



Coffee Annual Report 2018

RA Program

May 2019

Introduction

The main goal of this report is to present the scope and scale of the Rainforest Alliance coffee program in 2018 – calendar year. The report is written in order to inform our stakeholders and is part of our commitment to transparency.

The report focuses on the key indicators related to:

- **Market uptake:** sales of Rainforest Alliance certified coffee
- **Program reach:** Rainforest Alliance certified coffee production and multi-certification of this production

This report is part of the Rainforest Alliance monitoring and evaluation system. Most of the data in this report is collected via our online traceability system, Marketplace 2.0.

We do our best to make sure that all of the information in this report is accurate and reliable, but as much of the data is collected by third parties, we are aware that there may be some shortcomings.

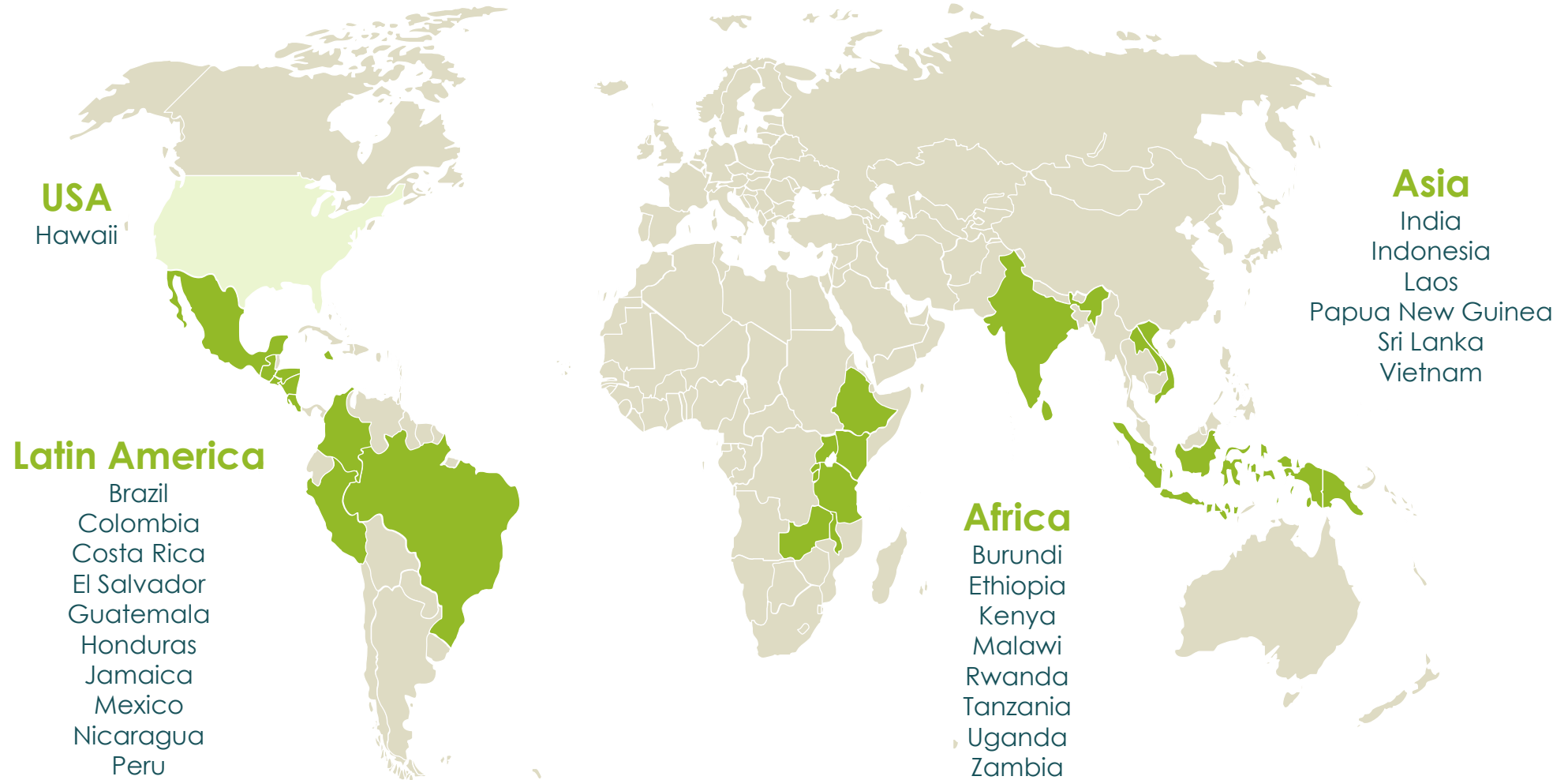
We look forward to receiving your feedback. For more information, please contact the Farm & Supply Chain Intelligence Department at datarequest@ra.org

