

## Starbucks One Tree for Every Bag Commitment

Starting on National Coffee Day, 2015, Starbucks Coffee Company committed to supporting the special coffee industry by addressing one of the most significant threats to coffee farmers. Coffee Rust is a plant fungus that damages millions of coffee trees around world. This not only made it hard for farmers to produce high-quality coffee, but it is driving families and workers out of their native countries to look for a way to make a living. Starbucks will be working with Conservation International to donate one tree seedling for every pound of coffee sold. This program will start in Guatemala, Mexico and El Salvador.

The reason why I think this is so important is because it takes 5 years for a coffee tree to be fully mature. At this mature state, a coffee tree can produce one pound of coffee in a year. With the amount of coffee sold in the US by Starbucks alone, this program can significantly replenish the population of coffee trees in these areas. With this microsite, I will be able to spread the word about the program and show people how they can contribute.