

# Coffee and Climate Discussion Guide



Discussion Guides provide a way to reflect, continue learning, and share insights about the content viewed in videos. This guide focuses on the Coffee and Climate video which gives learners an introduction to the people and the work behind our coffees. Keep exploring Coffee Academy and share this video. You can also learn more about individual coffees at [traceability.starbucks.com](https://traceability.starbucks.com)

## Instructions/tips for individual use

- Pour a cup of coffee and plan to watch the Coffee and Climate video two times. Don't worry about taking notes the first time you watch it.
- Take notes in a journal the second time you view the video.

## Instructions/tips for group use

- Share the video as part of a coffee tasting.
- Use this guide to start the conversation.
- Be prepared to share something that inspired you or that you learned from the video.



# COFFEE ACADEMY

## Questions

- Where did Starbucks and Conservation International first start working together?
- What work did Conservation International and Starbucks start over two decades ago (in 1998)?
- What is one of the root causes of leaf rust?
- How can leaf rust impact a coffee farmers production?
- Why is it important to plant new coffee trees?
- How is Starbucks supporting coffee farming communities with healthy, resilient trees?

## Additional Questions

- What is the relationship between climate change, deforestation, and coffee farmers?
  - Why are conservation areas, protecting wildlife, and water body protection so important in coffee growing regions?
  - Why is having our coffee be C.A.F.E. Practices verified important for people, coffee and planet?
  - How can baristas and customer be part of the solution to reverse the effects of climate change?
  - What is something that you learned today that you would like to share with baristas and customers?
- (Learn more about these topics in Coffee Academy Level 300, Origin & Ethical Sourcing)

## Notes

