

I was thinking about quitting coffee the other day. I drink four or five cups a day and I often think that maybe I am drinking too much. However, when I found out that today was International Coffee Day, I decided that now was not the time to think about quitting. I should be celebrating coffee! So, I had another cup. Some research says that drinking one cup of coffee is good for you and some research says that drinking a lot of coffee is good for you. I am going to believe the second type of research and I am going to keep drinking coffee. Do you like coffee?

Something Interesting (Coffee)

1. Coffee comes from and was first drunk in Ethiopia¹.
2. It came to Arabia² from there and then into Europe in the late 16th century.
3. The word coffee comes from the Dutch *koffie*, which come from the Turkish *kahve*, which comes from the Arabic *qahwah*, which means “to lack³ hunger”.
4. Finland drinks the most coffee per person per year. The average is about 12kg.
5. Kopi Luwak is the most expensive coffee in the world. The beans are eaten by an Indonesian wildcat and then collected after the animal excretes⁴ them. This coffee costs \$700 per kg.
6. Black Insomnia is the world’s strongest coffee. A 350ml cup has 702 milligrams of caffeine. A typical⁵ Starbucks coffee has 195. A cup of that would probably kill me.
7. The first coffee shop in Japan was opened in 1888, in Tokyo.

National Coffee Day

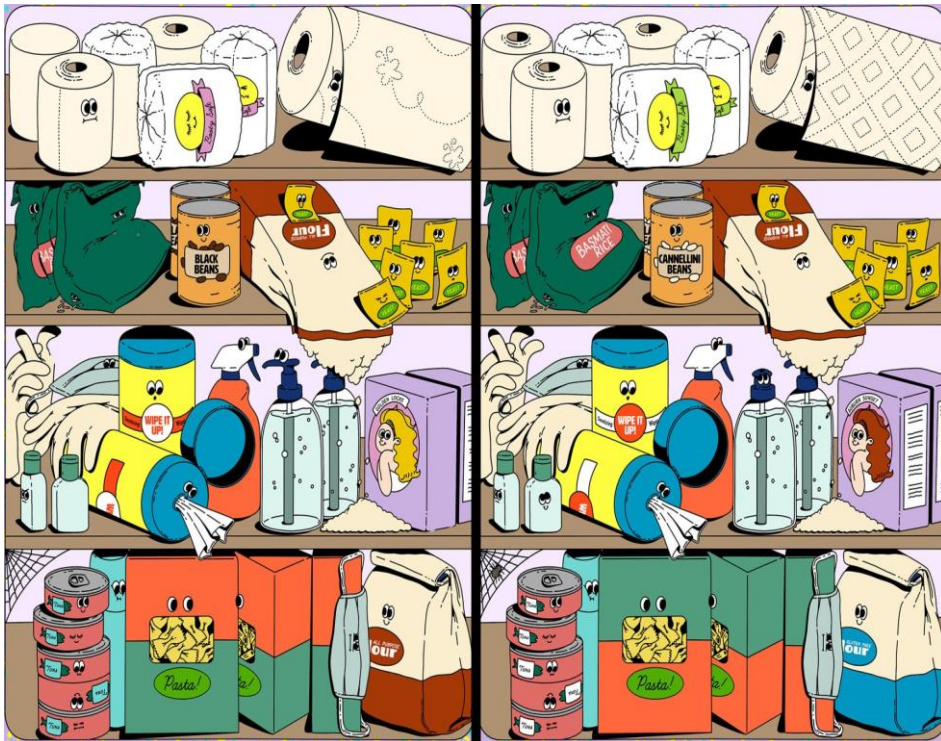
Last week Thursday, (October 1st) was National Coffee Day in Japan, the UK and 7 other countries. Also, last Tuesday (September 29th) was International Coffee Day in the USA, Canada and 17 other countries. I don’t know why there are different days. The day in Japan was set⁶ by the All Japan Coffee Association in 1983 and the day in America was set by the International Coffee Organization in Milan in 2015. This is a day to celebrate coffee.



The day is to enjoy coffee, but it is also a day to draw attention to⁷ the coffee growers and farmers who are abused⁸ by the gigantic coffee industry. It is a day to get people to think about Fairtrade⁹ coffee.

Fairtrade coffee has come under fire¹⁰ recently. Many people say that it doesn’t protect the coffee growers and is basically¹¹ just a label to make consumers¹² feel better about what they buy. Some companies are starting to use “direct trade”.

Direct trade involves the coffee company directly trading with the farmer. They form an organization of many small farms and they cut out all of the middlemen¹³. They buy high quality coffee at a fair price. This is a situation where everybody wins. This is a start, but there is still a long way to go before coffee growers are paid a fair price for the coffee they grow. And coffee is not the only industry like this.



Can you find all 17 differences in these pictures? Good luck. Some of them are pretty small.