Reach RA coffee program
Global Sales
Estimated production
Supply and Demand ratio
Multi-certification

Reach RA coffee program

Geographical reach

The Rainforest Alliance Coffee program reached 25 countries.



Program reach



470,817

Area (hectare)

↑ 13%

Relative growth 2017-2018



231,581

of farmers

↑ 12%

Relative growth 2017-2018



369,087

of workers
(seasonal and
permanent)

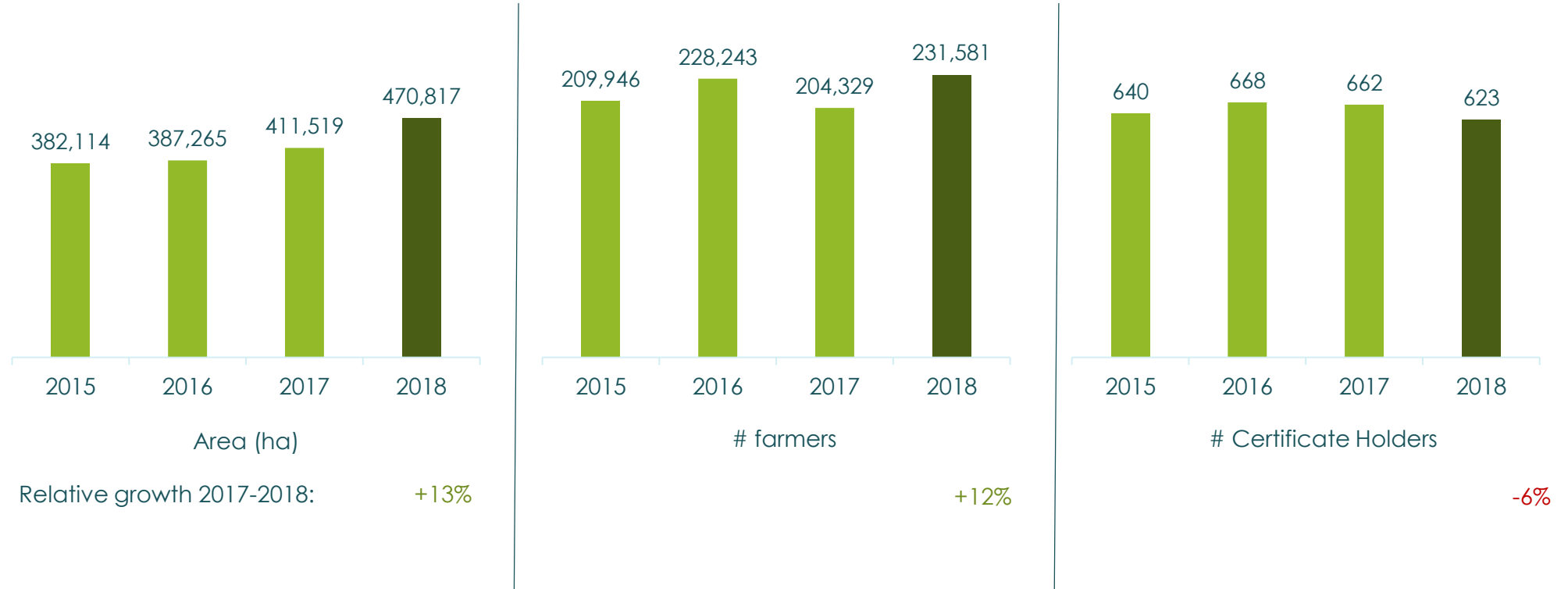
623

of certificate
holders

↓ 6%

Relative growth 2017-2018

Program Reach

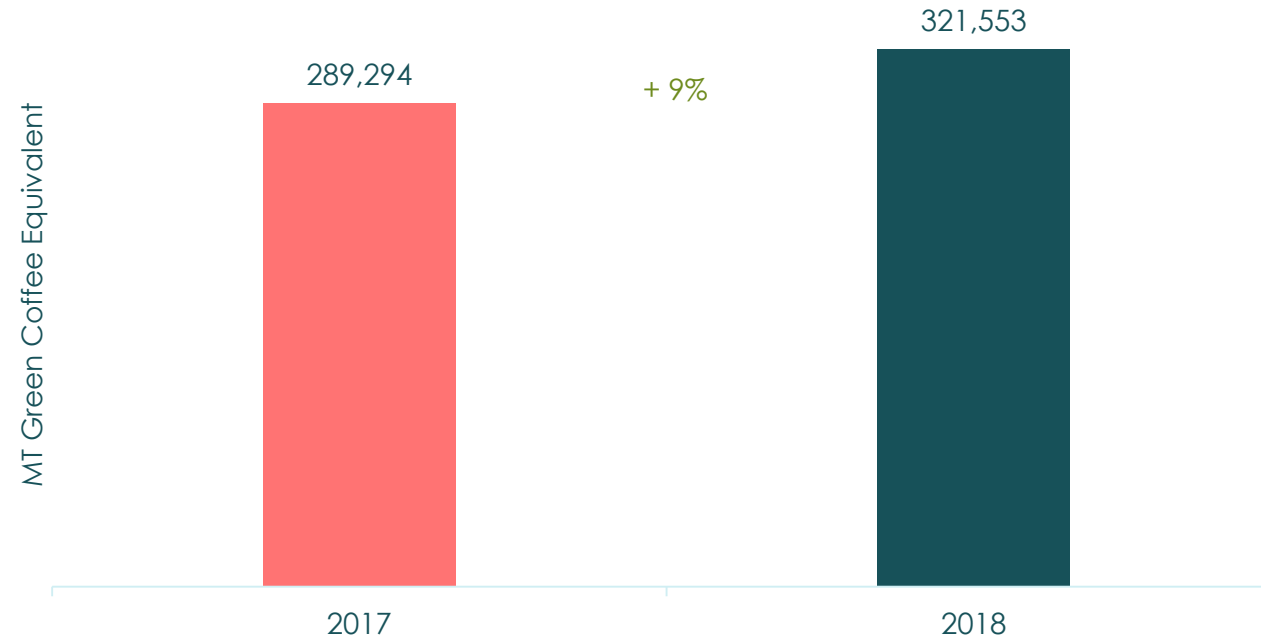


- # workers (seasonal & permanent)= 369,087 in 2018
- # of farmers represent the number of individual farms and individual farmers part of a group or multi-site certificates.

