



# INDUSTRY LEADERS REPORT 2024

TACKLING THE CIVET COFFEE  
TOURISM INDUSTRY



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# Foreword

**Dr Jes Hooper**

**The Civet Project Foundation Founder**



I was first introduced to civet coffee in 2013, when the BBC ran a short undercover film about the sale of cage-produced civet coffee being sold as wild-collected on the international market. Footage showed civets in harrowing conditions, where they were fed coffee until they died of malnutrition, stress, or disease. Horrified by the captive conditions and utterly perplexed by the consumer demand for a beverage made from faecal waste, my curiosity into the longevity of this bizarre and cruel industry began.



Over the years, a flurry of NGOs and online petitions have called on retailers to stop selling caged-produced civet coffee. Yet today, civet coffee remains one of the most rapidly growing segments of the international coffee industry. Recent industry reports claim civet coffee will reach an estimated net worth of \$10.9 billion US dollars by 2030.

Civet coffee production is now significantly fuelled by the tourism industry, with civet coffee attractions taking place throughout southeast Asia. Whilst tourists tend to be unaware of civet coffee's welfare implications, so too are they unaware of the hidden link between civet coffee and wildlife poaching, trafficking, zoonotic disease, ecosystem damage, and declining wild civet populations.

This report follows the release of The Civet Project Foundation's film 'Civet Coffee: From Rare to Reckless'. During the making of this film, we recognised the need for greater awareness about the role of tourism in civet coffee production. We understood that many tourists want to support local communities and environments, and that this was only possible by making informed travel decisions. We asked ourselves one question- who is best placed to inform tourists about the issues of civet coffee tourism?

This report is the first of its kind to explicitly address the issue of civet coffee tourism. It is our aim that it will provide a much needed, clear, comprehensive, and easily digestible account of why civet coffee attractions ought to be disbanded. Whilst we focus on tourism operators, we also offer recommendations for the general public. Only by working together can we make civet coffee history.

*Dr Jes Hooper*

# Executive Summary

## Key findings




Civet coffee is coffee produced via the digestive tract of civets, small nocturnal carnivores. Partially digested coffee beans are removed from civet faeces before being cleaned, dried, and roasted. Costing up to \$50.00 USD per cup, civet coffee's price is justified by false claims of rarity. Following rising international interest in civet coffee as a luxury consumable in the early 2000s, **civet coffee tourism has become prevalent across southeast Asia**. In civet coffee tourist attractions, civets are fed excessive amounts of coffee, and housed in cramped cages and unsanitary conditions. Signs of disease, drugging, and psychological distress are common. However, these individuals are simply the face of the industry. The real coffee production, which is increasing to meet tourism demand, is behind closed doors. The civet coffee industry threatens wild civet populations due to mass capture via indiscriminate snaring. Lack of biosecurity within tourist facilities poses significant zoonotic disease risks for both tourists and workers.

**We investigated civet coffee tourism on Tripadvisor, the world's largest tourism review platform.** Although Tripadvisor's animal welfare policy prohibits the sale of experiences involving physical contact with captive wild animals, **we identified 365 listings for civet coffee experiences across seven countries**, with 81% being tours or visits to attractions that feature captive wild animals. Alarming, **91.9% of these facilities failed to provide any welfare guidance to prospective tourists**, putting Tripadvisor in violation of its own animal welfare policy. In response to our investigation, Tripadvisor is now collaborating with The Civet Project Foundation to remove bookable civet coffee tours and ensure all listings carry an animal welfare warning. As a result, it is no longer possible to purchase civet coffee experiences on Tripadvisor.

**Despite 90% of the leading 10 tourism operators having an animal welfare policy, all sold civet coffee on their platform.** Following our report, several operators, including Viator, Klook, Airbnb, Booking.com and TUI, have agreed to tackle civet coffee on their platforms. However, **40% of leading tourism operators have failed to respond to our call to remove civet coffee experiences from their platforms.**

We strongly recommend that tourism operators **cease selling and promoting civet coffee tours permanently**. We therefore call on the UK government to **include civet coffee tourism in the Animals (Low Welfare Activities Abroad) Act 2023**. Tourists who have experienced a civet coffee plantation tour are encouraged to speak up for civets by providing **honest reviews and feedback to tour guides and operators**. We urge the general public not to engage with civet coffee tourism posts via social media and instead, to **report them**. These recommendations mark the first significant steps towards reducing the exploitation of civets in tourism.



Civet coffee is marketed as the most **rare, unique and expensive** coffee in the world.

## Civet Coffee Tourism

The civet coffee industry is based on **lies**, it's success is driven by **tourism** and **civet suffering**.

# Civet Coffee Tourism

## Origin and implications



## What is civet coffee?

Civet coffee (known as 'kopi luwak' in Indonesia and 'Caphe chon' or 'weasel coffee' in Vietnam) is a luxury coffee created through the digestive tract of Asian civets, small nocturnal carnivores found across southeast Asia.

Civet coffee is famous as the most expensive, rare, and unique coffee in the world. One cup of civet coffee can reach prices of up to \$50.00 USD, a price justified on the false claims of its rarity and uniqueness. While it is said there is only 127kg of civet coffee available in the world per year (Marcone, 2024), in reality, civets are farmed for civet coffee throughout southeast Asia.

Civet coffee's claims of uniqueness come from the assumption that the civets enzymes alter the structural and chemical composition of coffee, resulting in unique physical and taste profiles. Such claims have been strongly refuted by coffee experts and food scientists. There is evidence to suggest that the structural difference between civet digested coffee and undigested coffee is insignificant and may be due to the species of coffee used such as *C. liberica* (Lachenmeier and Schwarz, 2021). Research has even shown that humans can create digested coffee with comparable structural characteristics to civet coffee (Hooper et al., 2022).



**MYTHS**

**MOST UNIQUE**

Coffee digested by a human has the same structural characteristics as civet coffee. The authentication process is also highly flawed and rarely applied to civet coffee sold on the international market. Caged produced civet coffee is often labelled as wild collected.

