



Helping migratory birds while we drink our coffee

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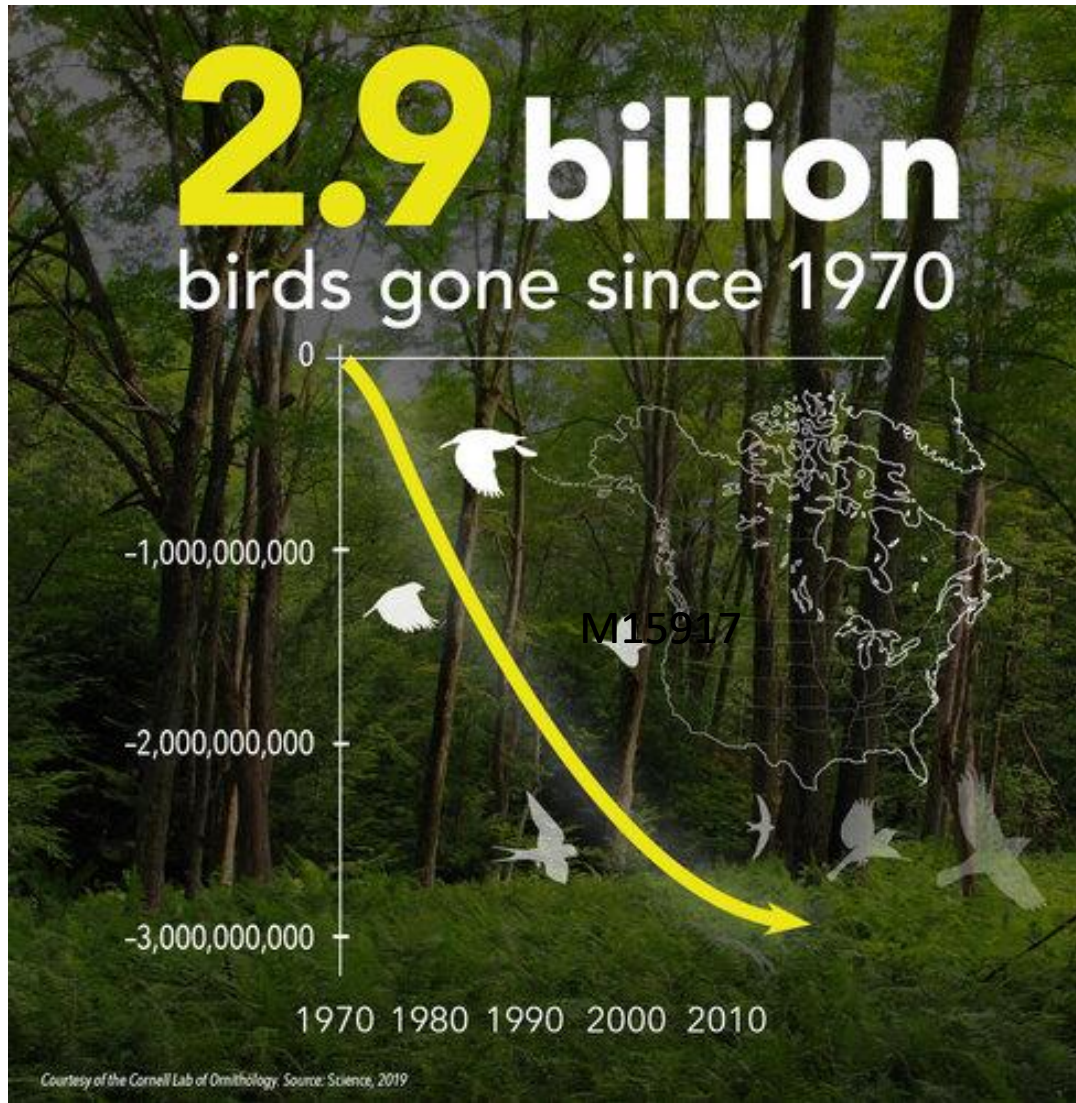


