Want some real coffee talk?

Coffee is worth over $100 billion worldwide, which puts it ahead of commodities like natural gas, silver and gold.\(^1\)

The leading coffee producing countries of the world are Brazil and Colombia. The United States imports and consumes more coffee than any other country.\(^2\)

In addition to helping you jumpstart your day with caffeine, coffee has health benefits! Research has found that long-term coffee drinkers may be at a lesser risk of type 2 diabetes.\(^3\)

Latte. Cappuccino. Americano. Coffee comes in many styles these days, but each drink starts with coffee beans. Like any other crop, coffee plants face myriad threats, most notably coffee rust and the coffee berry borer.

- Coffee rust disease can lower yields by 50 percent and has a cumulative weakening effect on the trees for succeeding years.\(^4\) With the use of fungicides, farmers can reduce the harmful effects of the disease.

- Coffee berry borers can damage yields; in fact, up to 150 coffee berry borers can emerge from a single berry, reducing yields by 20 percent.\(^5\) Farmers now use an integrated pest management program (IPM), including the responsible use of insecticides, to protect their crops from the coffee berry borer. By using IPM, farmers have significantly reduced coffee berry borer damage and increased the quality of coffee beans by 72 percent.\(^6\)

Visit \textit{tellmemore.croplifeamerica.org} to learn more about the benefits of modern agriculture.

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