**FACTS**



**MYTHS**

**MOST RARE**

According to the civet coffee industry, one kilo of civet coffee can cost \$260 because there is only an annual availability of 127kg per year. Yet the global civet coffee market is set to reach a net worth of \$10.9 billion by 2030, which is made possible by mass caged production.

**FACTS**



**MYTHS**

**MOST EXPENSIVE**

The most expensive coffee in the world (human-digested coffee) sold for more than \$300.00 for one cup. While civet coffee can sell for \$50.00 per cup outside of Asia, most civet coffee tours sell civet coffee to tourists for approximately \$5.00 per cup.

**FACTS**



## Where did civet coffee come from?

Civet coffee is believed to originate from Indonesia approximately 300 years ago during the period of coffee cultivation implemented under Dutch colonial rule. The marketing story behind civet coffee's discovery **romanticises the colonisation of Indonesian farmers** who are said to have been instructed by the Dutch rulers to grow imported coffee plants as a cash crop but were forbidden to taste the coffee themselves. Intrigued to try coffee but fearful of punishment, farmers turned instead to the scat of wild civets who entered the coffee plantations at night to sample the ripest of coffee cherries. Only upon discovery of this phenomenon did the Dutch rulers observe an apparent superiority in taste for coffee that had been produced through the civet than that which had not. To date, **no evidence has been found to corroborate this origin story**. Instead, it was popular media that saw its success in the global coffee market.

Civet coffee rose to fame in the early 2000s when it was featured on the Oprah Winfrey Show and in the Hollywood film "The Bucket List" (Hooper, 2023; Muzaifa et al., 2019). From there, the industry boomed, and civet coffee tourism emerged throughout Asia in response to consumer interest.

## What is civet coffee tourism?



Civet coffee tourism first emerged in 2010, following international interest in the novelty of the production process. Now, civet coffee tourism occurs across civet range countries in southeast Asia. Civet coffee tours can be found in Indonesia, Vietnam, Cambodia, the Philippines, Singapore, Thailand, and southern China. Civet coffee is also widely sold in cafes and restaurants in cities across southeast Asia, which signpost tourists to the larger rural tours.

Civet coffee "agrotourism" typically comprises guided tours in "plantations" where tourists can observe coffee plants, civets, and local people, in a **highly curated representation of "traditional coffee production."** Research has shown that civet coffee tours are not the sites of civet coffee production. Instead, caged civet coffee production occurs in hidden farms, away from the view of tourists (Cahill, 2017, Hooper, 2022, Trinh et al. 2024). Caged methods of civet coffee production are increasing in order to supply the tourism market.



**MYTHS**

TRADITIONAL

Civet coffee is rarely consumed as a traditional beverage in southeast Asia.

Civet coffee's mass production is the result of consumer interest that emerged in the early 2000's after it was featured in popular film and television media.



**FACTS**



**MYTHS**

AUTHENTIC

Civet coffee tours are not sites of civet coffee production. Civet coffee sold at tourism sites is created via caged production methods in industrial farms hidden from public view. Still, caged production cannot always meet tourist demand and so normal coffee is also mislabelled and sold as civet coffee.



**FACTS**



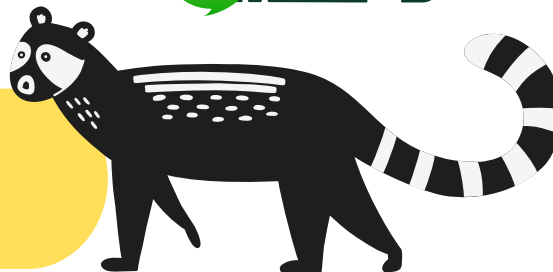
**MYTHS**

MUTUALISTIC

Civet coffee tours often include messaging to the tourists claiming that their civets are well cared for. It is not possible to meet the welfare of civets in civet coffee farms/tours. Civets are nocturnal, solitary, and require a varied omnivorous diet. Caffeine toxicity alone will kill them.



**FACTS**



## Civet Welfare

Positive civet welfare **cannot be achieved in civet coffee farms or tourist attractions** because civets have species-specific requirements for nocturnal and solitary environments and highly varied diets (Duckworth, et al. 2016).

## Housing

Housing conditions are comparable across southeast Asia's civet coffee tours, within which civets are housed in **small, barren cages, without adequate provisions of shelter, food, and water** (Carder et al. 2016, Whelan-Smith, 2024).

## Nutrition

The feeding of civets coffee in the quantities observed in civet coffee farms and tours exceeds safe thresholds for consumption. **Caffeine toxicity results in anxiety, malnutrition, and premature death** (Jabbar and Hanley, 2013). Civet obesity has also been observed in facilities where the civets have refused to eat the coffee. In such cases, tour guides report offering the civets high-sugar foods in a bid to encourage starving civets to continue eating (Civet Coffee: From Rare to Reckless, 2024).



## Capture methods

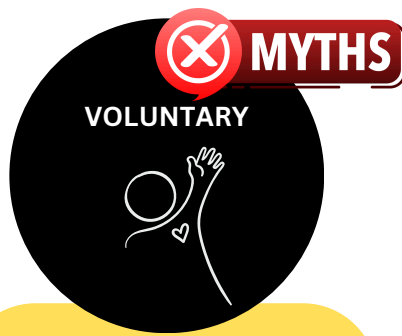
Snare-related injuries are commonly observed in civet coffee facilities. Snares are rudimentary wire devices that tighten around an animal's limb or neck when they walk through them. Within civet coffee facilities, **snare wounds go untreated** and infection risk is heightened due to stressful, unsanitary captive conditions and lack of adequate nutrition. The stress induced by captivity results in high rates of stereotypic behaviour including pacing and self-mutilation.

## Drugging

In 2017, trends of “cage-free / sleeping” civets in Balinese civet coffee tours were increasingly reported by tourists. Analysis of 3,364 Tripadvisor reviews suggested that **civets were sedated** to enable safe photographs with tourists (Hooper, 2022). This practice poses significant health risks, including repeated drug exposure, potential overdoses, and psychological distress.



