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## **SCAA Honors Project Focused on Climate Change with the 2012 Sustainability Award**

### **Collaborative Project Addresses High Quality Coffee Production in the Face of Climate Change**

**LONG BEACH, Calif. U.S.A. (March 20, 2012)** --- The Specialty Coffee Association of America (SCAA), the world's coffee authority and largest coffee trade association, presents its 2012 Sustainability Award to a collaborative project involving Dukunde Kawa Cooperative, PROGRESO, REDI and Thanksgiving Coffee Company named *Responding to Climate Change: Building Community-Based Reliance*. This annual award honors individuals, businesses and organizations in the specialty coffee industry that have created innovative projects to expand and promote sustainability.

Alexandra Katona-Carroll, of the SCAA Sustainability Council, stated, "*Responding to Climate Change* has a full project scope, long-term goals and great potential for replication in coffee producing areas. The Sustainability Council is impressed with the project's current metrics and is excited to see how this can help shape and prepare producers for climate change from a bottom up approach."

*Responding to Climate Change: Building Community-Based Reliance* focuses on sustaining the production of high quality coffee in the face of climate change. It pilots a set of proactive interventions that faces the reality that some degree of climate change is inevitable, that disruption of supply is likely, that decreases in quality are expected, and that on-the-ground defenses need to be built to protect specialty coffee production.

The central goal of this project is the introduction of practices that increase the resilience and adaptive capacity of the 1,818 farms of the Dukunde Kawa Cooperative. Specifically, the



actions of the project create targeted defenses against the expected increases in temperature, pests, irregularity in rain and drought, shortened ripening and quality loss, and the resulting loss of specialty coffee. As such, the project deploys a set of widely recognized best practices around shade intercropping, erosion control, and watershed conservation, in response to site-specific climate change risk assessments, thereby creating targeted defenses against these new threats to production. Ben Corey-Moran of Thanksgiving Coffee Company notes, “Extreme weather events caused by climate change threaten to disrupt the production of high quality coffee around the world. Climate change not only jeopardizes the stability of our supply chain, it directly affects the livelihoods of millions of farmers and their communities. Thanksgiving Coffee is working closely with our partner cooperatives to develop strategies that buffer farms, protect quality, and ensure livelihoods. We are honored that this critical work is being recognized by our industry with this year's Sustainability Award.” Broadly put, the project seeks to increase the value of ecosystem services by increasing the quantity, quality, diversity, and distribution of beneficial components of the ecosystem. To read more about this project, please visit <http://www.thanksgivingcoffee.com/musasa/climatechange>.

In 2003, the Sustainability Council of the Specialty Coffee Association of America created the Sustainability Award to promote, encourage and honor the efforts of programs and companies like Thanksgiving Coffee Company, that serve as role models in the fields of sustainability. As part of its mission, SCAA is actively involved in issues relating to sustainability and looks to its members to take leadership roles in sustainable practices.

#### **About SCAA**

The Specialty Coffee Association of America (SCAA) is the world's coffee authority and largest coffee trade association with nearly 5,000 members including member companies and their employees. SCAA members are located in more than 40 countries and represent every segment of the specialty coffee industry, including producers, roasters, importers/exporters, retailers, manufacturers, baristas and coffee enthusiasts. SCAA is dedicated to creating a vibrant specialty coffee community, recognizing, developing and promoting specialty coffee by setting and maintaining quality standards for the industry; conducting research on coffee, equipment and perfection of craft; and providing education, training, resources and business services for its members. Visit [www.scaa.org](http://www.scaa.org).