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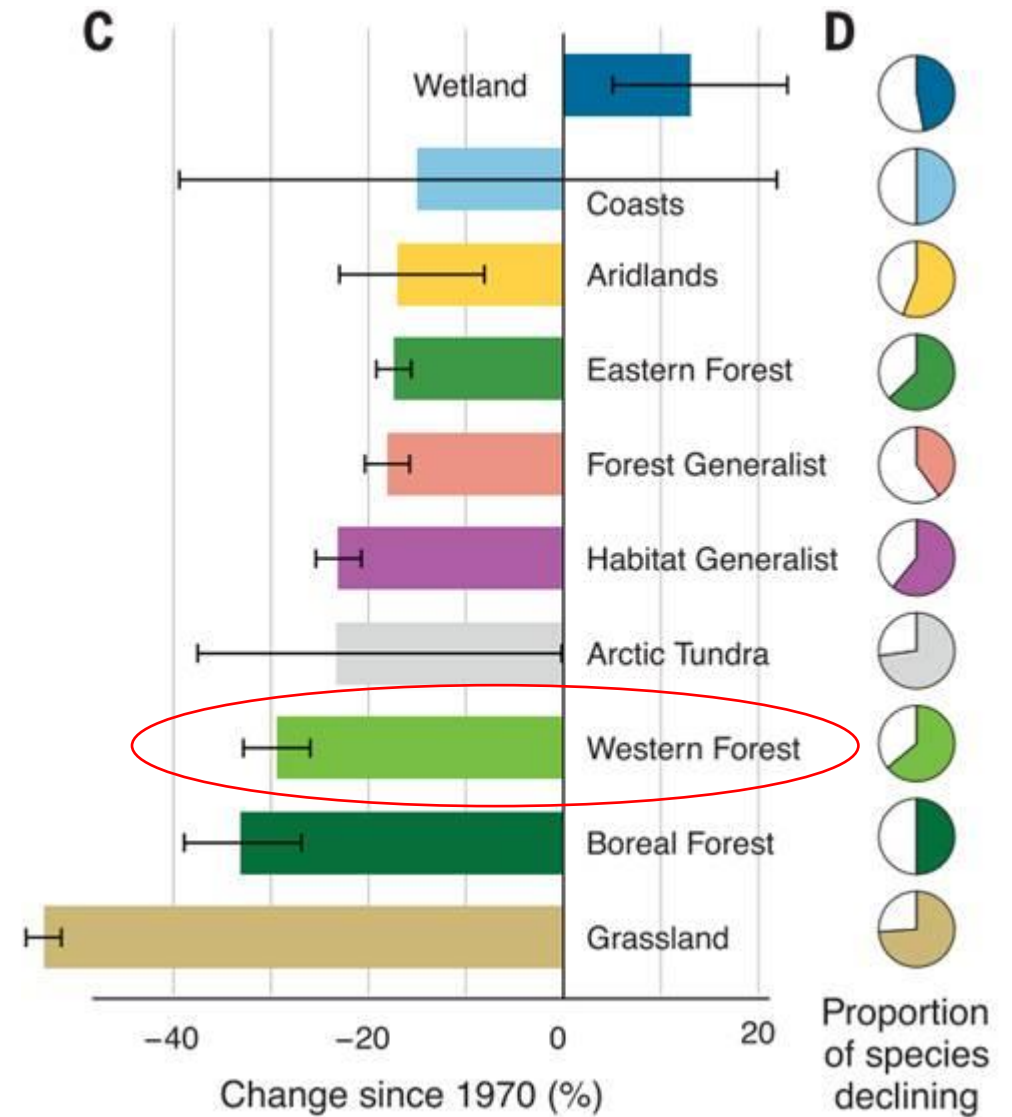