Global Sales

Global Producer coffee sales

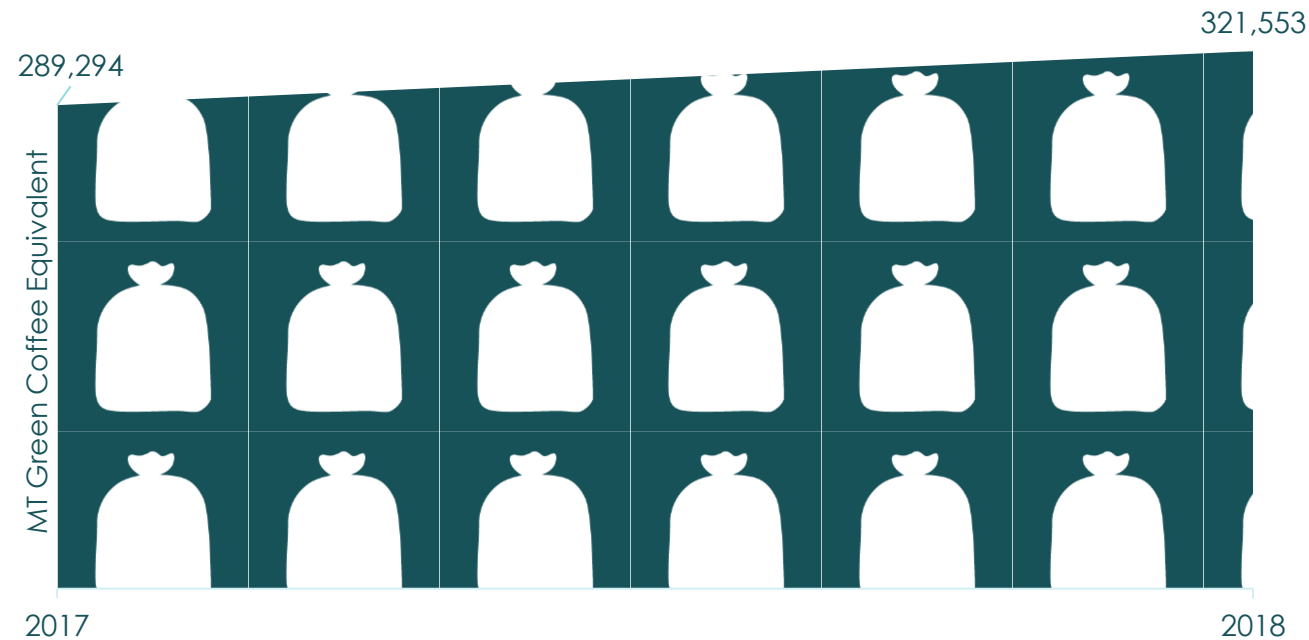
The Rainforest Alliance Coffee sales from Certificate Holders increased by 9% from 2017 to 2018



Certificate Holders' sales are all the approved sales from a certified farm or producer group to their first client. Years are calendar years.

Global Producer coffee sales

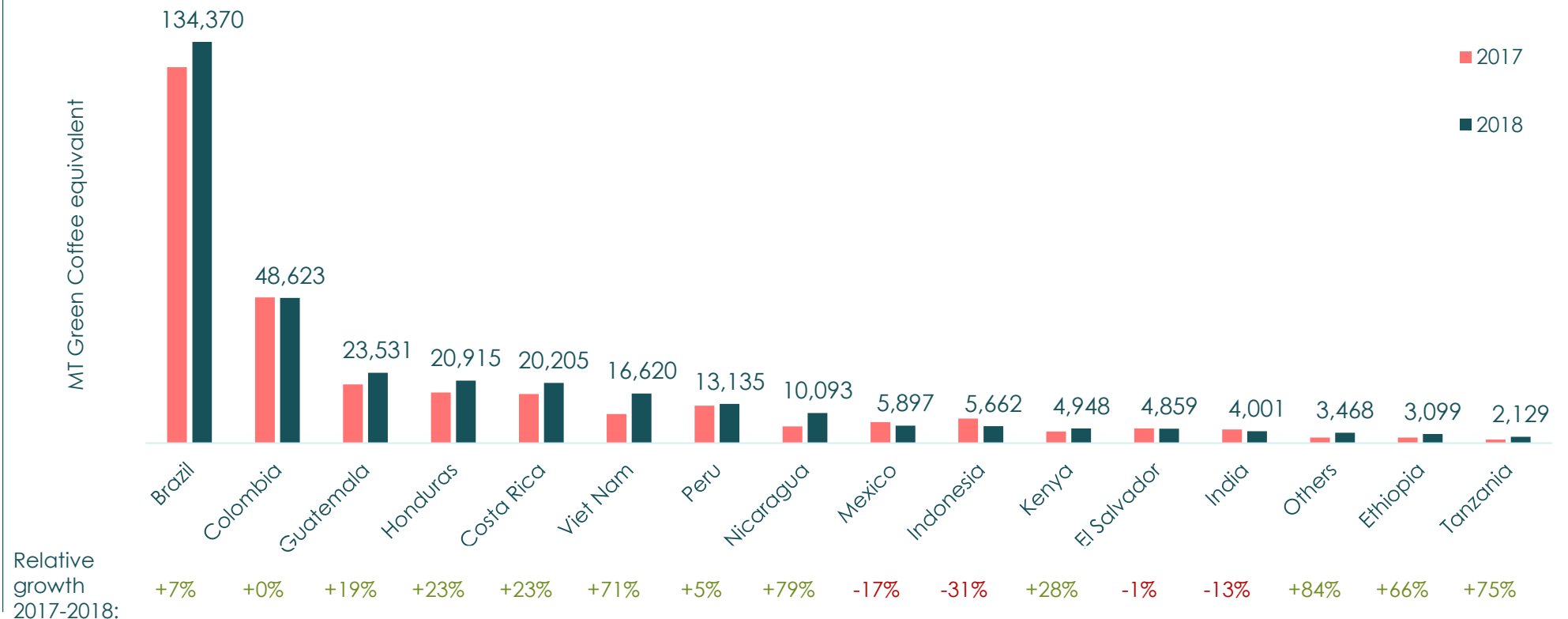
The Rainforest Alliance Coffee sales from Certificate Holders increased by 9% from 2017 to 2018



