https://nationalzoo.si.edu/animals/exhibits/bird-house-o.





CAFÉ Y AVES FILM

The connection between coffee, birds, and biodiversity was celebrated with **the launch of our new short film**, **Café y Aves**, part of Smithsonian's *Field in Focus* series by filmmaker Roshan Patel. The film tells the story of Don Jorge, a second-generation Colombian coffee farmer who cares deeply about the birds that live on his farm and the quality of the coffee he produces. Together with Don Jorge, the Smithsonian Bird Friendly research team explores how coffee farming practices can benefit biodiversity and how coffee enthusiasts play an important role in supporting these actions.

In celebration of National and International Coffee Day, the Bird Friendly team hosted two exclusive screenings of the new film for the Bird Friendly Community and the public, highlighting that from the coffee farmer to the coffee drinker, everyone can choose to live Bird Friendly. Question and answer sessions were held after the screenings with Smithsonian researchers featured in the film, Dr. Ruth Bennett and Dr. Esteban Botero, as well as filmmaker Roshan Patel. The film was also screened in Colombia for three groups of coffee producers and roasters, where attendees reported that the film will help them share why native trees are important on coffee farms for both birds and producers.

Visit https://nationalzoo.si.edu/cafe-y-aves to watch the film.





NEW RESOURCES: BIRD FRIENDLY BUYERS GUIDE & UPDATED SUPPLY GUIDE

At the end of 2022, Smithsonian launched a new resource for coffee roasters and importers to explore Bird Friendly certified coffees currently available for purchase—the Bird Friendly Supply Guide. With detailed information on coffee volumes, availability, varietals, cupping scores and tasting notes, the Supply Guide provides new insights into the diversity of Bird Friendly certified coffees currently on the market. Each farm profile also contains up-to-date contact information from producers to help facilitate new sourcing relationships. The second version of the Bird Friendly Supply Guide was released in late 2023 with updated information to reflect the year's harvests and can be downloaded <a href="https://example.com/here/bird/here/

A complement to the Bird Friendly Supply Guide, the Smithsonian Bird Friendly program recently announced the new Bird Friendly Buyers Guide. This document is being developed for Bird Friendly producers to better understand and connect with the roasters, retailers, and importers who purchase certified coffee. Together with the Supply Guide, the Bird Friendly Buyers Guide will create greater transparency and visibility throughout the certified supply chain. The new Bird Friendly Buyers Guide will be released in early 2024.

OUTREACH & ENGAGEMENT HIGHLIGHTS

It was a busy year for your Smithsonian Bird Friendly team. Below are a few highlights from the events, outreach opportunities, and meetings held throughout the year.



BIRD FRIENDLY VISIT TO JAPAN

Bird Friendly research ecologist Ruth Bennett, program manager Kirstin Hill, program founder Robert Rice, and SMBC head Scott Sillett spent a week in Japan meeting with members of the Bird Friendly coffee and cocoa supply chains. Here, the team is pictured alongside representatives from SC Foods and Ogawa Coffee.



SCA EXPO 2023

The Bird Friendly team of Ruth Bennett, Kirstin Hill, and Latin American Program Manager Melissa Mazurkewicz hosted a booth at the 2023 Specialty Coffee Association Expo in Portland, OR. Over two dozen Bird Friendly producers, roasters, importers, and other community members stopped by to say hello!



WILDLIFE HABITAT COUNCIL

Kirstin Hill and Outreach & Engagement Specialist Laura Rathmell attended the Wildlife Habitat Council's annual conference in Baltimore, MD, where they connected with sustainability managers and mission-aligned businesses, sharing the Bird Friendly story.



BIRD FRIENDLY FARM INSPECTION

There's nothing quite like taking a walk on a Bird Friendly certified farm! During a visit to Hacienda Cafetera Santa María in Santander, Colombia, Kirstin Hill and Melissa Mazurkewicz joined Mayacert auditors, observing certification inspections for seven Bird Friendly coffee farms.



SMITHSONIAN SCHOLARS TRAINING

Dr. Ruth Bennett and Melissa Mazurkewicz trained a group of 15 Smithsonian Scholars from UC Santa Barbara and Panamanian universities on the Bird Friendly certification, bird point count methods, and data analysis in Gamboa, Panama. The Scholars then developed independent research projects using data collected by the Bird Friendly team in Panamanian coffee-growing landscapes.

