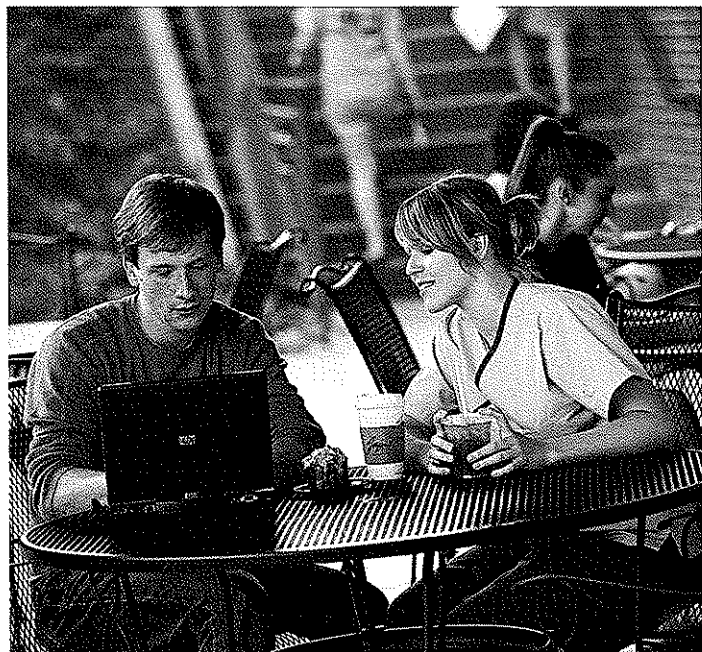


# Coffee for the Birds



When students at Palm Beach Atlantic University in West Palm Beach, Fla., get coffee at Jazzman's Café, they not only satiate their thirst, but also help some birds stay alive.

Jazzman's Café is one of more than 200 in the Sodexo system to carry a Smithsonian Migratory Bird Center (SMBC), Bird Friendly coffee blend. The coffee, double certified for sustainability and sourced from the Anfilo Specialty Coffee Enterprises in Ethiopia, is the first-ever coffee from Africa to have such a distinction.

Bird Friendly certification was created in the late 1990s by the staff of the SMBC at the National Zoological Park in Washington, D.C. It is awarded to coffee farms that maintain shade cover to provide a substantial habitat for migratory and resident birds. Farmers forgo conventional coffee-growing methods

of clearing the land of trees in order to maximize production.

Shane Collins, retail manager at the university, whose food-service is provided by Sodexo, said the bird-friendly coffee has caught on with the students. "The students loved it and embraced the idea of the double seal. It has really had a double impact on them. Not only that, but it is a great-tasting coffee and the most popular one that we sell of our regulars, outside of our promotional coffees that we do on a monthly basis."

He continued, "It is a great-tasting product. It is a mild-bodied coffee. It has a great flavor and only helps that we are able to pass out the environmental background to the students as they are getting it as well.

Jazzman's has been on campus for about two years, but the concept has really taken off this year. "It is definitely a relaxing place to come and get coffee, and students know this is the go-to place to come and get a pick-me-up and get a better-quality product than you can get off campus," Collins said. "It is a nice atmosphere with the jazz music playing and it's a beautiful layout."

Another reason for the boost is an effort to reach out to students. "We do some after-hours events with them - having concerts and an art showing," he said. "We teamed with the students on an event where they were going to be auctioning off art pieces. The week before the auction, we set up in here and actually had an artist come in and had a meet-and-greet. We're planning on more events like that next semester. I honestly think with the concept and the trendiness of it, it has just really become a favorite spot here on campus."

In addition to the regular coffee, students can get specialty coffee drinks, such as espresso, cappuccino and lattes, as well as hot chocolate, a variety of teas, Chai and smoothies. "We get the teas and Chai from Republic of Teas," said Collins. "We make our smoothies through Island Oasis."

The smoothies and teas do well, especially on hot days. "The smoothies do great," he said. "We top them off with some whipped cream and a little bit more of the concentrate on top to give it a good look. With the atmosphere down here and the temperature, the smoothies do very well. Our lattes and cappuccinos do very well too.

Students can also get a bite to eat with their drinks. "We have a variety of muffins that we serve every day, as well as cookies," Collins said. "We have scones, turnovers, brownies and bars. All of our products are fresh baked from scratch by our baker on campus every morning or the night before; that way, we have a fresh product every day."

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