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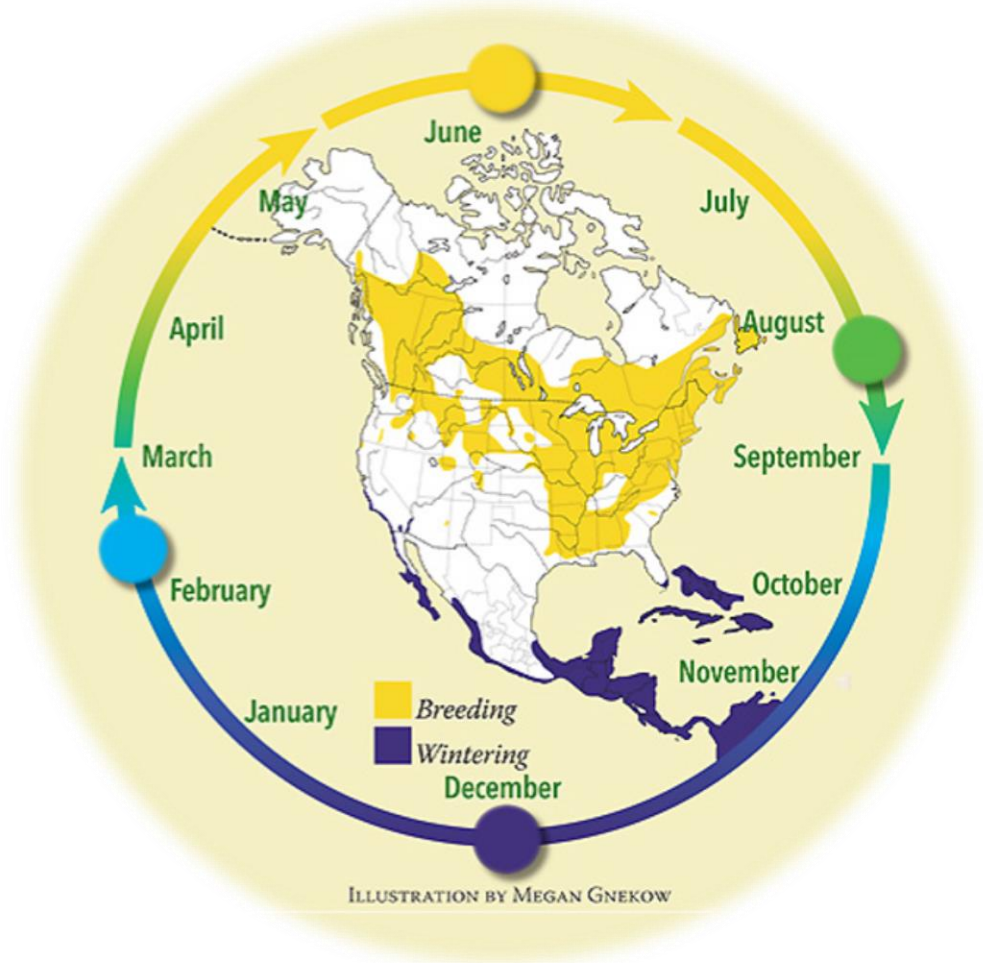


Nearly **30%** of North American birds lost during the last 50 years (Rosenberg et al. 2019)



Western forest birds -30%
64% of species are in decline

More than 75% of Canadian bird species spend at least half of the year outside of Canada.



Where do birds go after leaving Canada?

Several species migrate to South America
Remaining forests are fragmented



Some species in steepest decline depend exclusively on forest in these mountains
Habitat loss on the wintering grounds is a key driver of population declines

The challenge of finding forest at mid-elevations... (1000-2000 m)





