

# Get to know your cup of joe

The first ever known consumption of coffee dates back to 800 A.D. when a goat herder in the Yemen, named Kaldi, noticed his goats acting more energetically after chewing on certain bushes. He decided to try them for himself, and was amazed by the stimulation he felt. Coffee is now a global import, produced and consumed by more than goats and their herders has become the morning—and sometimes afternoon and evening—pick me up craved by many. **Research and graphics by Alex Goff**

## HOW CAFFEINE AFFECTS YOUR BODY

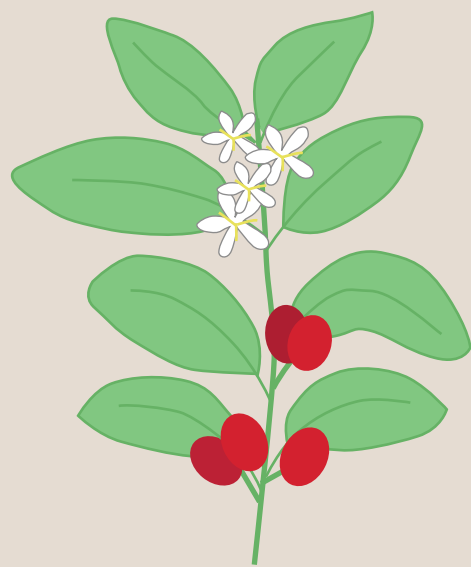
Caffeine stimulates the body by attaching to nerve cells that increase the production of neurons firing in the brain. The results is a complete physical reaction that is essentially an adrenaline rush. Once the caffeine dissipates so does the reaction, leading to a “crash,” or the body feeling significantly fatigued.

### SIDE EFFECTS OF CAFFEINE

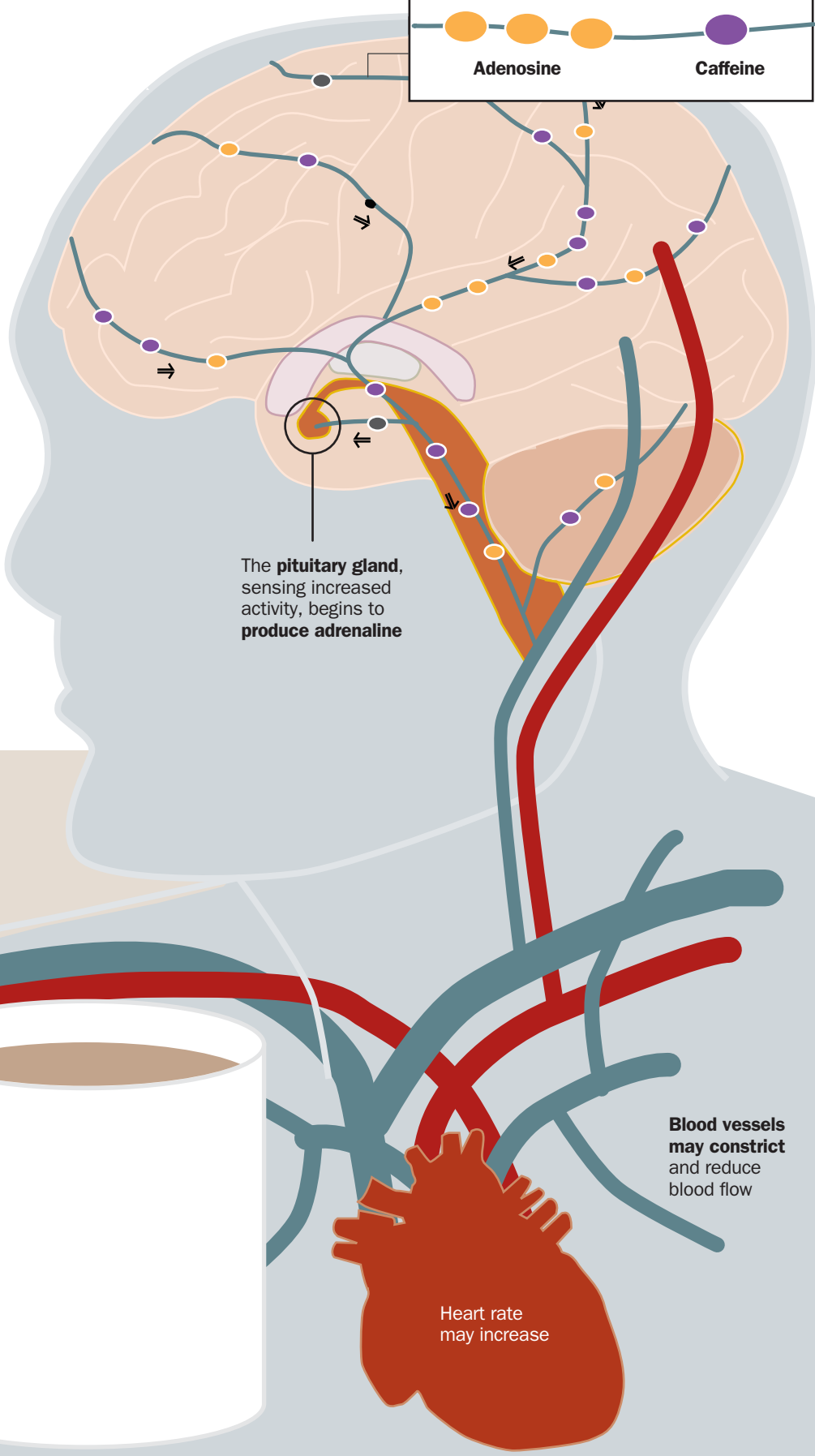
- Dilated pupils
- Tightened muscles
- Increased energy from sugars released into bloodstream
- Breathing tubes open up