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Global Producer coffee sales per origin

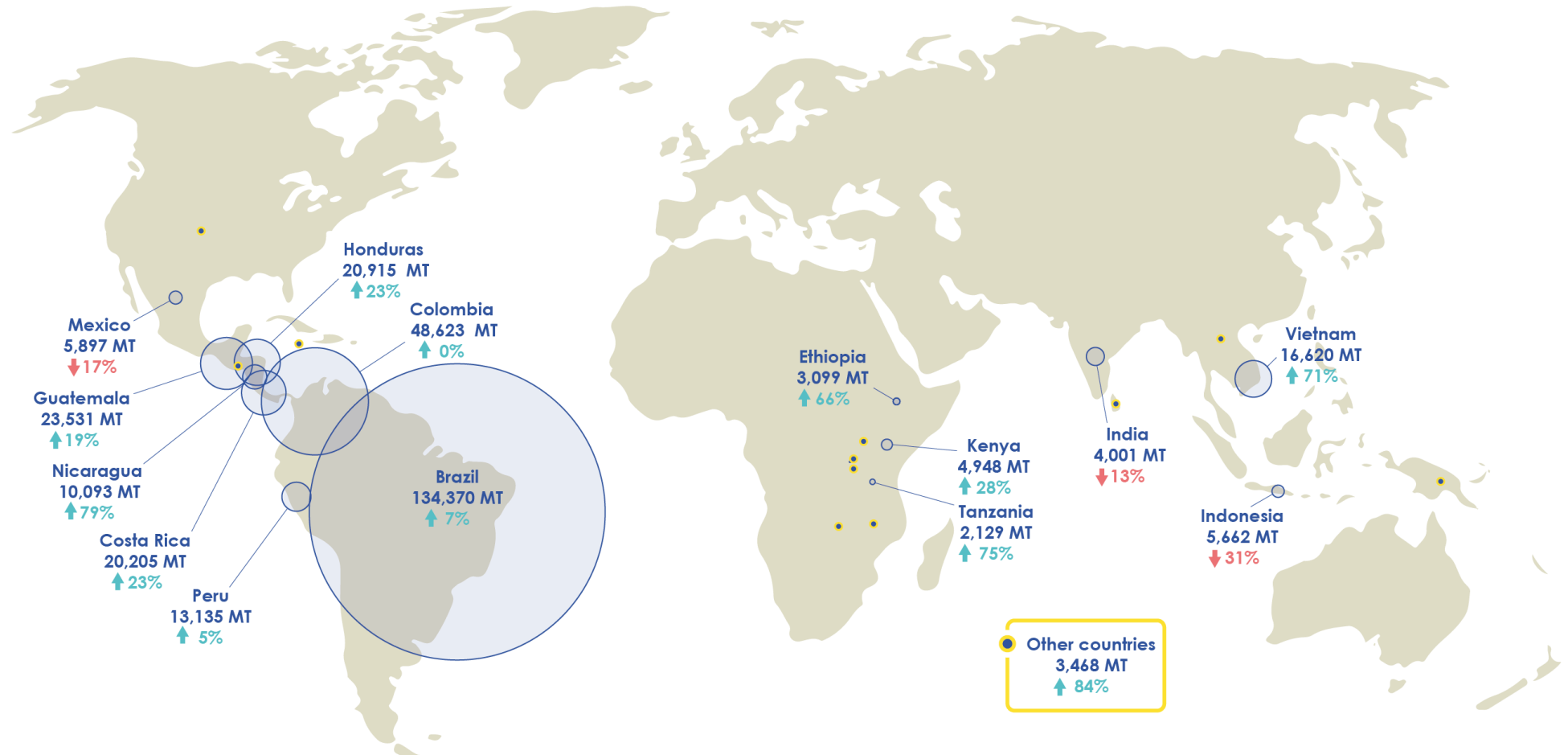
Most Rainforest Alliance Coffee came from Brazil, Colombia and Guatemala