Some tour operators will claim that their display civets are rescued animals. However, civet coffee tourism sites are not sanctuaries. Most civets in civet coffee tours are wild-caught individuals. Tours often buy civets directly from trappers or unregulated commercial farms that can be linked with illegal poaching.



Some tour operators will claim that their display civets are let out of the cages at night to forage and will return voluntarily in the morning. This is not true. No wild civet will voluntarily return to display cages. Civets are solitary and elusive animals and nest high up in the tree canopy to avoid being seen.



Civet coffee tours can feature uncaged civets that rest on display plinths and coffee tables. Tourists are informed these civets are sleeping because they are nocturnal.

However, evidence suggests these civets have been drugged so that tourists can safely pose with them.



## Civet Conservation

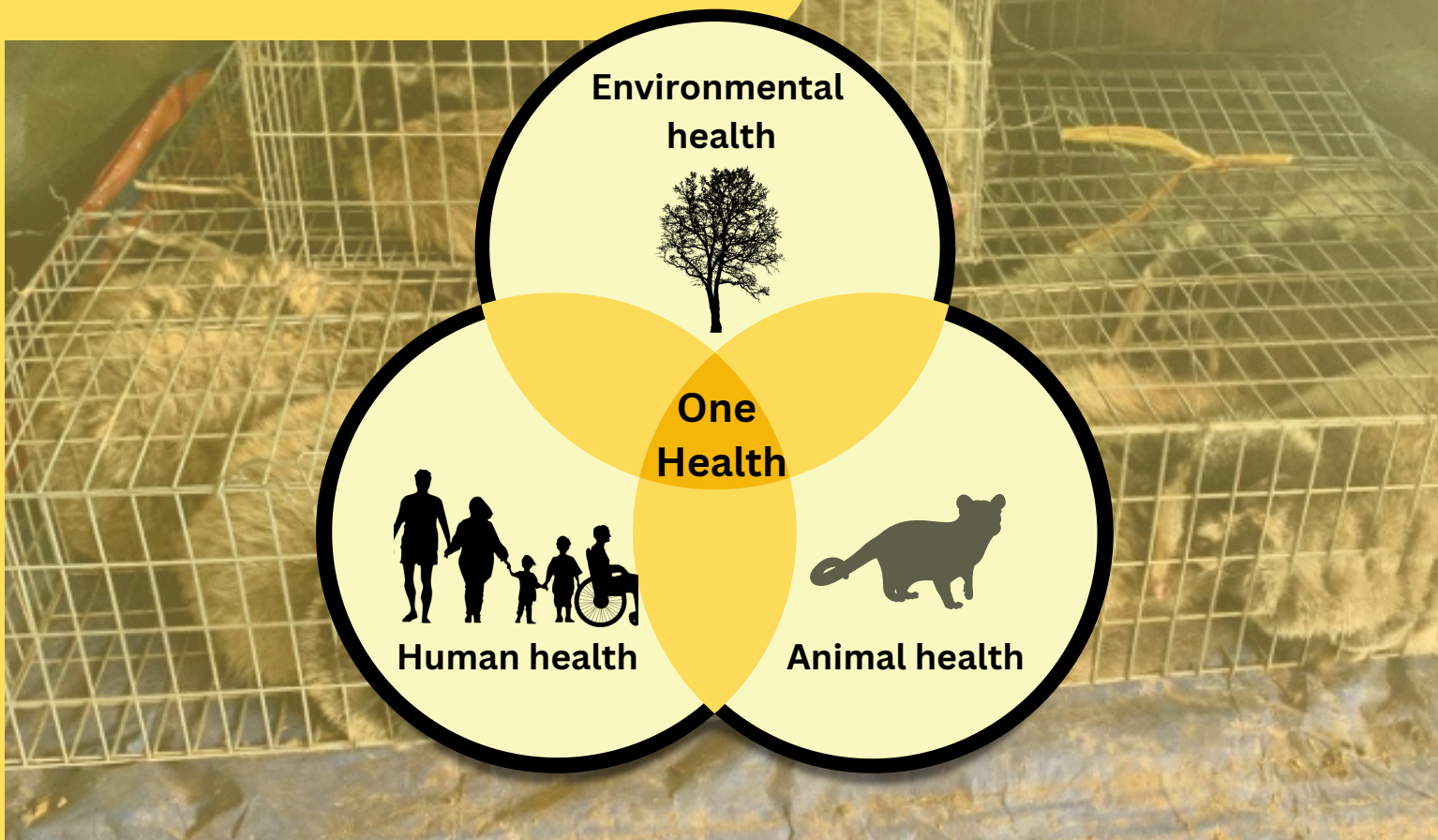


Caged civets provide a visual representation of the civet coffee production process for tourists. However, these **displayed animals represent only a small fraction of the actual production scale** (Cahill, 2017; Hooper, 2022). The threats to civets therefore extend beyond the suffering endured by civets in tourism attractions and the scale of wild-capture has important implications on forest ecosystems.

Civets do not breed well in captivity, which necessitates wild capture. In fact, 95% of surveyed civet farmers in Vietnam self-reported the death of new born captive-bred civets, and 75% restocked with wild-caught animals (Trinh et al, 2022). Civet farms and wildlife markets often **exceed the legal quotas** of wild civet collection, and civet coffee farms are often used for the **laundering of endangered civet species** into the black market (Shepherd, 2012; Trihn et al., 2024).

Our own investigations (ongoing) have already revealed a **lucrative online trade in protected civet species** for the civet coffee and civet meat industries in southeast Asia. Vulnerable and endangered species including Binturong (*Arctictis binturong*) and Owston's Civet (*Chrotogale owstoni*) have each been recorded in civet coffee farms despite legal trade restrictions. Owston's civets are already experiencing local extinctions, and their last remaining stronghold in Vietnam is surrounded by the civet coffee tourism sector.

