



# C.A.F.E. Practices in Action

## 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 C.A.F.E. Practices in Action video which gives learners an introduction our comprehensive approach to ethical sourcing. 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 C.A.F.E. Practices in Action video two times. Don't worry about taking notes the first time you watch it.
- Take notes 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

## Foundational Questions

- What are the four components of C.A.F.E. Practices?
- What are some examples of C.A.F.E. Practices in action on a farm?
- Why is each component of C.A.F.E. Practices important?
- Why is it important for baristas to learn about C.A.F.E. Practices?
- What inspired you and what are you curious to learn more about?

## Additional Questions

- Where can you learn more about C.A.F.E. Practices?
- Where can you find the Conservation International logo on our packaged coffees? Why do we add the logo to our coffee packaging?
- How does C.A.F.E. Practices demonstrate us living our Mission and Values?
- How will you share what you've learned with fellow baristas and customers?

## Notes

