



CAN YOU SPOT WHAT IS BEING
CULTIVATED?



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HOW SUSTAINABLE IS YOUR CUP OF COFFEE?

(IMMA CONVINCING YOU TO DRINK IT MODERATELY)



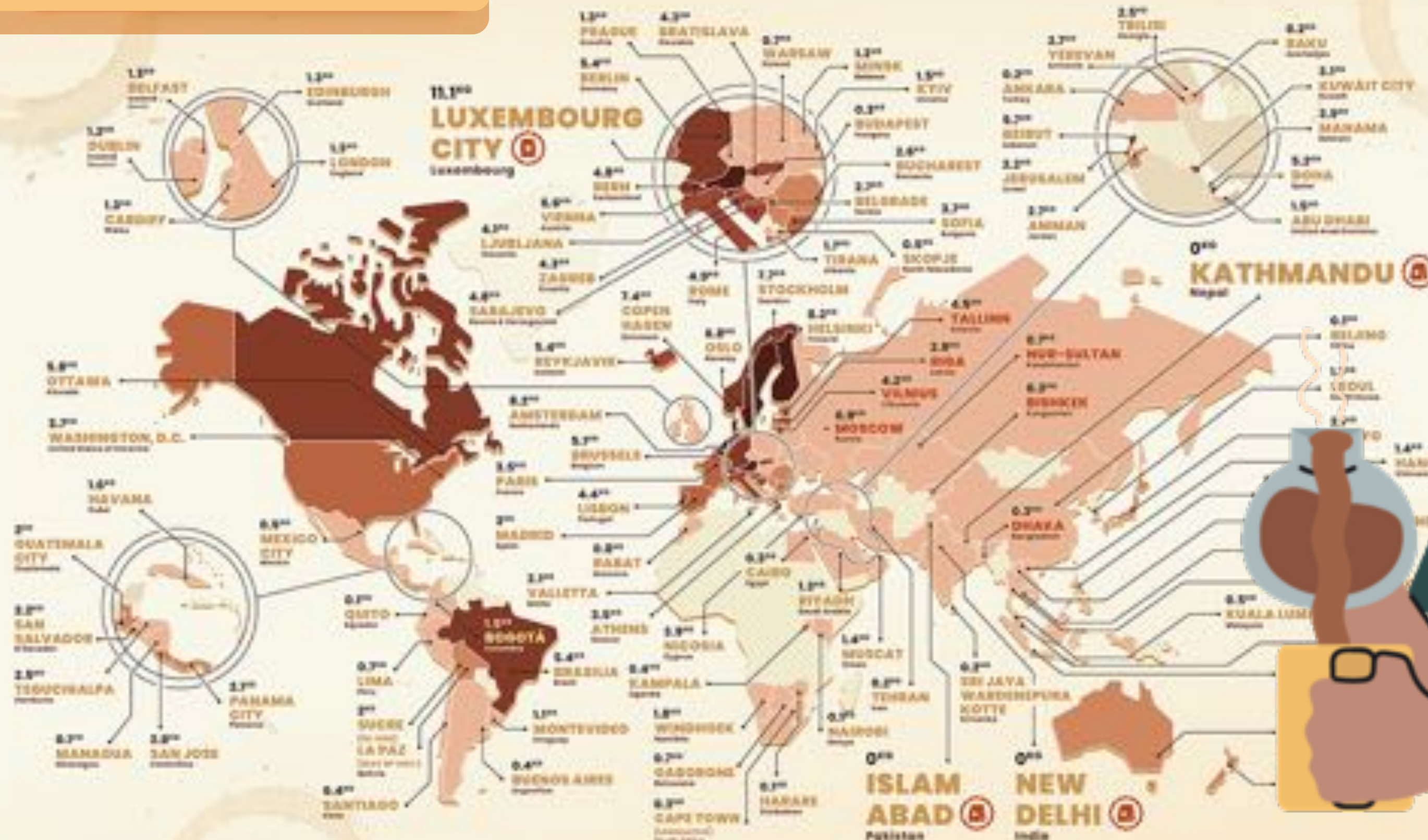
WHICH COUNTRIES DRINK THE MOST COFFEE?

