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CALIFORNIA’S ROGERS FAMILY COMPANY LAUNCHES NEW ORGANIC
COFFEE LINE - **“RARE FIND”** - TO HELP WILD CAT CONSERVATION GROUP
PANTHERA PROTECT ICONIC JAGUARS

LINCOLN, CALIF (January X, 2012) – The Lincoln, Calif.-based Rogers Family Company (www.rogersfamilyco.com) has launched a new organic “Fairly Traded” coffee – **“Rare Find”** – to help the wild cat conservation organization Panthera (www.panthera.org) protect one of the world’s most beautiful and iconic animals: the jaguar.

Rare Find is available for sale at www.rogersfamilyco.com in 12-ounce and two-pound whole bean bags for \$11.99 and \$22.99 respectively. The Rogers Family Company – which has worked for decades with farmers to grow coffee in concert with nature – will donate 20 percent of Rare Find online sales and 10 percent of wholesale/distributor sales to support Panthera’s jaguar conservation initiatives. Based in New York, Panthera is the world’s leading wild cat conservation organization. The Rogers Family Company also will contact retail outlets to offer Rare Find coffee.

Rare Find is a custom blend of shade-grown, organic beans from the highlands of Mexico in Chiapas and the Concordia area of Colombia. These regions are home to the Americas' largest wild cat - the jaguar. Shade-grown coffee plantations in the forests of Central America and Colombia often exist within jaguar habitat. Unfortunately, many coffee farms today are monoculture or full-sun plantations, which destroy forest canopies to maximize yield. As a consequence, jaguars and other wildlife are experiencing habitat loss and fragmentation, as well as human-encroachment, which increase the chances of conflict with people.

“We are honored to work with Panthera to preserve the jaguar - which is one of nature’s treasures and one of the great symbols of the wild– for future generations,” said Rogers Family Company President Jon B. Rogers, who has had a lifelong interest in the world’s big cats. “We hope that Rare Find coffee can make a meaningful contribution to the effort to save jaguars in coffee growing regions where we’ve seen firsthand how our industry can play an important role in preserving nature.”



The Rogers Family Company practices shade-grown coffee farming, which protects the natural rainforest canopy above the coffee trees, native plants and wildlife and produces a higher quality cup of coffee without harmful chemicals. The partnership between the socially responsible Rogers Family Company and Panthera was therefore natural.

Jaguars are the largest and most iconic cat living in the Americas, but they have been eradicated from over 40 percent of their historic range. While jaguars live in 18 countries in Latin America today and are considered abundant in some areas, their future is threatened by illegal hunting, deforestation and loss of wild prey.

Rare Find is part of the Organic Coffee Company line and brand. The Organic Coffee Company is a division of the Rogers Family Company, which practices wildlife conservation on its partner coffee farms.

The Rogers Family Company and Panthera chose “Rare Find” as the name of the new coffee after a nationwide coffee naming contest earlier this summer.

About The Rogers Family Company

Headquartered in Lincoln, California, The Rogers Family Company supplies its “Responsibly Grown/ Fairly Traded” gourmet coffee and tea to discriminating customers worldwide through various divisions and brands. Its divisions and brands include the Organic Coffee Company and San Francisco Bay Premium Gourmet Coffee.

For decades, the Rogers Family Company has advocated and practiced environmentally and socially responsible coffee production on its partner coffee farms from Mexico to Rwanda. The company has launched a wide range of environmental initiatives and also produces a line of organic, shade-grown coffee for the National Audubon Society.

The Rogers Family Co.’s recent environmental initiatives include: launching a 100-year tree planting program in 2009, becoming “carbon-negative;” purchasing thousands of acres in Mexico and Central America to create organic and sustainable farms and restore clear-cut land to their natural rainforest state; marshalling a ‘green’ army of billions of red earthworms to create nutrient-rich, organic fertilizer to help small coffee farmers and promote organic coffee production in Central America and Africa; commissioning a scientific study to ensure birds and other wildlife can thrive on its farms, and requiring farmers to preserve native forests, soil, water supplies and wildlife; and encouraging an organic approach that’s reduced runoff of toxins into waterways, lessened the risk of birth defects and illness and preserved such species as the polymorphic robber frog and painted bunting bird.



About Panthera

Panthera, founded in 2006, is the world's leading organization devoted exclusively to the conservation of wild cats and their ecosystems. Utilizing the expertise of the world's premier cat biologists, Panthera develops and implements global conservation strategies for the largest, most imperiled cats – tigers, lions, jaguars and snow leopards. Representing the most comprehensive effort of its kind, Panthera works in partnership with local and international NGOs, scientific institutions, local communities and governments. Visit <http://www.panthera.org/>

To learn more about the Jaguar Corridor Initiative visit:
<http://www.panthera.org/programs/jaguar/jaguar-corridor-initiative>

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