

Your Next Cup of Coffee Could Help Protect Tree Kangaroos and Fight Climate Change. Here's How:

Do you know what goes into your cup of coffee? How about what comes out of it?



On this #NationalCoffeeDay (September 29), find out how Woodland Park Zoo and local coffee chain Caffè Vita are teaming up to make your cup of morning joe go so much further than you probably ever imagined — breathing life into Papua New Guinea's (PNG) economy while helping to save its unique wildlife — all fueled by *your* love for coffee.

Each cup or bag of PNG coffee helps fund a better quality of life for the people of PNG — providing access to healthcare, education for children, and conservation training for people of all ages to make sure these efforts last for generations to come.

You're also helping save animals such as the endangered Matschie's tree kangaroo and the ecosystem they live in, which in turn helps protect against climate change.

So how does it work?

More than two decades ago, Woodland Park Zoo's Tree Kangaroo Conservation Program began in PNG. The goal — to protect the rain forests, the indigenous wildlife and the people who share the forests.

In 2009, the government and local communities established 187,000 acres as the Yopno-Uruwa-Som (YUS) Conservation Area — a swath of pristine tropical forest that is now protected from logging and other forms of resource mining that destroy the rain forest. This legal milestone — the first of its kind in PNG — paved the way for the Tree Kangaroo Conservation Program to help local communities focus on long-term, sustainable ways to live off the land. The local clans own more than 90% of the land, putting them in control of its preservation and stewardship.

That brings us to coffee. Coffee has long been grown in YUS, but with no way to transport the beans out of the remote mountain villages, there was no way for coffee to become a viable source of income for the landowners. All of that changed when Woodland Park Zoo's Tree Kangaroo Conservation Program

partnered with Seattle-based Caffè Vita, who started buying YUS conservation coffee directly from the YUS farmers and selling it in the U.S.

Last year alone, YUS Conservation Coffee farmers sold more than 45 tons of coffee.

Each time you buy YUS PNG coffee from Caffè Vita, you're directly helping save endangered animals such as tree kangaroos. You're helping save one of the last remaining intact cloud forests on the planet. And you're helping enrich the livelihoods of the people living in Papua New Guinea.

VISUALS:

- B roll of coffee farming in PNG, tree kangaroos, rain forests (4 minutes, file upon request - Video credit: Woodland Park Zoo/Joe Pontecorvo)
- Access to Caffè Vita and Woodland Park Zoo's Rain Forest Food Pavilion, where PNG YUS coffee is sold.

INTERVIEW:

- Dr. Lisa Dabek, Program Director, Tree Kangaroo Conservation Program
- Trevor Holbrook, Program Manager, Tree Kangaroo Conservation Program (just returned this week from a conservation and coffee expedition in Papua New Guinea)
- Mason Sager, Caffè Vita Green Buyer (just returned from Papua New Guinea this week from a conservation and coffee expedition)

Want to do more?

Consider supporting the Tree Kangaroo Conservation Program here:

<https://www.zoo.org/tkcp/donate>

Founded in 1899, Woodland Park Zoo is accredited by the Association of Zoos & Aquariums and certified by the rigorous American Humane Conservation program. The Humane Certified™ seal of approval is another important validation of the zoo's long-standing tradition of meeting the highest standards in animal welfare. Woodland Park Zoo is helping to save animals and their habitats through more than 35 field projects in the Pacific Northwest and around the world. Each year, the zoo engages more than a million visitors of all ages, backgrounds, abilities, and walks of life in extraordinary experiences with animals, inspiring them to make conservation a priority in their lives and a difference in our planet's future ecological health and sustainability. Visit www.zoo.org and follow the zoo on Facebook, Twitter and Instagram.