



Bird-friendly Coffee Fundraiser Information Packet

Greetings! The first page of this packet contains background information about bird-friendly coffee. When selling to friends and family, this info will help explain how they will not only be supporting you, but also supporting an eco-friendly product. (You can also mention that we'll be examining the effects of shade coffee on birds during our trip!) The second page of this packet contains information about actually selling the coffee, such as how to process orders, etc. Thank you, and good luck!

How Does "Bird Friendly" Coffee Help Birds?

Endorsed by such prominent birder/conservationists as Kenn Kaufman, "bird friendly" coffee is a simple and effective way for us to help migratory birds that travel to the American tropics for the winter. Many of those migrants that spend their summers in Vermont – birds like the Wood Thrush, Scarlet Tanager and Chestnut-sided Warbler – overwinter in places like Mexico, Nicaragua and Peru. In areas where native forests have been virtually eliminated, these birds find refuge in shade-grown coffee plantations. Not all shade grown coffee is created equal though, hence the need for a certification program like that of the Smithsonian Migratory Bird Center. Plantations with a diverse or "rustic" canopy provide the best habitat for our globetrotting songbirds. To learn more about Bird Friendly certification visit the [Smithsonian Migratory Bird Center](#) website. To learn more about the threats that neotropical migrants face on their wintering grounds, and how coffee can help, consider reading Silence of the Songbirds by Bridget Stutchbury.



This sun-grown coffee plantation provides very little habitat for birds and other wildlife.



Shade-grown coffee mimics the natural habitat of birds & wildlife.

Our bird-friendly coffee is roasted locally in Montpelier by Capitol Grounds.

How Do I Process an Order?

There are two order forms that are posted on our website to assist you in taking your orders.

1. **Individual-Order Form:** This is a half-page form to be filled out one-per-customer. Use it when taking orders. You can even have your customer fill this out themselves! You will retain these forms to help you distribute the coffee after it has been roasted and picked up from NBNC.
2. **Master-Order Form:** This is essentially a spreadsheet where you can summarize all of the orders you take. This is the form we will collect from you to place our orders with Capitol Grounds (the roaster). It may be wise to keep this one in a safe place as a back-up for your individual orders.

All payments should be either cash or check (made out to NBNC) and should be collected prior to submitting your master-order form. We will be collecting master-order forms periodically to have coffee roasted. You can use these time frames to tell your customers when they can expect their coffee:

December 16: In order to receive coffee before Christmas, master-order forms and payments must be submitted to NBNC by Wednesday, December 16. Coffee can then be picked up from NBNC during the week of December 21st.

January 6: For any orders you take over the holidays, you can submit master-order forms by Wednesday, January 6 to receive coffee the week of January 11th.

At this point, we will assess how coffee sales are going and decide on future deadlines.

Where do I pick up my coffee?

We will hold coffee here at the Nature Center for you to pick up. You can get the coffee whenever we're open, typically weekdays, 9-4. If you are unable to get here while we're open, we can make special arrangements for you to pick up your coffee. From there, it is up to you to distribute the coffee to your customers.

What is the profit margin?

We are getting the coffee at wholesale price from Capitol Grounds for \$6.99 per pound. This equates to a profit margin of between 30 - 36 %, based on whether you sell any coffee three-pounds at a time.

How long will this fundraiser last?

As long as you can keep selling coffee, we can keep this fundraiser going. This means, if you can get your customers to buy a pound every two weeks (or any amount on a regular basis) than you can maximize the potential of this fundraiser.

Any other questions?

As always, don't hesitate to ask if you have any other questions or would like clarification on any points. You can contact Larry or Chip by phone at 229-6206 or contact Larry by email at Larry@NorthBranchNatureCenter.org