

IMAGINE A WORLD WITHOUT COFFEE.

With current levels of production and harmful impacts on soil, water and the environment, this might just be a near reality! Each day, forests are converted to coffee plantations. Every cup of coffee consumed, destroys 3cm² of rainforest. And 1.4 billion cups of coffee are consumed daily. Without nutrient-rich soil, clean water and a living environment, the future of coffee itself is threatened.

At Gaia's Cup, we aim to TRANSFORM the way the world grows and sells coffee.



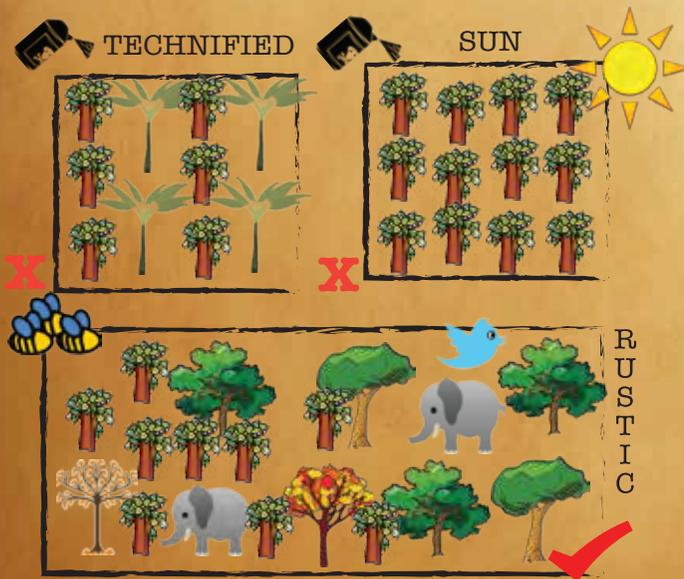
Choose earth. Choose right.™

ABOUT US

Gaia's Cup is an exploration of how to use science to resolve real-world environment and development problems. We work in coffee landscapes in India to find innovations to reconcile agricultural production and biodiversity conservation.

Our work is grounded in ACTION-RESEARCH. We use empirical evidence to inform our understanding of how to achieve sustainability.

We want to create an ecologically sustainable and resilient farming practice that can withstand future shocks and crises, whether environmental or market-related.



CONSERVATION STRATEGY

We support coffee farms to adopt a BALANCED and SUSTAINABLE approach to farming. Our objective is to INCENTIVISE farms to switch from intensive and harmful 'technified' and 'sun' farming practices to 'RUSTIC' practices.

gaia's cup PRODUCTION PRINCIPLES



- 1 SPECTACULAR SHADE**
Steps taken to maintain 60% shade, 100 native trees/acre, 20 native tree species/acre and a mixed canopy (S/M/L trees).
- 2 PROTECT WATER SOURCES**
All natural water bodies and streams are protected from harmful effluents.
- 3 NO CHEMICAL PESTICIDES**
Coffee is sourced from set-aside areas on farms that use non-chemical methods of pest-control.
- 4 MINIMAL CHEMICAL FERTILISERS**
Use of chemical fertilisers is measured and reduced over the long-term.
- 5 STRICT LABOUR WELFARE STANDARDS**
Rights and welfare of workers is protected. People enjoy safe working conditions and living wages. Child labour is prohibited.
- 6 ENHANCED BIODIVERSITY**
Biodiversity conservation through improved agro-forestry (i.e. shade trees) is core reason we exist. An amazing diversity of plant and wildlife species are supported through shade farms that have the potential to provide ideal habitat. We work towards creating coffee habitats.
- 7 100% TRACEABILITY**
Each cup is traced back to the 'conservation block' on the farm from which the beans were harvested. There is meticulous monitoring.
- 8 WE ARE 100% NOT-FOR-PROFIT**
We exist because we want to protect the environment. We care about profits only so long as we can invest it back into our conservation work. 100% of our profits are used to fund a range of activities such as shade improvement and social advocacy on conservation issues.

DISCLAIMER: We are an evolving, adapting, continuously improving programme. We are not quite there yet (especially because biodiversity conservation takes time) but that is certainly the area where we focus our efforts.



LOOK FOR THE STAMP



Its the guarantee that your coffee comes from a farm that supports biodiversity and adopts sustainable farming practices.

CONNECT

Get in touch with us to:
source sustainable coffee,
find out which farms follow great practices,
contribute skills and resources.

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