

Drink Coffee. Save Tree Kangaroos.

*Tree Kangaroo Conservation Coffee Available September 6 at
Woodland Park Zoo and Caffe Vita*

SEATTLE—You can sip a world of good with this conservation coffee! Beginning tomorrow, September 6, a limited offering of Tree Kangaroo Conservation Coffee is available for purchase at Woodland Park Zoo and Caffe Vita! The delicious brew is a collaboration between Woodland Park Zoo's Tree Kangaroo Conservation Program (TKCP) and Caffe Vita.



Sourced directly from farmers in Papua New Guinea (PNG), these 100% Arabica varietal beans, roasted by Caffe Vita, are grown under the shade of tree canopy in village gardens across 400,000 acres of protected forest in the YUS Conservation Area, named for the Yopno, Uruwa and Som rivers that flow through it.

“This coffee is fully traceable; we know the farmers who produced it, the gardens where it was grown, and the methods used throughout its processing. By drinking this Conservation Coffee, you’re directly supporting the YUS Conservation Area’s customary landowners and their efforts to protect Papua New Guinea’s incredible forests,” said Trevor Holbrook, TKCP Senior Program Manager.

This deforestation-free coffee preserves forest habitat for PNG’s endangered Matschie’s tree kangaroos, found nowhere else on the planet. The people of the YUS communities, working with the zoo’s TKCP, pledged their own customary land to create their nation’s first Conservation Area.

“Our coffee gardens serve as a place where animals and birds can feed and make their homes. My coffee garden houses all kinds of bird species, including the bowerbird, which likes the shade and came to build its nest here,” said Herson Hame, YUS coffee farmer.

TKCP helps farmers connect to roasters like Caffe Vita to empower sustainable livelihoods. Now farmers can invest in their children’s futures and steward the next generation of conservation leaders.

Farmers grow the coffee in the shade of tree canopy in family gardens; by doing so, farmers eliminate the need for logging like with many sun-grown or plantation-farmed coffees. Shade-grown coffee also ripens more slowly than plantation-grown coffee, developing complex flavors such as the red apple, milk chocolate and nougat notes in this brew.

By purchasing Tree Kangaroo Conservation Coffee, not only are you supporting farmers and tree kangaroos in PNG, but every purchase also helps support Woodland Park Zoo and programs like the Tree Kangaroo Conservation Program.

Since the first export of YUS coffee in 2011, coffee growers have sold more than 400,000 pounds of beans, generating over \$320,000 in profits for their families.

Drink it by the cup or buy it by the bag during your next Woodland Park Zoo visit! Or buy online at caffevita.com.

Matschie's tree kangaroos, red pandas, keas and other forest dwellers have a new home coming to Woodland Park Zoo in 2026. Visit www.zoo.org/forestsforall to make a gift to help rebuild the heart of the zoo and help create a space that supports healthy forests, thriving animals, and a place to foster community engagement, equity and action.

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