BUILDING BIRD FRIENDLY LANDSCAPES

Our Bird Friendly science shows that forest patches in coffee and cocoa growing landscapes conserve many important wildlife and plant species that do not use coffee farms. To incentivize the conservation of these forest patches. we are piloting a new pathway to receive Bird Friendly certification: farms that conserve at least as much area in forest as farmland can apply for Bird Friendly certification, even if the shade over the coffee or cocoa doesn't qualify for our agroforestry standard. This is an important change that supports our assertion that Bird Friendly is forest friendly. While shade standards are adjusted in this pathway to certification, farms must still maintain organic practices and be deforestation free for at least ten years to qualify for certification. Adding to the new forest conservation standard are an evaluation of habitat quality and establishing long term management plans for the forest. The Bird Friendly program plans to finalize the protocols and evaluation procedures for this new certification pathway in 2024.

Scaling conservation action beyond the scope of individual farms is challenging due to the number of people who depend on these landscapes for their livelihoods. As part of the Bird Friendly landscape standard development process, our team conducted workshops with over 400 stakeholders in the Selva Central of Peru and Cundianamarca, Colombia, including coffee growers, Indigenous leaders, municipal leaders, educators, and protected areas managers. These workshops aimed to support local communities to identify and address conservation needs throughout their landscape, including on farms and forest patches. This intensive process will result in a Bird Friendly landscape standard that outlines the environmental conditions and governance mechanisms needed to conserve the incredible biodiversity of these landscapes while meeting the needs of the people living and working there.





NEW SHADE TREE CATALOGS

Bird Friendly certification requires that farms maintain at least ten different shade tree species per hectare—but, not all shade trees are created equal. Until now, no comprehensive guidance existed to help farmers select trees that provided high quality food resources for birds and other wildlife. After two years of research in Peru and Colombia, we have created a series of catalogs that **highlight the tree species that provide the best food resources** (insects, fruit, nectar) to wild birds.

In 2023, we completed data analyses for four unique coffee regions and published new shade tree catalogs based on the results. Each of the four catalogs highlights 32 native tree species that provide benefits to biodiversity and producers. Following the production of the catalogs, we conducted workshops with producers and coffee technicians in each region, providing training on how to use the catalogs in tree planting projects and when making farm management decisions, **distributing over 500 catalogs** in total. Across clusters, trees in genus Inga and genus Ficus were the most heavily used by birds. Each region had unique and often endemic tree species that provided important fruit and nectar resources for birds. These new resources will now help increase the abundance of bird food in coffee landscapes!

Click here to view catalogs for Villa Rica, Peru and Cundinamarca, Cauca Oriente, Santander, Colombia.



PRODUCER AND ROASTERS FORUM

Led by Melissa Mazurkewicz and our Colombian collaborator, Maria Isabel Moreno from SELVA, the Bird Friendly program hosted a workshop at the Producer and Roaster Forum in Medellin, Colombia. Thirty workshop attendees—including prospective coffee producers, certification agencies, exporters, and roasters—learned about the criteria for Bird Friendly certification and the landscape level research happening in Colombia and Peru.

BIRD FRIENDLY METRICS



HECTARES PROTECTED

Habitat protected through Bird Friendly certification reached a new high in 2023, with 13,818 HECTARES certified.

2019: 10,882 hectares 2020: 11,090 hectares 2021: 11,753 hectares 2022: 13,582 hectares

VOLUME REPORT

In 2023, the Bird Friendly Community of roasters, retailers, and importers purchased coffee from 25 PRODUCERS representing EIGHT COUNTRIES OF ORIGIN.