Shade-grown coffee vs. sun coffee



Shade-grown coffee from 1850-1970

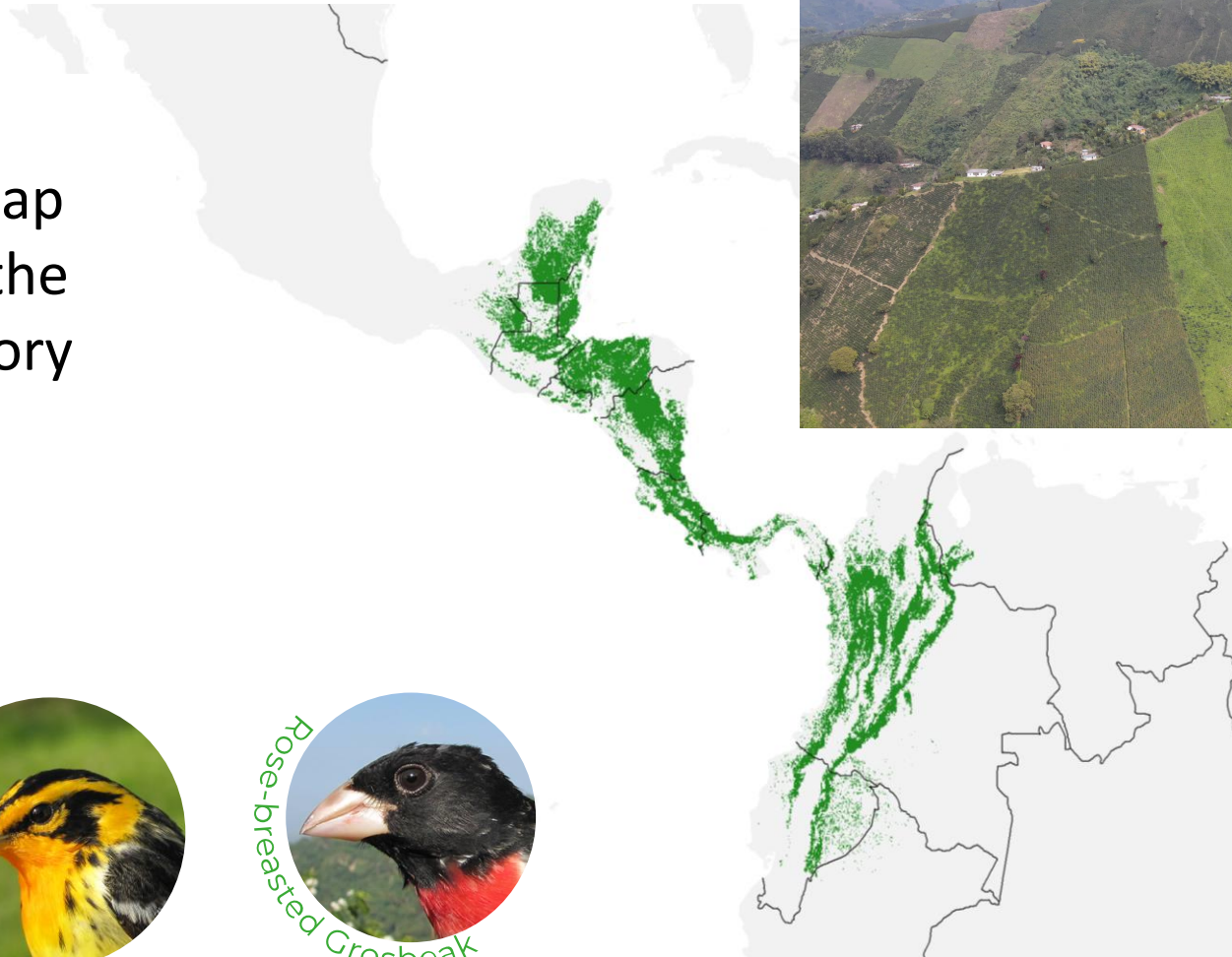


World coffee production:
Without or sparse shade 75%
Traditional diverse shade 25%

Why is coffee important for Neotropical migrants?

Remaining shade-grown coffee plantations are key habitats across deforested regions

Ideal conditions for coffee production (1000-1800 m) overlap with the elevation belt holding the highest concentration of migratory birds (1000-2300 m).





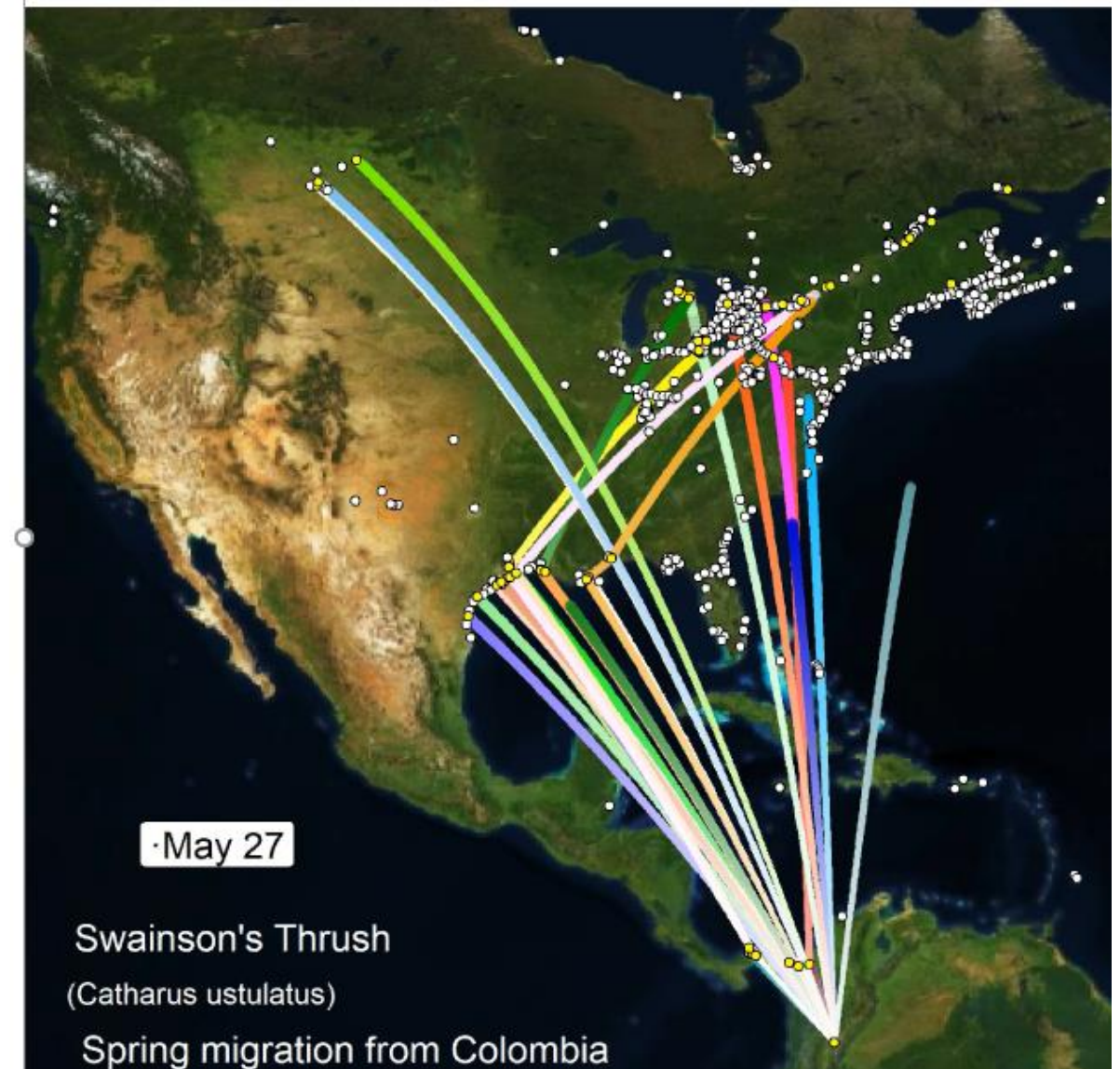
The value of shade-grown coffee relative to forest

