

# Plant Trees. Save Coffee.

## *Building Resilience in Coffee Communities*

This year, in celebration of National and International Coffee Day, the Sustainable Coffee Challenge will promote a crowdfunding campaign to support coffee farmers in landscapes across Honduras, Colombia and Peru that are threatened by climate change and market instability. The campaign will raise funds from consumers as well as companies to provide coffee farmers with healthy coffee seedlings and coffee-friendly trees.

Coffee farmers face unprecedented challenges including coffee disease outbreaks, aging trees and the on-going impacts of climate change. In addition, the current coffee price crisis is preventing many farmers from reinvesting in farm activities that are essential to ensure a thriving livelihood for their families and the coffee industry. One of these investments is planting healthy trees – coffee and others – on farms.

Strong coffee trees increase yield and contribute to additional income from coffee farming, while also helping farmers adapt to changing climate. The incorporation of assorted tree species around a farm provide protection for coffee trees, habitat for animals, income generation opportunities for farm owners and in the long-term, create coffee farms that are more resilient to changes in climate by regulating temperature, protecting soils, etc.

### How does the campaign work?

The campaign is two-pronged, providing an avenue for companies to contribute to a scalable, collective effort, while also leveraging the interest of consumers and employees in sustainable coffee. By capturing contributions of both industry and consumers, the Challenge ensures farmers are renovating coffee, as well as planting other trees on their farms.



Consumers will be able to donate via the [sustaincoffee.org](https://sustaincoffee.org) website [here](#). **Every \$10 donated by a consumer helps to plant 20 native trees.**



For every **donation of \$10,000 by a company**, the Challenge will lead the efforts to **provide 20,000 coffee seedlings.**

### How you can support the campaign?

The long-term effects of climate change will dramatically shift coffee supply in the future. Investment today helps ensure a long-term, diversified supply of coffee into the future and supports farmers by enabling them to re-invest in their coffee farms during periods of low prices. The Sustainable Coffee Challenge and its partners are coming together to promote a shared response to the challenges faced by coffee communities – you can support in 2 ways:

1. **Donate now:** Want to impact coffee communities in Peru, Colombia and Honduras? Consider donating to the campaign. Any size contribution is welcomed, while companies contributing \$100k or more will be highlighted as lead partners. Ready to donate? [Request a donation form](#) and submit your contribution.
2. **Help spread the word:** Share the consumer campaign with your followers. Use the social media assets found [here](#) to send it to consumers or amplify CI's communications. Follow CI on social media: [Facebook](#), [Instagram](#) and [Twitter](#).

Questions? Read the [FAQs](#) or contact us at [scc@conservation.org](mailto:scc@conservation.org)