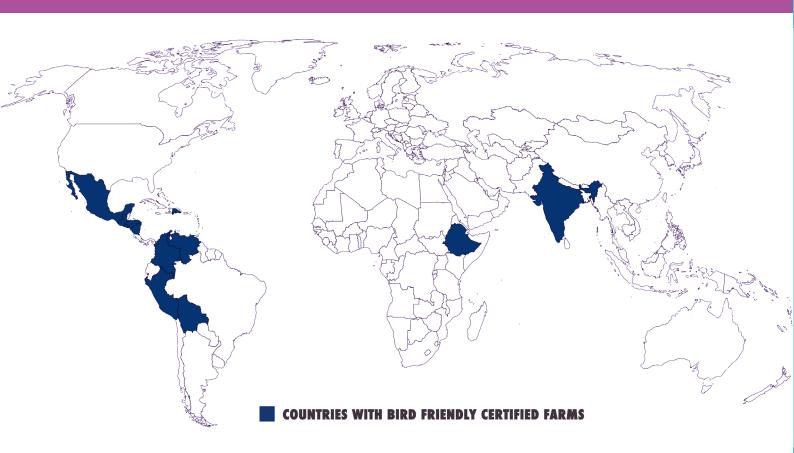
Cumulatively, Bird Friendly farms in 11 **COUNTRIES** produced **30.2 MILLION POUNDS** of certified coffee in 2023.

TOP PRODUCING COUNTRIES, IN LBS

- 1. Honduras 6.45 million
- 2. Colombia 5.67 million
- 3. Nicaragua 5.48 million
- 4. Guatemala 5.46 million
- 5. Peru 2.47 million

BIRD FRIENDLY MARKET PURCHASES

- 1. United States 75%
- 2. Japan 15%
- 3. Canada 6%
- 4. United Kingdom 4%
- 5. Czech Republic < 1%



BIRD FRIENDLY FINANCIAL REPORT

EXPENDITURES

RESEARCH & CONSERVATION expenditures support biodiversity and economic research in coffee and cocoa farming systems and the development and implementation of conservation activities.

PROGRAM MANAGEMENT expenditures support team member salaries and contracts to ensure consistent program operations and support for conservation initiatives..

MARKETING expenditures support the growth of the program with promotional materials, travel to conferences and expos, and other advertising efforts.

SOURCES

GRANTS & GIFTS. Bird Friendly is grateful to the generous funders who provide grants and gifts to support our initiatives and operations.

BIRD FRIENDLY PROGRAM REVENUE was collected via biannual royalties and licensing fees paid to the Bird Friendly program between July 1, 2022 and June 30, 2023. 100% of this revenue supports Bird Friendly research, conservation, and management.

FEDERAL FUNDS. As a trust instrumentality of the United States federal government, the Smithsonian Institution receives federally appropriated funds for salary of staff scientists.

EXPENDITURES SOURCES B C A. Research & Conservation \$583,200 A. Grants & Gifts \$552,800 \$345,600 B. Program Management B. Program Revenue* \$251,000 C. Federal Funds C. Marketing \$43,340 \$175,000 TOTAL COSTS IN 2023 **TOTAL REVENUE IN 2023** \$972,140 \$978,800

*from Bird Friendly licensing fees and royalties

THANK YOU TO ALL MEMBERS OF THE BIRD FRIENDLY COMMUNITY!

BIRD FRIENDLY AUDITORS

Aditi Organic Certifications

Bio Latina

CERES

CERTIMEX

Control Union

Eco-LOGICA

Ecocert

Imocert

Kiwa/BCS OKO-GARANTIE

Mayabio

MAYACERT

OCIA International

QAI

Quality Certification Services

Sustainable Development Services

BIRD FRIENDLY PRODUCERS

18 Conejo Biocafé

Agropecuaria Berlin S.A.S

Aprocazo

Asikana International Trading PLC

Asobagri

Asociación de Productores Agroforestales Piedra de Cachimbo La Florida (ACAFLO)

Asociación de Productores de Café Ecológic

Regional Larecaja (APCERL)

CAC La Prosperidad de Chirinos

CAC Pangoa

Café Cumbre

Café Organico Marcala S.A. de C.V. (COMSA)

Café Tres Flechas S.P.R. de R.L. de C.V.

Cafes Especiales Corquin S.A. (CAFESCOR)

Central De Cafetaleros Del Nor Oriente

(CECANOR)

CIA. de Plantaciones de Hamburgo, S.A. DE C.V.

Coffee Planet Corporation S.A.