## One Health One Welfare



## Conservation & zoonotic disease

Excessive wildlife removal has resulted in Asia's forests suffering from "empty forest syndrome," a lack of animal life due to excessive hunting, habitat fragmentation and land clearance (Wilkie et al., 2011). Without pollinators and seed dispersers, forests become less resilient and this in turn contributes to the emergence of novel pathogens and the spread of disease.

Civets play an essential role in forest rejuvenation. Their wide-ranging behaviour and diverse diet help reintroduce plant species to degraded areas and form connectivity between isolated forest fragments, allowing animals to avoid human areas when dispersing (Nakashima et al., 2010).

The large number of common palm civets captured for the civet coffee industry is placing humans and wildlife into closer proximity which allows disease to spread. Once captured and placed in the civet coffee industry, there are further pathways that cause disease to emerge and spread from civets to humans.



## Tourism & zoonotic disease

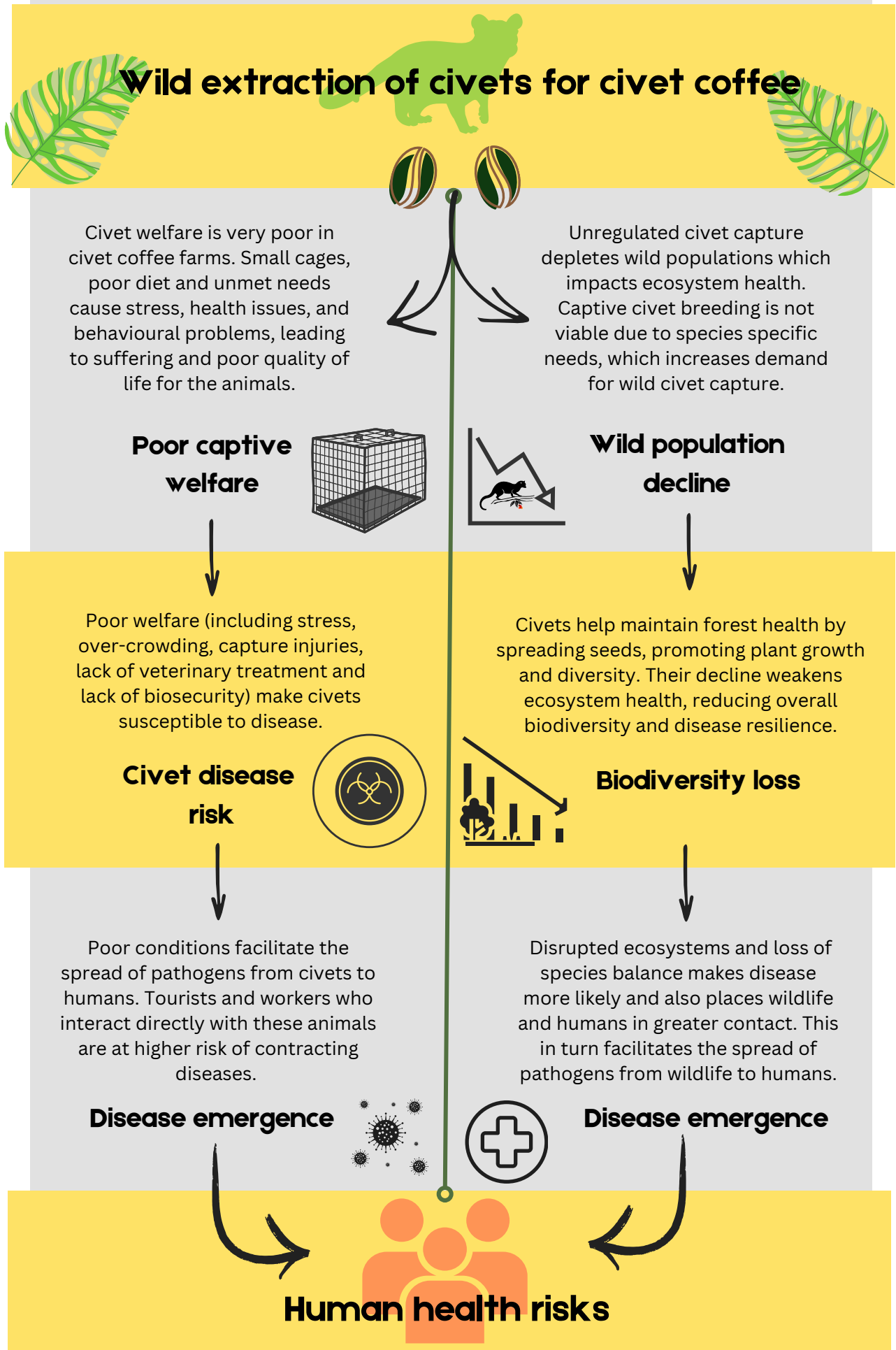
A zoonotic disease is a disease that can cross the species barrier from animal to human, such as COVID-19, a form of severe acute respiratory syndrome (SARS) virus. Although the origin species of COVID-19 is unknown, the 2002-2004 SARS epidemic was traced to civet meat farming in China (Wang et al., 2005). Civets pose no threat to humans when left in the wild but unhygienic commercial farming is high risk.

Our investigations have shown that restaurants and **civet coffee attractions have direct links with commercial civet farms which are poorly regulated, unhygienic, and lack basic biosecurity.** These conditions, combined with injury, stress, and poor nutrition, make farmed civets highly susceptible to disease. In fact, recent research shows that 97% of civet farmers in Vietnam had civets die from disease. In one such case, 200 civets died in one disease outbreak (Trihn et al., 2024). Commercial farms are poorly regulated, making it possible for diseased civets to be sold to restaurants for human consumption. This raises obvious concerns for human and civet health, yet tourists are often not aware of the interlink between civets, wildlife trade, and disease risk.

Although civet coffee tours often house far fewer individual civets than commercial farms, the conditions are typically consistent in each. Civet coffee tours often lack biosecurity and often include opportunities to hold and touch both civets and their coffee-studded faeces. Such activities can cause the spread of disease.

