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Zumi's and Greenbelt are eco-partners

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IPSWICH - Essex County Greenbelt and Zumi's café will present a talk by Greenbelt's Executive Director Ed Becker on Nov. 29 at 5:30 p.m. at Zumi's café, 40 Market St. The event is free and open to the public.

The talk, which will highlight some of Greenbelt's local land conservation work, is part of an ongoing collaboration between Greenbelt and Zumi's with the goals of raising awareness about land conservation and letting individuals know how they can help.

Greenbelt's mission is to conserve land throughout Essex County. Since its founding in 1961, Greenbelt has worked to protect contiguous areas of land with scenic, ecological and agricultural significance. Their efforts ensure that we always have access to our region's excellent outdoor recreational opportunities, healthy ecosystems, and the varied and unique landscape that is our heritage.

Zumi's owner, Umesh Bhuj, shares a passion for the local environment, recreation and scenery.

"It's important that people know of the many ways they can support land conservation work - from helping local land conservation groups like Greenbelt to making educated decisions about the kind of coffee they buy," says Bhuj.

The partnership between Zumi's and Greenbelt began over a year ago, when Bhuj approached Greenbelt with an interest in supporting the organization's work through awareness-raising initiatives. The two first joined forces to create the "Greenbelt Blend" of coffee, which Greenbelt continues to sell and keep the proceeds for its conservation work.

Most recently, Zumi's began using new coffee sleeves, designed to display both Zumi's and Greenbelt's logos. The logos remind consumers of the importance of Greenbelt's work, and encourage people to make the link between local and global land conservation efforts.

In the coming months, Zumi's plans to host more presentations on land conservation-related topics and on the significance of making conservation-minded coffee purchases.

For information about the event and the work of both Greenbelt and Zumi's visit www.zumis.com and www.ecga.org.