Cooperativa Agraria Cafetalera Jose Olaya

Cooperativa Agraria Cafetalera La Florida

Cooperativa Cafelatera Capucas Limitada

(COCAFCAL)

Exportadaora Banegas

Federación Comercializidora de Café Especial de

Guatemala (FECCEG)

Finca Bourbon

Finca Ceylan y Anexos

Finca El Chorro

Finca Nueva Armenia

Finca Pancum

Finca San Sebastian and Finca Santa Maria

Finca Santa Rita



Finca Terrerito

Grupo Balcanes

Guaya'b Asociación Civil Hacienda Cafetera La

Pradera S.A.S.

Hacienda Cafetera Santa María

Hacienda el Roble y Café Mesa de los Santos

Hacienda La Hammonia (Selva Negra)

Hardoor Estate

In-Conexus Buena Vista

Juan y Miriam Family Coffee

Oromia Coffee Farmers Cooperative Union

Productos y Servicios Lideres de Colombia

S.A.S.

Pronatur SAC

Rancho Bio Blas

Rancho del Carmen

Santo Domingo de la Sierra

Siles Plantation Family Group

UCA San Juan del Río Coco

Unidad de Cooperativas Héroes y Mártires de

Miraflor

Zorzal Cacao

BIRD FRIENDLY IMPORTERS

Ally Coffee

Atlantic Specialty Coffee

Building New Hope

Cafe Imports

Coffee Resources Inc.

Covoya Speciality Coffee

De La Finca Coffee Importers

DR Wakefield Ltd.

Excelco Trading

Falcon Coffees

InterAmerican Coffee

Intercontinental Coffee Trading

Ken Gabbay Coffee Midwest Coffee Trading

OPTCO

Paragon Coffee Trading

Royal Coffee

Royal Coffee NY

San Cristobal Coffee Importers

SC Foods Co.

Sucafina NA

Volcafe Specialty Coffee

Volcafe USA

Walker Coffee Trading

BIRD FRIENDLY CHOCOLATIERS

Dandelion Chocolate French Broad Chocolates

Manoa Chocolate Raaka Chocolate

FUNDERS

The Bird Friendly program would like to thank the following funders, whose grants and gifts supported research, conservation, and program development efforts in 2023:

- Association of Zoos and Aquariums
- · Knobloch Family Foundation
- Nespresso
- Smithsonian's Life on a Sustainable Planet



BIRD FRIENDLY ROASTERS

8Birds Coffee & Roaster

Allegro Coffee Almanac Coffee

Ampersand Coffee Roasters

ARCO Coffee Co. Arrowroot Coffee Aves Coffee Co. Balzac's Coffee

Bewley's Tea & Coffee

Big Year Coffee Birds & Beans (U.S.)

Birds and Beans (Canada)

Bird & Wild Birdsong Coffee Blue's Coffee & Tea

Brandywine Coffee Roasters Brisk Coffee Roasters USA

Canopy Coffee Caffe Ibis

Calm Waters Coffee Camel Coffee Co.

Chesapeake Coffee Roasters

Coatl Coffee Coffeecology

Conservation Coffee Critical Mass Coffee Crown Street Roasting

Dean's Beans

Five Star Coffee Roasters Fogbuster Coffee Works

Fortuna Coffee

Gato Diablo Coffee Roasters

Gimme! Coffee

Gold Country Roasters Golden Valley Farms

Great Northern Coffee Co.

Gryphon Coffee Co.

Hamaya Co. Java Momma Java Planet K-off-eh!

Kaffe Magnum Opus Coffee Kaladi Coffee Company

Katz Coffee Kobrick's Coffee Larry's Beans

Lake & River Roasters

Masteroast

Morning Bell Coffee Roasters

Nanbanya Nihon Rec-C

North River Roasters Ogawa Coffee Co. Ohori's Coffee

Out of the Grey Coffee Papa Nicholas Coffee Paradiso Farm Coffee Peet's Coffee & Tea

Pike House Coffee Roasters

Red Bean Harvest Redstart Roasters

Red Rooster Coffee Roaster

Ridge Roasters Robbeans Coffee

Rock Bottom Roasters

Rockin' Cat

Royale Coffee Company

Shelby Bottoms Nature Center

Slowdance Coffee Sip Coffee Inc. Sol Bird Coffee SpindleTap Coffee Thanksgiving Coffee

The Cherry River Roasting Co.

Three Keys Coffee Totem Roasters

UCC Ueshima Coffee Co.

Unicafe

Wood Warbler Coffee

YellowBand Coffee Roasters