This not only raises concerns for the tourists entering and potentially touching civets but for the workers who have to put themselves at risk daily. **With risks to civet populations, local people, tourists, and global human health, this industry cannot persist safely with its current practices.**

# Disease pathways



A background image of a cafe table with coffee and food, overlaid with text boxes. The image shows a wooden table with a white cup of coffee, a glass mug of coffee, and a plate of food. The background is a blurred view of a cafe interior with greenery.

Only by being **appropriately informed** can tourists avoid contributing to animal cruelty when travelling.

## Tourism Operators

Tour operators must **stop hiding the systemic cruelty** imposed on civets in **civet coffee tourism**.

# Tourism Operators

## A Call for Change



## Why are operators important for civets ?

The internet plays an important role in tourism. Tourists will engage with various online platforms before, during, and after their tourist experience. A travel destination might be selected based on exposure to trends on social media and the marketing efforts of tourism operators.

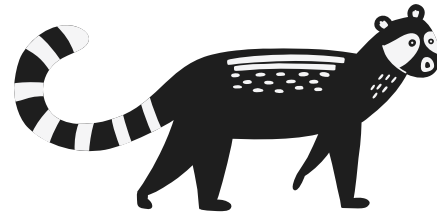
Every day tourists across the world turn to review sites to make informed travel decisions and to leave their own opinions of the places they've visited. It is therefore vital that the interests of animals are present within e-commerce.

Animal welfare organisations have long called for greater action from the tourism sector to better protect animals from harmful touristic practices. Thankfully, this has resulted in a positive move towards greater action for animal welfare in tourism. Nine out of ten major tourism operators now include animal welfare within their policy guidelines.

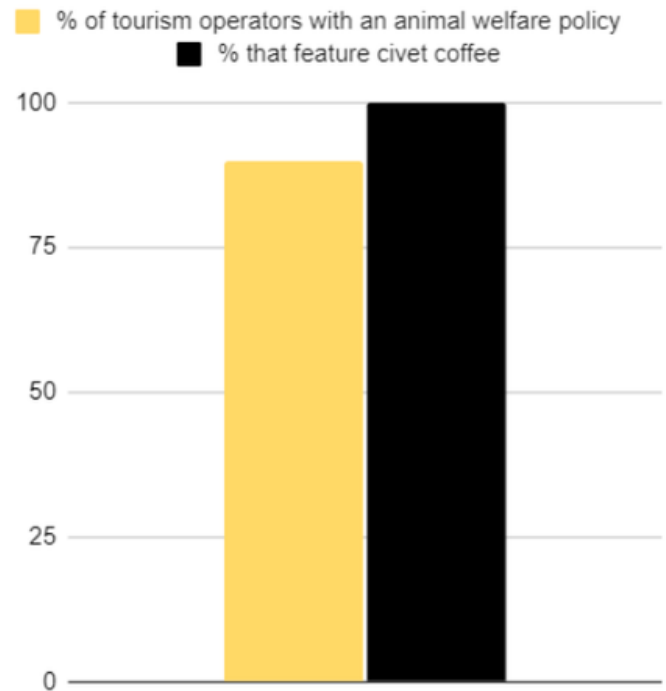
However, as our research shows, civet coffee tourism continues to be promoted to consumers on the most popular travel websites including all those with pre-existing animal welfare policies.



# Civet Coffee: An Industry-Wide Issue



Company	Welfare Policy?	Civet Coffee Listings	Agreed to work with us?
Tripadvisor	Yes	Yes	Yes
Viator	Yes	Yes	Yes (via Tripadvisor)
Expedia	Yes	Yes	No
Air Bnb	Yes	Yes	Yes
Booking.com	Yes	Yes	Yes
Trip.com	Yes	Yes	Yes
Klook	Yes	Yes	Yes
Tui	Yes	Yes	Yes
GetYourGuide	No	Yes	No
Forever Vacation	Yes	Yes	No



- 90% of leading tourism booking websites have an animal welfare policy.
- ALL of them sold tours/attractions that include civet coffee.



## Our Investigation

Alongside our documentary filming, we investigated the representation and sale of civet coffee experiences on Tripadvisor- the largest tourist review website in the world.

# Tripadvisor

## A Case Study




## A Leading Example for Global Tourism

Tripadvisor is the largest travel review site in the world, boasting more than 460 million site visitors per month- each hoping to make the most of their travel experience. Tripadvisor is an industry leader in animal welfare, as one of the first major tourism operators to implement an animal welfare policy. Tripadvisor’s Animal Welfare Policy states:



Tripadvisor will not sell tickets to, or generate booking revenue from, specific experiences where tourists come into physical contact with captive wild animals...

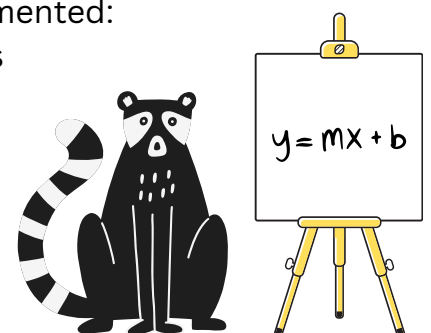
In accordance with the Tripadvisor animal welfare policy, civet coffee listings featuring live civets **should be labelled with the Tripadvisor animal welfare warning** (a strike-through paw print) and it should **not be possible for users to book tickets** to these attractions via the Tripadvisor website.