### THE COFFEE PLANT

- Coffee trees produce cherries until they are between 20 and 30 years old.
- Coffee cherries are green and then turn a deep red when they are ripe and ready to be harvested.
- Each coffee cherry contains two seeds, which are the coffee beans.
- The plants grow from a bean to a fruit-producing tree in three to four years.

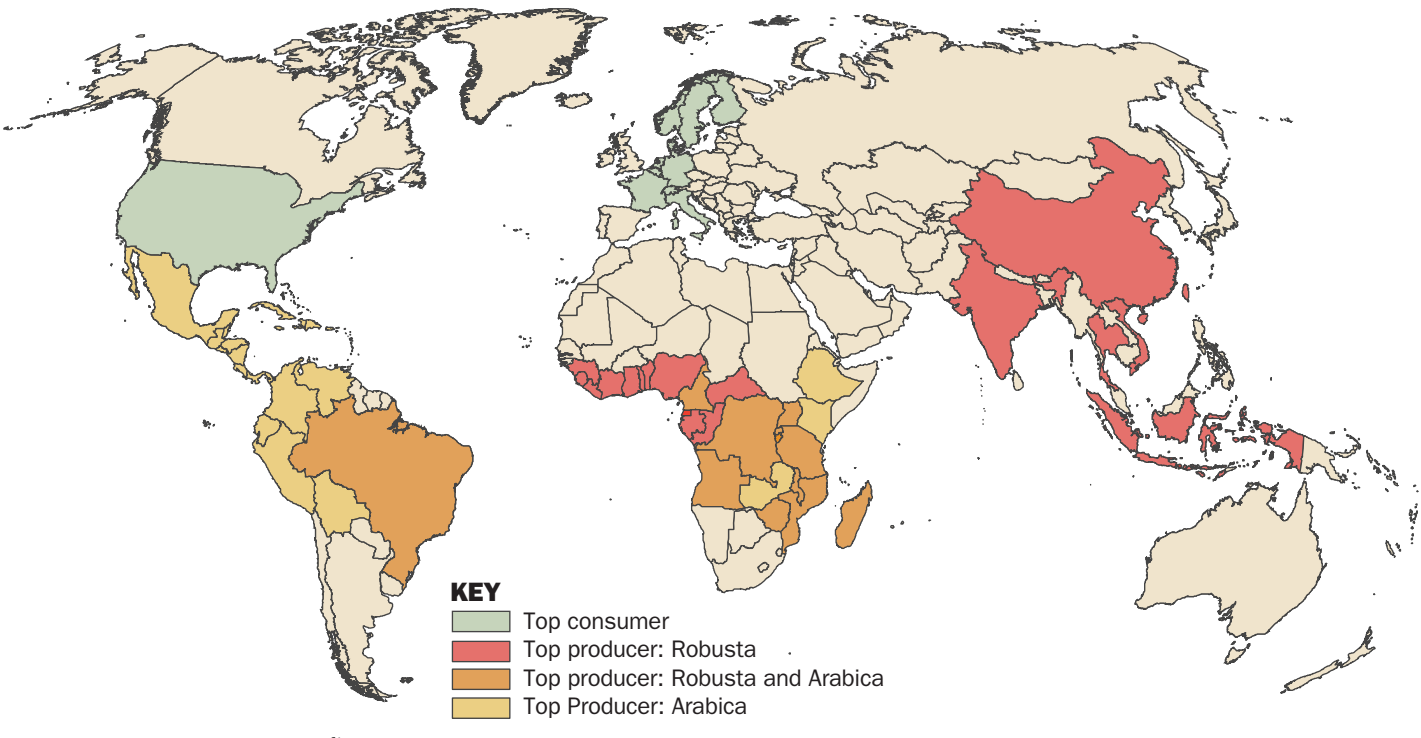


The brain mistakes caffeine for a neurochemical called **adenosine**, which signals fatigue to the body; caffeine attaches to nerve cells and increases neurons firing in the brain.