Certificate Holders' sales are all the approved sales from a certified farm or producer group to their first client. Years are calendar years.

*'Others' includes: Uganda, Rwanda, Zambia, Papua New Guinea, Malawi, Laos, Burundi, Panama, Jamaica

Global Producer coffee sales per origin



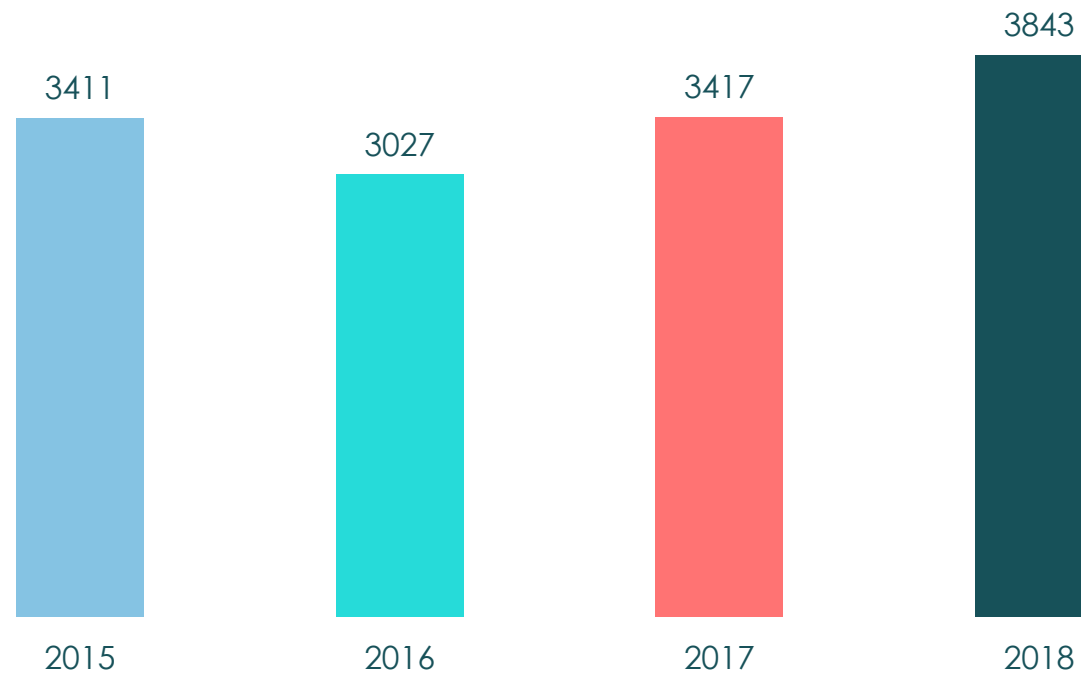
'Global sales' are all the confirmed sales from a certified producers' group or estate to the first buyer. Years are calendar years.