Last week’s answer

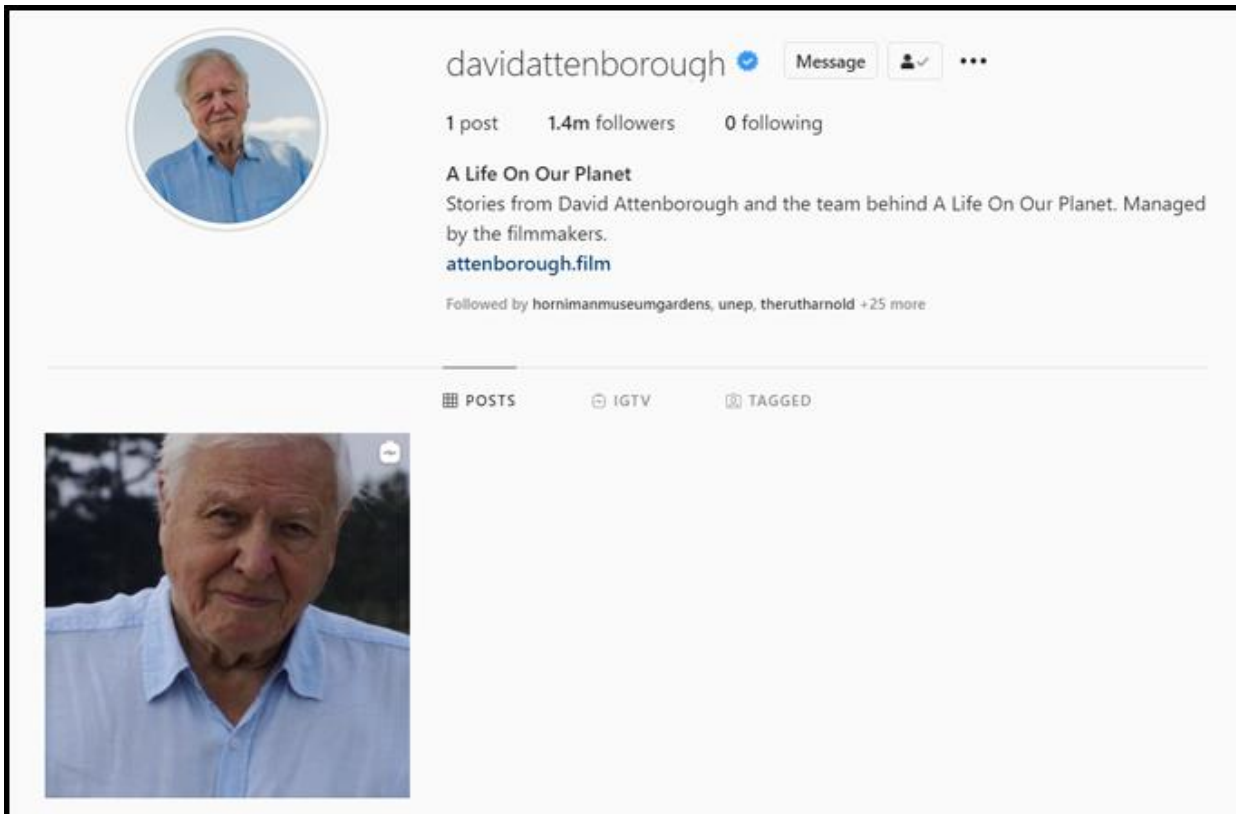


- 1.Ethiopia エチオピア 2.Arabia アラビア 3.Lack～を欠いている 4.Excrete 排出する 5.Typical 普通の 6.Set 決める 7.Draw attention to 注目する 8.Abuse～を悪用する 9.Fairtrade フェアトレード 10.Come under fire 非難される 11.Basically 基本的 12.Consumer 購入者 13.Middleman 仲買人



World Records

Do you use Instagram? How many followers do you have? The Hokusei account has about 1,700 now. My personal account has 17. Ha ha. David Attenborough, a broadcaster and naturalist¹ from the UK, achieved a new Instagram world record last week. He started an Instagram account and reached 1 million followers in 4 hours and 44 minutes. That is pretty fast. I think it will take me several lifetimes to reach one million. He also has the world record for the longest career as a TV broadcaster. He has been a TV presenter for almost 70 years now. He is 94 years old, but he doesn't have any intention² of slowing down. He has made it his mission to educate people about climate change³ and to make a difference.



The ~est in the world

My eyes are getting pretty bad these days. The Maasai people of Kenya have the best eyesight among humans, but what animal has the best eyesight? It is obviously difficult to test animal's eyesight, but eagles are generally agreed to have the best eyesight. They can clearly see about eight times farther than we can. An eagle would be able to see a rabbit from about 3.5km away. Also, they have the ability to shift⁴ their focus very quickly so they can zoom in on prey⁵. They can also see far more colors than we can, so they can see animals that are camouflaged⁶.



Something You Probably Didn't Know

Eagles see well in the daylight⁷, but the animal with the best night vision is the owl. Do you know why? There are two parts of your eye that are sensitive to light: rods and cones. The rods are sensitive to light and the cones are sensitive to color. The more rods you have, the better you can see in the dark, and the more cones you have, the more color you can see. Owls have a lot of rods. In fact, they have so many that their eyes are not balls like ours but are tubes. Because of this, they cannot move their eyes to look around like we do, which is why their heads can swivel⁸ so far. Having so many rods means that owls can't see color very well. The animal that can see the most color is the Mantis Shrimp. It can detect⁹ color variations¹⁰ 12 times greater than we can. That means it can see slight variations in green or blue. This is useful because it lives in very brightly colored coral and needs to be able to detect changes in color that could be predators¹¹.



- 1.Naturalist 博物学者 2.Intention 目的 3.Climate change 気候変動 4.Shift 変わる
5.Prey 餌動物 6.Camouflage 隠蔽擬態 7.Daylight 昼間 8.Swivel 回転 9.Detect 気づく
10.Variations 変化 10.Predators 捕食動物