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Contact: Missouri Botanical Garden Public Relations Department, (314) 577-0254 or (314) 577-5141, karen.hagenow@mobot.org or julie.bierach@mobot.org (*media use only*)

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For Immediate Release

**WILLIAM L. BROWN CENTER AT THE MISSOURI BOTANICAL GARDEN AND
KUYA COFFEE COMPANY PRESENT CAFÉ PERU CHILCHOS**
Ten percent of profits from the environmentally sustainable coffee to benefit WLBC

(ST. LOUIS): The William L. Brown Center (WLBC) at the Missouri Botanical Garden, in partnership with Kuya Coffee Company, proudly presents Café Peru Chilchos, an environmentally and economically sustainable coffee, grown under shade trees in the Chilchos Region of Peru. The coffee is available now for purchase in the Garden Gate Shop at the Missouri Botanical Garden. Kuya Coffee Company is donating 10 percent of the profits to WLBC to further develop research projects in Peru.

Café Peru Chilchos is grown in the Chilchos Valley, an isolated region in the northeastern slopes of the Andes in Peru. Its inhabitants have tremendous respect for the natural environment, living in harmony with the ecosystem for hundreds of years. Conservation coffee farmers of the Chilchos Valley have worked meticulously to develop the highest quality Arabica bean without the use of chemicals or artificial fertilizers, thus protecting flora and fauna.

The Chilcho people were part of the Chachapoya ethnic group living in the dense cloud forests in the Huayabamba river valleys in Peru's Amazonas region. They formed a free and democratic society, living in harmony with their natural environment. After the Spanish conquest, the Huayabamba area depopulated, and only a few families remained in what is now the actual province of Rodriguez de Mendoza. A small part of the huge abandoned area was "rediscovered" in the late 19th century by local farmers. Local families grow high value conservation coffee to sustain their livelihoods and conserve the remaining forests.

(over)

ADD ONE: Café Peru Chilchos

The Huayabamba cloud forests are a refuge for a large number of plant and animal species found nowhere else in the world. The Chachapoya Biocommunity Network, with help from local NGO INBIAPERU, together with the William L. Brown Center at the Missouri Botanical Garden and Kuva Coffee Company, are working to establish the Huayabamba Conservation Corridor that will ensure the protection of flora and fauna, while giving the population a better and more sustainable livelihood by supporting small producers who grow high quality conservation coffee and cocoa.

Café Peru Chilchos is available at the Garden Gate Shop at the Missouri Botanical Garden at a cost of \$16.99 for a 16 oz. bag. The coffee is also available at Local Harvest, Whole Foods, local Farmer's markets, and The Market at Busch's Grove.

The Missouri Botanical Garden is the oldest continually operating botanical garden in the nation, celebrating its 150th anniversary in 2009. *Missouri Botanical Garden: Green for 150 Years.*

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NOTE: Download media materials at www.mobot.org/press.

The Missouri Botanical Garden's mission is "to discover and share knowledge about plants and their environment, in order to preserve and enrich life." Today, 150 years after opening, the Missouri Botanical Garden is a National Historic Landmark and a center for science, conservation, education and horticultural display. *Missouri Botanical Garden: Green for 150 Years.*

The Missouri Botanical Garden is located at 4344 Shaw Blvd. in St. Louis, just south of I-44 at Vandeventer-Kingshighway (exit #287B). Open 9 a.m. to 5 p.m. every day except Dec. 25. Grounds open at 7 a.m. every Wednesday and Saturday. Admission is \$8; free children ages 12 and under and Garden members. St. Louis City and County residents are \$4 and free every Wednesday and Saturday until noon (exception: special admission rate events). Park for free on site and two blocks west at the Shaw-Vandeventer intersection. (Note: the Garden's main vehicle entrance at 4344 Shaw Blvd. will be under construction through Mar. 2009 for improvements. Follow signs to temporary parking lot entrances around the corners at 2019 Tower Grove Ave. and 1940 Alfred Ave.) The Garden is easily accessible by taking the MetroLink commuter rail line to the Central West End station and picking up a Metro bus (www.metrostlouis.org). For general information, log on to www.mobot.org or call the 24-hour recording at (314) 577-9400 or 1-800-642-8842. For membership information, call (314) 577-5118 during weekday business hours. For volunteer opportunities, call (314)-577-5187 or visit www.mobot.org/volunteer. The Missouri Botanical Garden is a tobacco-free environment.

(Note: A section of the I-64/U.S. 40 highway is under construction through 2009. Before traveling, check www.thenewi64.org for updates or visit www.GetAroundStL.com for other helpful information.)