 Does not meet animal welfare guidelines ⓘ

## Method

Between March 1st - May 30th 2024, we searched Tripadvisor for “civet coffee”, “kopi luwak”, “weasel coffee”, and “caphe chon” and documented:

- The scale and geographic spread of civet coffee listings
- The number of listings that feature:
  - live animals
  - ticket purchase options
  - animal welfare warnings



# Key Findings



## Scale & type of civet coffee attractions

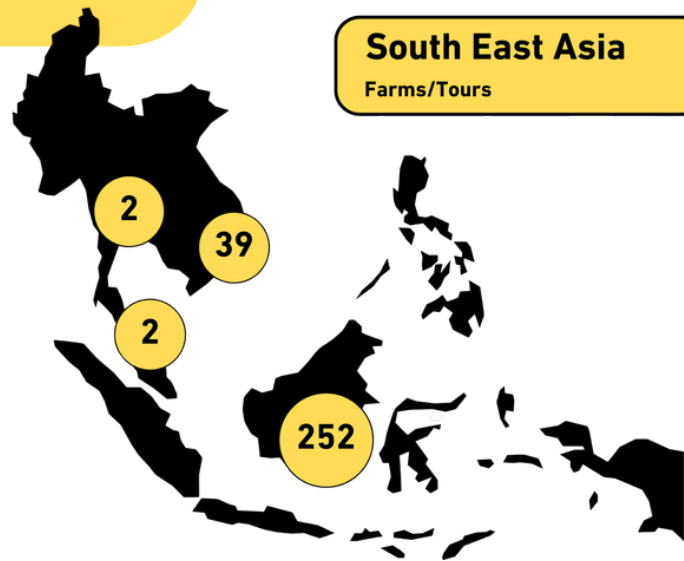
Our investigation revealed 369 civet coffee listings on the Tripadvisor website, with civet coffee tours covering seven countries.

367 civet coffee listings were spread across six countries in Southeast Asia: Indonesia, Vietnam, Malaysia, the Philippines, Thailand, and Singapore. A further two listings were recorded in India.

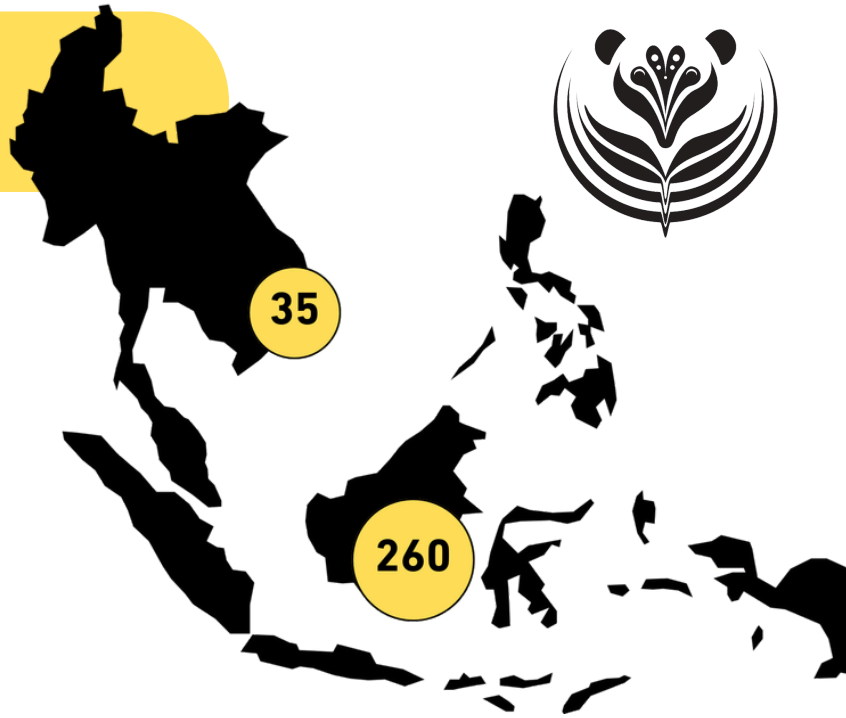
Civet coffee tourism is featured on Tripadvisor in the following ways:

- Tours
- Farms
- Cafes
- Shops
- Restaurants

Tours and farms were the most prevalent type of civet coffee listing on Tripadvisor at the time of our investigation and accounted for 81% (n = 299) of the total 369 observed listings. All bar two of the tours and farms we observed included evidence of captive civets.



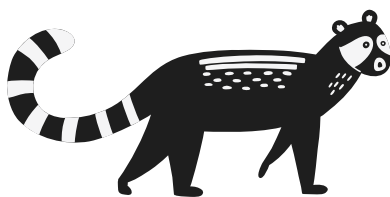
# Welfare guidance



Of the 369 civet coffee listings found on Tripadvisor, 295 included live wild animals as part of the tourist experience. All of these listings occurred in either Indonesia (260 listings) or Vietnam (35 listings).

According to Tripadvisor’s animal welfare policy, each of these listings should have been clearly labelled with an animal welfare warning icon.

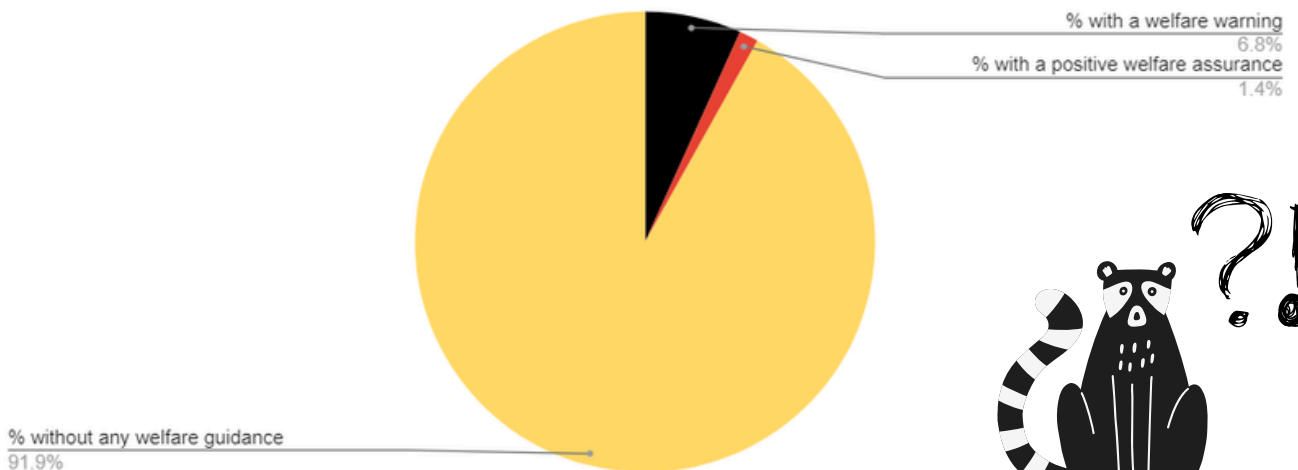
At the time of our investigation, 291 (91.9%) civet coffee listings featuring live animals did not include any welfare guidance. Of the remaining listings, only 20 (6.8%) featured a welfare warning, and 4 (1.4%) were labelled with a statement that claimed the animal welfare standards were compliant with Tripadvisor’s animal welfare policy.