- ✅ Migrants are equally or more abundant in shade coffee.
- ✅ Similar body condition in both habitats during the winter.
- ✅ Similar survival in both habitats.



Tracking birds from Colombia to North America

Motus Wildlife Tracking System



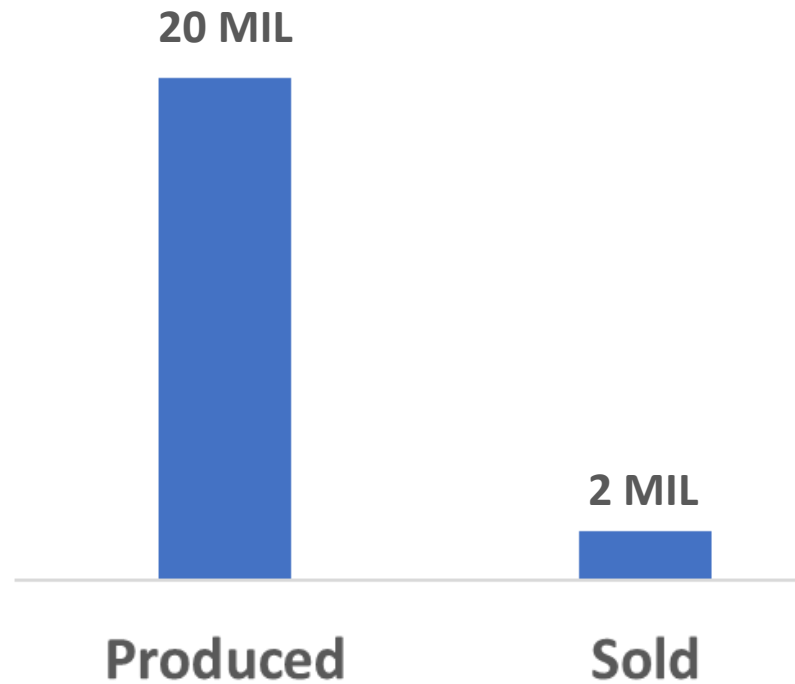
**Coffee is the most consumed beverage among adult Canadians
60% of adults drink an average of 2.8 cups daily**



Drinking Bird Friendly coffee is the cheapest and easiest way for North Americans to help migratory birds on the wintering grounds.



The Bad News: Insufficient demand



2018 Bird Friendly
Production vs. Sales
Smithsonian Migratory Bird Center

Insufficient demand is a risk to the habitat Bird Friendly coffee protects. Farmers might leave the program and convert their plantations to sun coffee and/or other crops and pasture if they do not find buyers.



You might have seen or heard the Swainson's Thrush in our surrounding forest.

They are easily recognized by their spotted belly, and their spiraling flute-like song.

These birds commonly winter in shade-grown coffee plantations where native habitat is no longer available.



Thank you!



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