

# MEDIA RELEASE

IT'S **BEAN**  
TOO HOT

**“It’s Bean Too Hot”**: Documentary reveals challenges and solutions for coffee production linked to climate change

The threats climate change has on coffee production and smallholder coffee farming families’ livelihoods can be tackled and confronted. This is not all: coffee farming can contribute to fighting climate change and the protection of biodiversity.

Czech filmmaker Hedvika Michnová, from Falmouth University, dived deep into coffee-producing communities in Tanzania and Costa Rica to meet smallholder families that have succeeded in this mission. As a result, she produced “It’s Bean Too Hot”, a 30-minute documentary, currently a finalist of the Jackson Wild Media Awards 2021. “It’s Bean Too Hot”, tells the story of coffee heroes - smallholder farmers who are fighting climate change every day to save their livelihoods and your daily cup of coffee. Throughout the documentary, Michnová takes us to fully carbon-neutral farms, explores climate-smart agricultural practices, and finds out what drives smallholder families to continue producing coffee.



**Coffee farmers need to understand that there is a climate change effect.**

**Mwajuma Hamisi**  
c&c agronomist, Tanzania.

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# DOCUMENTARY PREMIERE AND MEET & GREET EVENT

Michnová and the initiative for coffee&climate (c&c) invite you to an exclusive online documentary premiere, followed by a Meet & Greet Event hosted by the filmmaker herself and program manager of c&c, Stefan Ruge on **Tuesday, September 7, 2021 at 3 p.m. CEST (Hamburg Time)**.

**The event is divided into two parts:**

Part 1: Watch the documentary premiere of “It’s Bean Too Hot” on YouTube at 3 p.m. CEST: [Join Here](#)

Part 2: Register for the Meet&Greet Live Event and join us at 3:30 pm: [Register Here](#)

“It’s Bean Too Hot” is not only looking at climate-smart agriculture. The filmmaker is finding answers on how coffee farming can succeed as a family business, how to promote women’s participation, and what the role of consumers is.



**This matter is a chain reaction. Things cannot be achieved alone. We depend on those who drink coffee, but they also depend on us.**

**Emil Augustino Mzumbwe**

Smallholder coffee farmer, Mbeya, South Tanzania



**I have seen farmers make progress and increase their productivity. This happened once they began to change their way of living, share responsibilities and collaborate as a family in farming.**

**Mwajuma Hamisi**

c&c agronomist, Tanzania.



**“IT’S BEAN TOO HOT” PREMIERE: [JOIN HERE](#)**

**MEET & GREET LIVE EVENT: [REGISTER TODAY](#)**



## **MEDIA CONTACT**

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## **ABOUT THE INITIATIVE FOR COFFEE&CLIMATE**

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The initiative for coffee&climate (c&c) is a pre-competitive partnership made up of public and private partners, working to support smallholder coffee farming families and their communities to effectively respond to climate change, increase their resilience and improve their livelihoods.

Since its founding in 2010, c&c has developed and implemented suitable responses to climate change in seven regions worldwide. Following a five-step participatory and inclusive approach, smallholder families get access to practical tools and knowledge, allowing them to adapt their farms to climate change, minimize carbon emissions and enhance the carbon storage potential in coffee landscapes.

With more than 92,000 coffee farming households supported to date, c&c is currently in its third phase of implementation and will reach an additional 80,000 families by 2024.

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**coffee & climate**  
*enabling effective response*