In **Luxembourg** it is common to have an espresso after lunch as well as sipping on a coffee during work meetings. The country has the highest consumption of coffee in the world, consuming **5.1 kg of coffee per capita**.

In India, Pakistan and Nepal, tea is more ingrained in their cultures than coffee, so it's no surprise they drink the least coffee with less than 0.5kg per capita.

HIGHEST CONSUMPTION

LOWEST CONSUMPTION



WHAT DOES THE MAP SHOW?

Key Findings

1. South Korea = 7.77\$ for a cup
2. Iran = 0.46\$ for a cup
3. Luxembourg = biggest coffee consumers
4. Nepal, India, Pakistan = biggest coffee abstainers





The **COFFEE CRISIS** is bigger
than you can imagine!

the worst part is that This is just the beginning...



OFF

ON



THE CONCERNING MENU

(YEARLY)

BIODIVERSITY

steamy & burnt plant espresso

2.5 MILLION TREES

OCEAN

100% roasted marine life

50 BILLION CUPS

AGRICULTURE

foamy pesticides with toxic milk

9.5 BILLION KGs

WASTE

spicy nutty, with extra extra water

140 LITRES

LANDFILL

leftover dark arabica

6 MILLION TONNES




CLIMATE-STEMED PROBLEM IN COFFEE PRODUCTION



- THE ORIGIN OF THE PROBLEM

- In 1869, Sri Lanka - a small island in the south of the Indian subcontinent - was a world coffee power, producing more than 45,000 tons annually. But everything changed that year when the *Hemileia vastatrix* fungus, a disease that causes coffee leaf rust and ruins coffee plantations, spread across the island.
- In less than 20 years, the fungus killed Sri Lanka's coffee industry and began to expand around the world. In 1970, it appeared in Brazil and later spread to Central America and Colombia.
- From 2012 to 2013, rising temperatures fueled a major coffee rust crisis in Central America, where unprepared farmers lacked the know-how and resources to stop it. Honduras, Costa Rica and Guatemala declared a state of emergency. In the end, more than half of the planted area was destroyed and at least 350,000 people lost their jobs.
- There is no cure for rust, but it can be prevented. Yet, that's getting harder to do as rising temperatures help propagate the fungus.

TODAY HOW ARE THEY TACKLING

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- The IDB is committed to helping coffee producers and other farmers across Latin America. In 2015, IDB Lab - the IDB Group's innovation laboratory - approved \$2.6 million in financing to create a Sustainable Agriculture, Food and Environment (SAFE) program aimed at making the coffee industry more resilient.
 - The platform, which is comprised of private sector participants, donors and leading non-governmental organizations, creates and supports projects that seek to strengthen and transform the coffee and cocoa industries, making it easier for them to survive, thrive and deal with climate change. The platform also seeks to help small producers participate in global supply chains.



ALTERNATIVE WAY TO PROTECT 350,000 FARMERS?



FAIRTRADE





FRESHLY BREWED TIPS THAT COULD CREATE A LARGE IMPACT!

1. Buy Organic preferably shade-grown
2. Buy fair-trade (bird-friendly)
3. Use a Re-usable Mug/Cup (you might get a discount and you're saving trees!)
4. Non-electric brewers like a French-press for ex.
5. Compost your coffee grounds so that they can be used as fertilizers instead of ending up in garbage.

DID YOU KNOW!

THE INVENTOR OF KEURIG COFFEE CAPSULES REGRETS HIS INVENTION, WHY?



BECAUSE HE KNOWS HOW DIFFICULT IT
IS TO RECYCLE THEM AND HOW IT CAN
TREMENDOUSLY HARM THE
ENVIRONMENT.

THANK YOU FOR
LISTENING

(DON'T FORGET TO MAKE THE
GREENER CHOICE!)