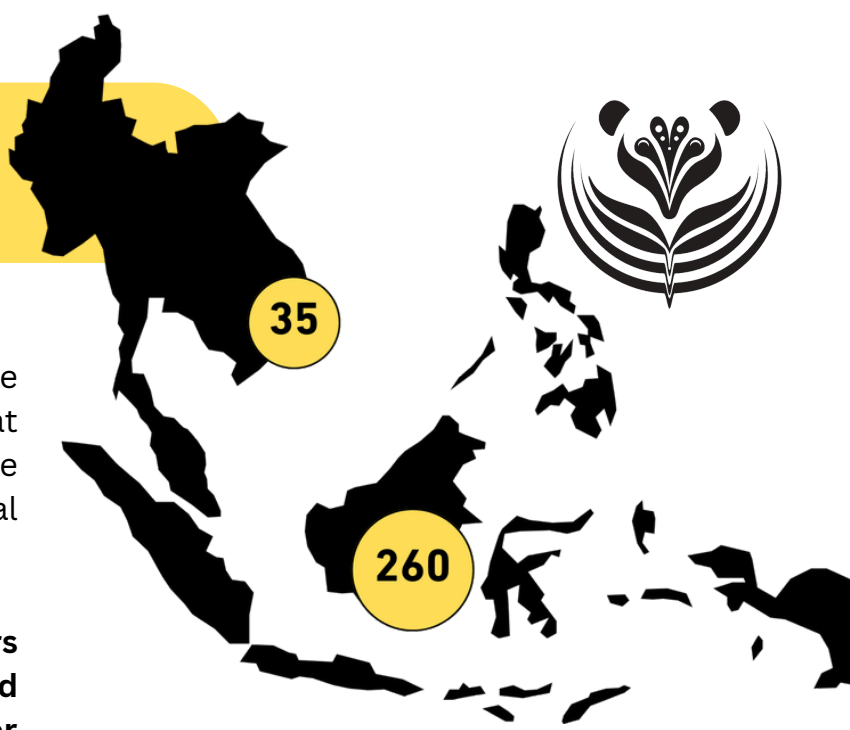
**91.9%**  
of civet coffee farms/tours that featured live civets did not include an animal welfare warning.

**6.8%**  
of civet coffee farms/tours were appropriately labelled with Tripadvisor’s welfare warning.

Percentage of civet coffee listings featuring wild animals issued with Tripadvisor's animal welfare pawprint guidance (n = 295)



# Booking options

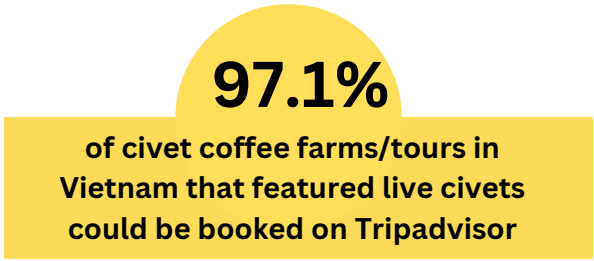


Less than 10% of the 295 civet coffee listings found on Tripadvisor that included live wild animals, were compliant with the company's animal welfare policy, which states:

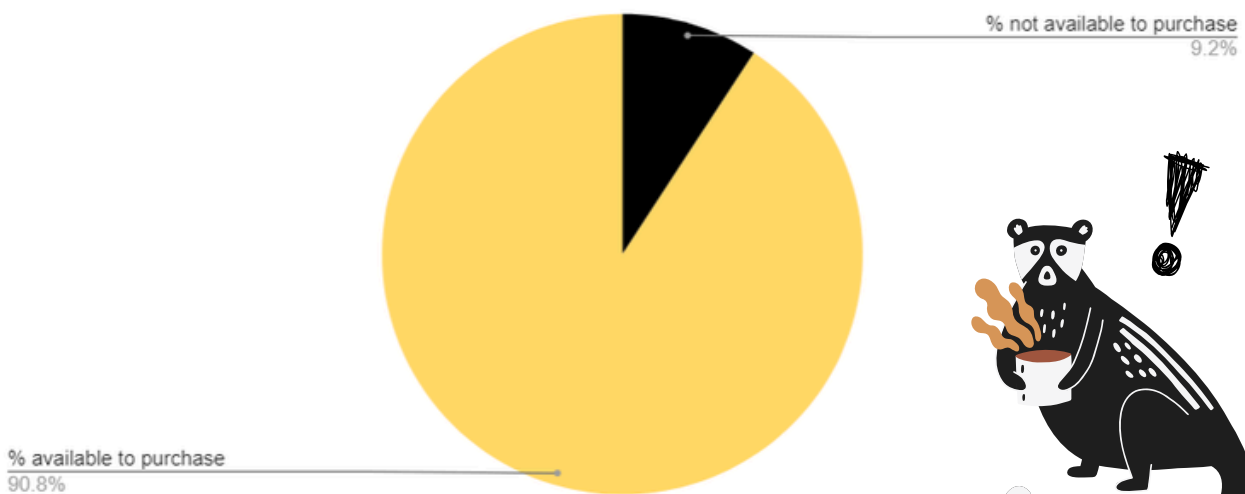
**“...it should not be possible for users to book tickets to these [captive wild animal] attractions via the Tripadvisor website”.**

In total, 268 (90.8%) of the 295 wild civet listings featured purchasing options. All of these listings occurred in Indonesia and Vietnam.

