



Why Buy Coffee from Rogers Center?

By Laura Carey

Did you know that coffee is the second largest commodity imported into the United States? This means that U.S. coffee-buyers are a very powerful group who exert an enormous influence on the planet.

Most coffee sold in grocery stores and retail chains is grown on large, commercial farms that clear the land of the natural tree canopy in order to grow lesser-quality beans faster. This requires the use of pesticides, herbicides and petrochemical-based fertilizers. Most large farms pay farmers a very low wage (25 cents per pound), which negatively impacts family and cultural life. Loss of natural habitat negatively impacts birds and other wildlife, as well. Many of the migratory birds we enjoy so much in spring, summer and fall, winter in these areas.

Coffee shrubs grow naturally in the shade of the tropical forest canopy. Fair trade, organic, shade-grown coffee is grown this way without the use of pesticides, herbicides and petrochemical fertilizers. This method supports birds, other wildlife, and healthy soil. Buying coffee with the fair trade label ensures a living wage for farmers (\$1.31-\$1.51 per pound) since they are able to sell directly to buyers without losing profits to middlemen. This supports family and village life.

Friends of Rogers sells Thanksgiving and Songbird Coffee products that are certified fair trade, USDA Organic and Shade-grown. A win for birds, wildlife, diverse habitat, FOR and you when you take your first morning sip.

Beginning in February, Friends of Rogers will be offering quarterly coffee purchasing opportunities. For exact dates and to place your order just call the Center at 607-674-4733 or e-mail info@FriendsofRogers.org.

Or come to the Winter Living Celebration on Sunday, January 26, 2014 from 11 a.m. to 4 p.m. to place your order!



Image retrieved from <http://www.thanksgivingcoffee.com>