

THE IMPACT OF COFFEE IN NATURE AND THE ECONOMICS

If the coffee's current demand remains the same as nowadays, by 2050, the land for producing coffee will have to increase.

"Since 60% of the suitable land for growing coffee is forested, and only 20% of that land is protected, the risk of deforestation to make room for new or expanded coffee farms is high" (Humanature, Conservation International Blog)



Producing a cup of coffee seems to be non-sustainable. According to the Conservation International Blog it is estimated that the average cup of coffee takes 140 liters of water to grow.

Due to the sensitiveness of coffee's crops by the climate change, according to a report of the Climate Institute, the changing climate have the potential to cut the world's suitable coffee-growing area in a half, causing a big problem for those more than 120 million farmers who their economy and livelihoods depend on coffee.



BENEFITS OF INTENTIONAL AND INFORMED COFFEE PURCHASES

According to the Conservation International Blog, by aligning with companies that are investing in sustainability programs, paying above the commodity price and making commitments to sourcing sustainable coffee, we can support farmers who are struggling against a crisis related to the loss of profits due to the low price of coffee in the market. Moreover, at the same time, we can help the environment.



By not using "Paper cups" for coffee, we would be avoiding tree's deforestation and these hard-recycled materials to end up in landfills. Using instead thermos or ceramic mugs will help eliminating unnecessary wastes.

"Be an advocate of change". If we question companies about its sustainable practices or complain about its lack of interest in these topics, we could make companies to start thinking about this issue, and thus, start a real change.



CURRENT SITUATION

MY FAMILY AND I CONSUME, APPROXIMATELY, FROM 5 TO 9 SODA PET BOTTLES PER WEEK.



Ideal situation

If we change the habit of consuming soda to a healthier habit of drinking natural fruit beverages, we would be not only contributing to form a better style of life, but also we would be avoiding the impact of 36 PET bottles into the environment.



CURRENT SITUATION

MY FAMILY AND I CONSUME, APPROXIMATELY, FROM 20 TO 30 PLASTIC CONTAINERS OF PERSONAL CARE AND HYGIENE PRODUCTS PER MONTH.



Ideal situation

If we replace the usage of synthetic products by making and using ourselves natural soaps and the natural properties of plants for personal care respectively, we would be avoiding the waste of more than 300 plastic containers per year.



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