



# COFFEE KIDS®

## MEDIA UPDATE

New York, September 6<sup>th</sup> 2019

### **Coffee Kids calls to support the next generation coffee farmers during Coffee Days**

Coffee Days should be about celebrating young farmers producing great coffee, not only the experience in the cup. September 29<sup>th</sup> marks National Coffee Day in the US and October 1<sup>st</sup> is International Coffee Day 2019!

All of us - exporters, roasters, coffee shops, baristas and all coffee lovers - need to get involved to do our part. For the up-and-coming farmers, for the drink we love, and for the future of coffee and coffee communities.

We believe that coffee farmers can change the world. Smallholder coffee farmers face a variety of challenges such as a changing climate, inconsistent cash flow, an erratic coffee market, and inadequate access to land. On top of that, young people are leaving farming. We know that the up-and-coming generation of farmers are the caretakers of a crop that we all care about and rely on.

Celebrating a Coffee Day is your opportunity to give back to the farmers who bring you your daily cup. Supporting young coffee farmers starts with inspiration: what to do, how to get started, and ways to stay connected.

Coffee Kids is collaborating with young farmers in Central America and East Africa. We are expanding the regions where we work and incorporating innovative practices and training on climate change adaptation and gender inclusion. Connect with us to connect with these youth, and support us to support them - inspiring, motivated, and hardworking young people.

What can you do: Plan a fundraising event, donate proceeds during Coffee Days, or kick-off a monthly donation. When you dedicate your Coffee Day to supporting Coffee Kids, you'll support our farmer empowerment approach, particularly for young farmers through entrepreneurship, mentorship, and financing.

There are a number of ways to harness the power of community in your company, from hosting a fundraiser or dedicating a portion of sales on your local Coffee Day. Coffee Kids provides a toolkit that helps partners to find out how to support the work in the best way.

[Get in touch with Joanna Furgiuele](#), Manager of Coffee Kids, to find out more. Or [download the toolkit](#) through our webpage.



# COFFEE KIDS®

Companies that already pledged their support are among others: Flying M Coffee, Snowy Owl Coffee Roasters, InterAmerican Coffee US, Café Victoria Dallas, Cherry Lane Limited, Baratza, and Vigilante Coffee.

Contact:  
Joanna Furgiuele  
Director of Partnerships and Strategic Initiatives  
Coffee Kids  
Hanns R. Neumann Stiftung North America  
[joanna@coffeekids.org](mailto:joanna@coffeekids.org)

Coffee Kids is a program of Hanns R. Neumann Stiftung North America, which is a 501(c)3 nonprofit organization.