

Are You Drinking the Best Coffee?

Before the 1960s, most coffee grew slowly under trees on shaded hillsides. But when industry focus switched from quality to low cost, many companies began blending in cheaper, more bitter beans grown in other places. To compete, trees on many shade farms were clear-cut to grow beans faster in full sun.

The result was a sacrifice in flavor. Today, to get high quality coffee that's winning tasting competitions around the world, buy "shade grown" coffee available to drink at the SUBWAY Café or for sale in the Zoo's gift shop as well as a growing number of stores.

Conservation by the Cup. How?

After oil, coffee is the world's most widely traded commodity. And because Americans drink one third of the world's coffee our choice of coffee can have a dramatic impact in coffee growing regions.

When farms lost those trees, many birds lost their homes. Today, we enjoy seeing far fewer migratory birds in the U.S. compared to just a few decades ago. A recent report also revealed a national park and World Heritage Site protecting tigers, rhinos, and elephants was being cut to grow coffee. Tree loss also increases soil erosion as well as increases chemical use to replace the natural pest control and nutrients provided by a healthy forest.

Many shade grown coffees are also organically grown as well as Fair Trade Certified meaning that farmers were paid a fair wage enabling their children to attend school instead of working in the fields.

Enjoy a cup of great tasting coffee to help people, the land, and rare wildlife.



Visiting Naples Zoo? You're Saving Wildlife!

Naples Zoo seeks to delight all our guests with the natural world to inspire the conservation of our planet's remaining wild areas and their wondrous inhabitants. Unlike many accredited zoos, Naples Zoo receives no operational funding from taxes. That means your admission, membership, or donation makes all our programs possible.

Naples Zoo took a lead role among US zoos in implementing a 25 cent *conservation fee* with each admission to support scientific research, wildlife projects, conservation training, and habitat protection. Thank you. Your support is making a world of difference.

Learn more at
www.napleszoo.org/conserve



Naples Zoo at Caribbean Gardens
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ZOO**
at CARIBBEAN GARDENS

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Beyond the natural beauty created by these conditions, our planet requires fundamental elements like these to sustain life itself. So in the long run, what's best for people is best for wildlife. Taking shortcuts to benefit one or the other hurts both down the road.

And by protecting open spaces, we maintain species that may hold the key to **medical break-throughs** like the multitude of treatments we now have from nature including cancer, diabetes, and infections.

We Have the Power

Through international cooperation, the ozone layer is expected to recover by mid-century. The amount of materials being recycled has more than doubled since 1990. And we have the opportunity to **make more good news.**

How? Although the U.S. has less than 5% of the planet's population, we consume 25% of the world's total resources. Because of this, we have great power to change the future simply by **what we purchase, how we live, and whom we support.**



START WITH ONE WILD CHOICE TODAY

WATER



- ✔ Install low-flow showerheads and faucet aerators.
- ✔ Turn off the faucet while brushing teeth and soaping up in the shower.
- ✔ For cold water, keep a pitcher in the refrigerator instead of running the tap.
- ✔ Landscape with native plants.

WILDLIFE



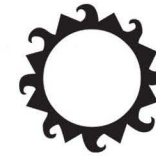
- ✔ Become a member of your local *Association of Zoos and Aquariums* accredited institution.
- ✔ Create a certified Backyard Wildlife Habitat™ with the National Wildlife Federation to make a friendly home for birds, butterflies, and wildlife.
- ✔ Don't let your pet cat roam freely. It's illegal in Collier County and other communities. Each year cats kill millions of native mammals and birds.

CAR



- ✔ Accelerate smoothly for best mileage.
- ✔ Take a pass on drive-thrus to save gas, pollution, and time.
- ✔ Keep tires properly inflated.
- ✔ Ride a bike instead of taking the car.

ENERGY



- ✔ Turn off TVs and electronics when you're done – especially computers.
- ✔ Learn how “phantom loads” can cost you about 5% of your electric bill.
- ✔ Turn off lights when leaving a room for more than 30 seconds. Replace old light bulbs with compact fluorescents.
- ✔ Use a programmable thermostat.
- ✔ Regularly clean home air filters.

OCEANS



- ✔ Learn how can you conserve ocean life with simple dining choices with a free Seafood Watch® card at the zoo.
- ✔ Wash your car on the lawn instead of on the street or driveway.

FORESTS



- ✔ Get your name off national junk mail lists with info at the zoo's website.
- ✔ Buy recycled paper.
- ✔ Reuse the back side of paper for shopping lists, faxes, messages, etc. Recycle paper when you're done.
- ✔ Purchase *Forest Stewardship Council* products including wood as well as paper like the Zoo's map is printed on.

For further information, click
www.napleszoo.org/conserv

Many complex issues require cooperation. Donate to the *Naples Zoo Conservation Fund* at the Zoo or online at www.napleszoo.org/donate to support effective conservation programs around the planet.

Donate at least \$1 to the *Naples Zoo Conservation Fund* in The ZOO Gift Shop and get a full color tiger button!