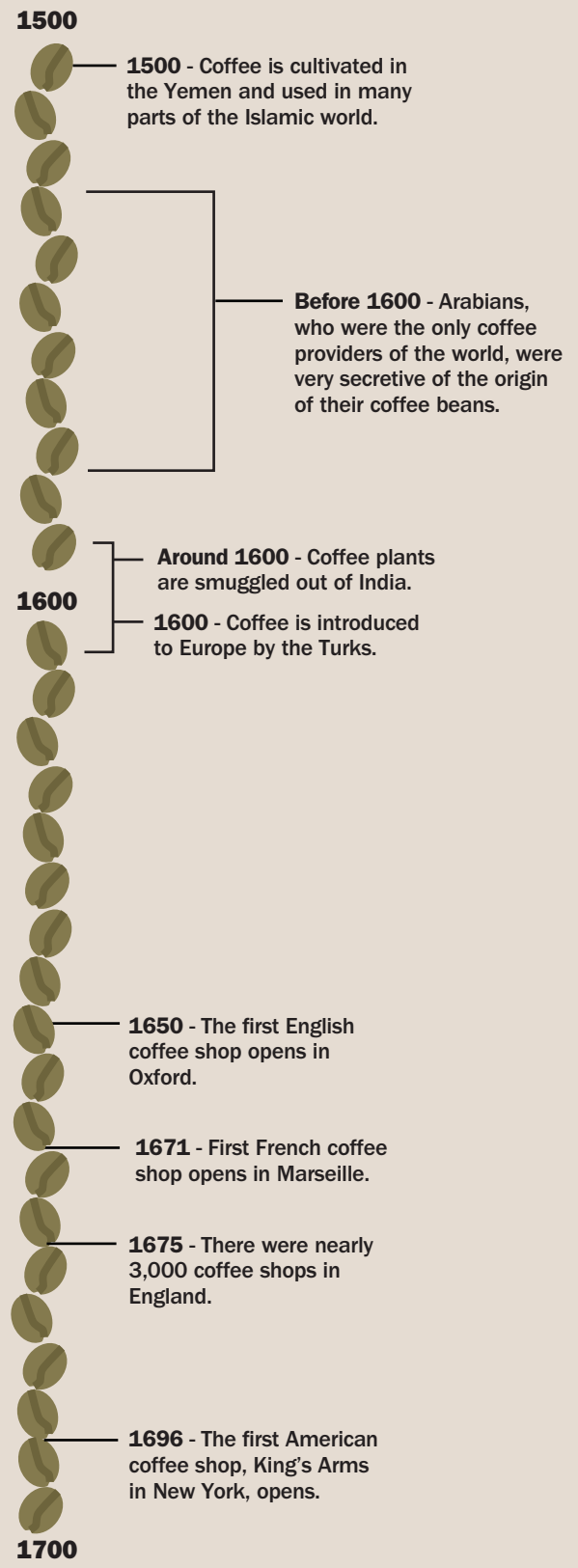
## COFFEE PRODUCTION AND CONSUMPTION

The countries and regions where most of the world's coffee is produced is not where coffee is most consumed.



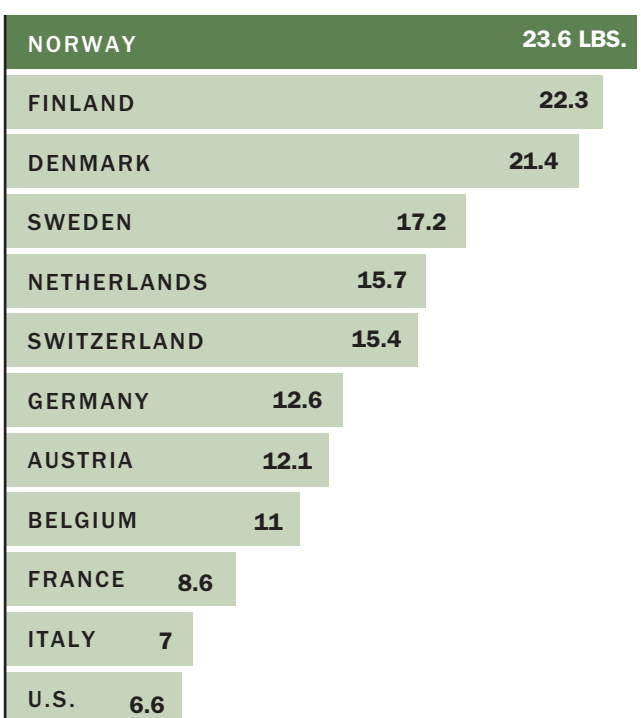
## THE ORIGINS OF COFFEE

The brown brew has traveled a long way since first being cultivated in South Asia some 500 years ago.



### COUNTRIES WHERE COFFEE IS CONSUMED MOST

Measured in pounds per person per year



### COUNTRIES THAT PRODUCE THE MOST COFFEE

Measured in percent of total production in 2000