Of the 260 Indonesian civet coffee listings that featured live wild civets, 234 could be booked via the Tripadvisor platform. Similarly, of the 35 civet coffee listings that featured live wild civets in Vietnam, 34 could be booked via the Tripadvisor platform.



Percentage of civet coffee listings featuring wild animals that included booking (purchase) options (n = 295)





## Civet-tourist interactions

Tripadvisor, like social media platforms, offers tourists the opportunity to share their travel experiences via the uploading of text and photographs. Photographs viewed on Tripadvisor showed tourists handling, petting, and posing next to civets. Civets were observed with missing tails, flesh injuries, malnutrition, and in small barren enclosures without adequate shelter from the sun. The display of such imagery further **normalises poor welfare practices** within tourism experiences, **making it difficult for travellers to recognise welfare concerns in practice.**

## Tourist perceptions

Although some reviewers used Tripadvisor to lodge their concerns for animal welfare, **many tourists were unaware of the suffering involved in civet coffee tours.** Many claimed that holding young or baby civets was a highlight of their experience.

These findings are consistent with research that has shown that animal **welfare concerns are not easily identifiable by tourists** (Moorhouse et al., 2015).

**“We got to hold a civet!  
So cute!!”**

**“Apparently they are let out at  
night to forage for coffee”**

**“They were lying there like  
they were dead, clearly  
drugged out of their minds”**

# Research Impact



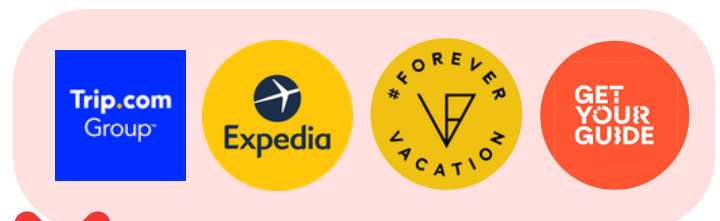
Thanks to our research, Tripadvisor has launched an official investigation into the representation and sale of civet coffee attractions on their website. This has resulted in the removal of purchasing options and the issuing of the animal welfare warning paw print on all civet coffee attractions that feature wild animals.

**It is therefore no longer possible to purchase civet coffee experiences on the world's largest tourism review site.**

So far, following our investigation, Tripadvisor, Viator, Klook, Airbnb, TUI, and Booking.com have all agreed to withdraw the sale of civet coffee attractions on their platforms.



✓ **INDUSTRY LEADERS**



✗ **WELFARE OFFENDERS**

## Next steps

We will not stop here. **Civet coffee attractions should be removed from all tourist review sites permanently.** We are now calling on the UK Government to include civet coffee tourism in the Animals (Low Welfare Activities Abroad) Act 2023. This would mean that the sale and advertisement of civet coffee tourism attractions would be prohibited within the UK.

### How Can You Help?

Write to your MP asking them to include civet coffee tourism in the Animals (Low Welfare Activities Abroad) Act 2023. You can find, print and sign our template letter at [www.thecivetproject.com](http://www.thecivetproject.com)



# Recommendations

**It's time for industry-wide change**



## Tourism operators

Given the risks to conservation, animal welfare, and human health, tourism operators must address the representation and sale of civet coffee attractions on their platforms.

**Transparency is crucial for enabling tourists to make informed choices about their travel itineraries.**

We are calling on tourism operators to:

- Include civet coffee tourism in their animal welfare policy.
- Remove all civet coffee attractions from their platforms.
- Perform regular systematic reviews of tours on their platform that occur in civet range countries to ensure civet coffee tours are not included as “quick stop” opportunities.
- Work with local tour guides to find alternative coffee tours that do not include civet coffee or wild animals.
- Promote alternative attractions that feature local delicacies.



## Tourists

Tourists are not always aware that a civet coffee tour will include wild animals. Taking the right steps after attending a tour can make a massive difference.

### **Speak up for civets:**

- Talk to your tour guide about your experience to help them design their tours. Feedback like this can reduce the amount of tour groups brought to civet coffee attractions.
- Leaving an honest review of what you saw. Reviews help to inform others.

### **Support local people:**

- Opt to try local non-digested coffees, teas and fruits instead.

## The public

Even when not travelling to a civet coffee plantation, the actions taken online can have a big impact on the industry. Many photos and videos of civet coffee plantations have gained traction on social media, this attention often only promotes the industry further.

### **When you see a post online promoting a civet coffee plantation:**

- Don't like, comment, or share it.
- Report it.

### **Want to take a step further?**

- Send a letter to your local MP asking for civet coffee attractions to be included in the Animals (Low Welfare Activities Abroad) Act 2023.
- Print and sign our template letter at [www.thecivetproject.com](http://www.thecivetproject.com)



## Summary

### Future directions



Produced from the faeces of civets, small nocturnal carnivores from southeast Asia, civet coffee is widely renowned as the most rare coffee in the world. The marketing claims, however, are false. Civet coffee is most commonly produced through caged production methods which hold significant negative implications for animal welfare, conservation, and human health.

Civet coffee production is increasingly driven by the tourism industry where civets are caged, drugged, and displayed, so that tourists can view, touch and pose with them. Evidence consistently shows civet coffee attractions do not meet the most basic of animal welfare needs, yet tourists are ill-equipped to recognise animal welfare issues.

Despite nine out of ten influential travel operators having animal welfare policies, all were selling and promoting civet coffee attractions to their customers. We recommend the immediate and permanent removal of civet coffee attractions from travel provider platforms, alongside greater public awareness of the risks associated with civet coffee tourism. We urge tourists to partake in non-digested local coffees, teas, and fruits, to support wildlife-friendly and traditional practices instead.

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# INDUSTRY LEADERS REPORT 2024

TACKLING THE CIVET COFFEE  
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