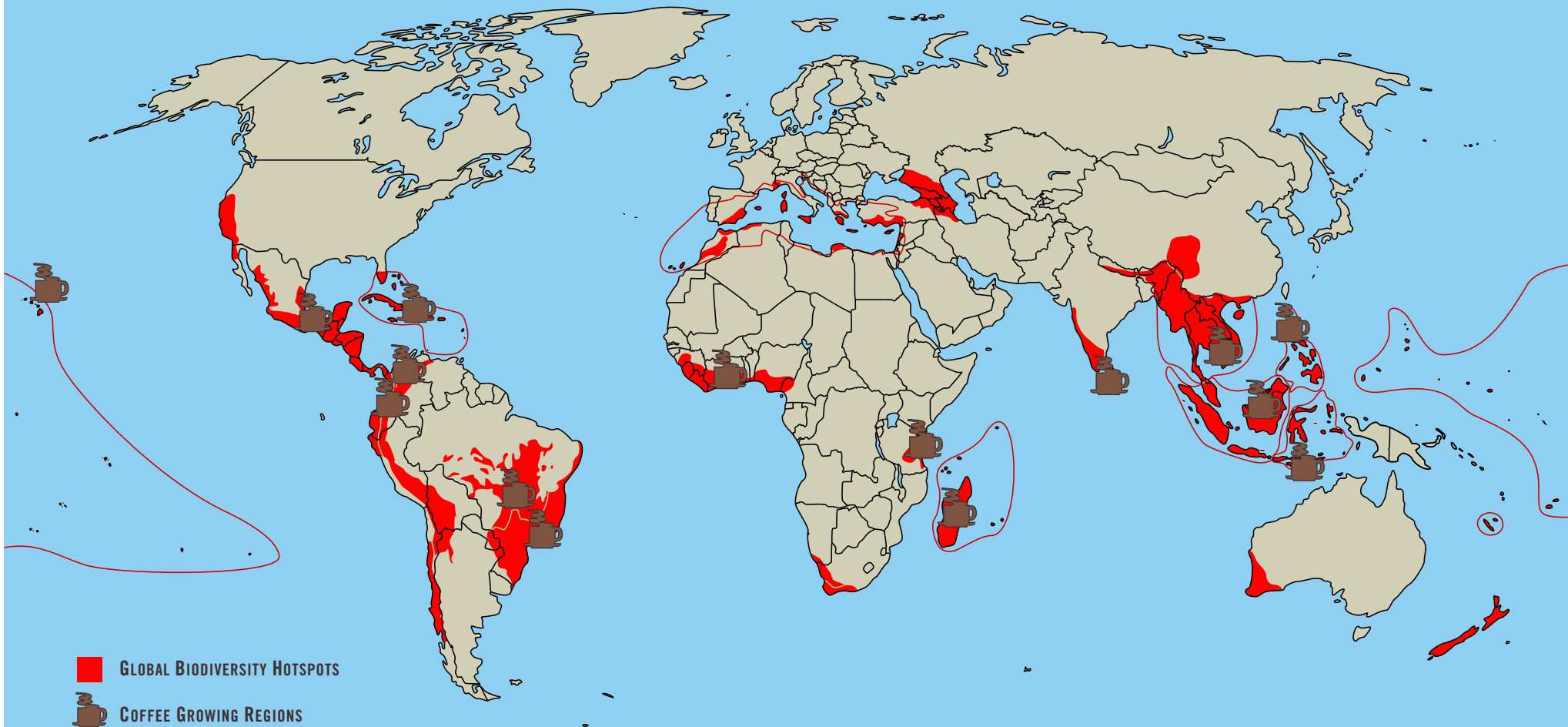


COFFEE & HOTSPOTS: MAKING THE CONNECTION



Hotspots are biologically rich areas under the greatest threat of destruction. Combined, the hotspots cover only 1.4 percent of the globe's land surface, yet contain more than 60 percent of all plant and animal species found on earth.

Of the 25 global hotspots, 15 are major coffee growing regions. Coffee can be a powerful tool for conservation. If produced in an ecologically sensitive manner, it can provide local people with economic benefits that are linked to the preservation of their environment.