



## GUIDELINES EMAS AND BIODIVERSITY – POSITIVE EXAMPLE OF BIODIVERSITY MANAGEMENT

### Company: Cafeology, UK

Cafeology is an independently owned British company focussed on sourcing the very finest Coffee, Tea and related products and supplying the out of home markets in the UK and Europe.

We work by sourcing directly from coffee producers in Latin America, something which we have been doing for the last 8 years. This provides sustainability for our producers and product consistency for our customers. We also provide a large range of branding, equipment and training to ensure we offer a premium all encompassing service to our customers. We work in several sectors including, contract catering, healthcare, high street, leisure, transport, hotels, pubs and bars as well as providing solutions for independent outlets.

Cafeology was established in 2003 by Bryan Unkles and Andy McClatchey who still assume overall responsibility for the business which now employs 19 people from their two bases in Yorkshire, UK.

### Aspects of biodiversity of importance for the company

We take all aspects of the environment extremely seriously but want to ensure within our very own industry, we can assist in producing coffee that assists with the protection of the environment as well as providing refuges for biodiversity.

As well as providing a safe haven for migrating birds, our Bird Friendly coffee has far reaching benefits across many environmental areas as our shade grown coffee plantations provide protection for insects, orchids, amphibians, mammals and reptiles.

Under the Bird Friendly program, coffee shrubs have been planted in the shade provided by tall mature trees making excellent homes for birds and other forest dwelling wildlife. This naturally leads to the protection of tropical forests.

We feel this is incredibly important and by promoting the benefits both environmentally and the quality, we hope that we can protect Rainforests as well as all the other benefits Bird Friendly coffee brings.

### Concrete (measurable) aims regarding biodiversity

The main aim of the Bird Friendly program is to protect as much habitat for wildlife as possible. That is measured principally by the number of hectares certified as Bird Friendly.

Currently there are between 7000-8000 hectares of protected area and there are planned measures to increase areas by looking more broadly about the possibility of certifying properties (or even landscapes/watersheds) that have adequate areas of forest set aside that serves as good habitat.

## Realized and planned measures

The main measures used to date are the number of growers involved and the number of hectares certified. The number of countries where Bird Friendly coffee has been certified is also a measure of sorts, spreading the word, telling the story about the Bird Friendly concept, and the benefits it has to Biodiversity

The Smithsonian Migratory Bird Center also has a newly arrived researcher who'll be working with to address some of the benefits of Bird Friendly certification in the next two years. In assessing overall biodiversity, she will likely include not only birds in her measurements, but also other species like insects, spiders and even mammals—comparing the diversity and abundance of these groups in Bird Friendly farms with that found on farms that do not meet the Bird Friendly criteria.

## Results and experiences so far

Working very closely with the Smithsonian Migratory Bird Center, it has allowed us to promote the benefits of Shade Grown coffee and provide valuable information to our clients in the UK.

We have formed a partnership with the UK's largest bird charity, the RSPB (Royal Society for the Protection of Birds) to help raise awareness on the benefits of buying Bird Friendly coffee.

We have also seen our Bird Friendly coffee being retailed in many different sectors including Loughborough University. Very recently Cafeology was awarded with the hot beverage contract for Keele University in Staffordshire who have chosen Bird Friendly coffee to be provided across all catering areas in the University.

As well as being the runner up in the Biodiversity category at the 2016 European Business awards for the Environment, last year Cafeology won the Natural Capital award for Innovation at the Guardian Sustainable Business Awards as well as the Outstanding Business category at The Animal Hero Awards 2015.

We are very committed to this project and delighted to have visited the plantations at Guaya'b in Guatemala and due to the success of our Bird Friendly coffee, we have now started working with Procafe in Nicaragua as our range increases.

## Background information: Bird Friendly Coffee

Asociación Civil Guaya'b is a cooperative of around 300 indigenous farmers in Huehuetenango near the Mexican border. They follow growing and organic farming conditions that are third-party certified to standards created by the Smithsonian Migratory Bird Centre with strict requirements on tree height and diversity, foliage cover and canopy structure to help protect the rainforest habitats of resident and migratory birds. These include the Resplendent Quetzal, which is at risk due to habitat loss, as well as a multitude of migrant birds which spend their winters in Central and South America.

The success of Bird Friendly certified coffee is measurable. Research by the SMBC in Peru shows that while a sunny plantation harbours just 61 species of birds, this number jumps to 243 when coffee is cultivated under a canopy of 10 tree species or more.

Farmers must be re-certified every three years in order to retain their Bird Friendly status. Meanwhile, the premium prices they obtain for their product is invaluable in supporting their families and boosting local economies.

The replacement of traditional shade-grown methods for sun-grown has risen steeply in recent decades due to economic pressures that have forced farmers globally to increase the yield of coffee plants and individual farms. This 'technification' has resulted in over 2.5 million acres of forests in Central America alone being destroyed in the last 20 years and with it has come a loss of biodiversity in animals and birds living in these habitats.

Data from the World Resources Institute has also revealed that more than 104 million hectares of the world's remaining Intact Forest Landscapes - an area three times the size of Germany - were degraded from 2000 to 2013.

Some coffee farmers have contributed to this deforestation by cutting down shade-grown plantations to cultivate in the open and applying a range of chemical inputs that help to increase yields. These technified farms are more costly to manage, farmers become dependent on the inputs, and production increases are realised at the expense of habitat and biodiversity. Most coffee available in the UK today is sun-grown with limited shade.

### Further information

Website: [www.cafeology.com](http://www.cafeology.com)

Twitter; @cafeology

Facebook CafeologyHQ

<https://www.youtube.com/watch?v=4cXrKPCbykA>

Bryan Unkles. Managing Director

E-Mail: [Bryan.Unkles@cafeology.com](mailto:Bryan.Unkles@cafeology.com)

Supported by:



Federal Ministry for the  
Environment, Nature Conservation,  
Building and Nuclear Safety



based on a decision of the German Bundestag