*'Other' includes : Uganda, Rwanda, Zambia, Papua New Guinea, Malawi, Laos, Burundi, Panama, Jamaica

Market uptake

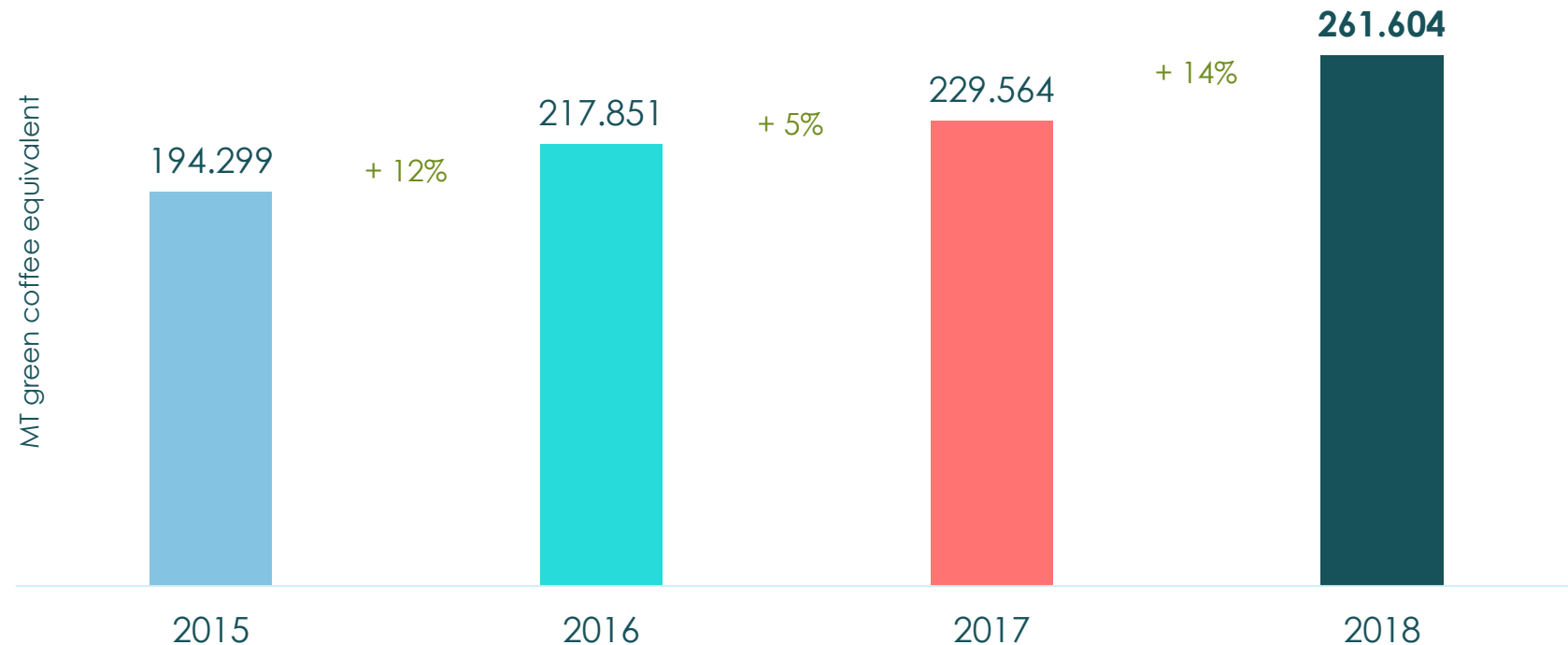
In 2018, 426 new supply chain actors joined the Rainforest Alliance coffee program

Number of active coffee supply chain actors



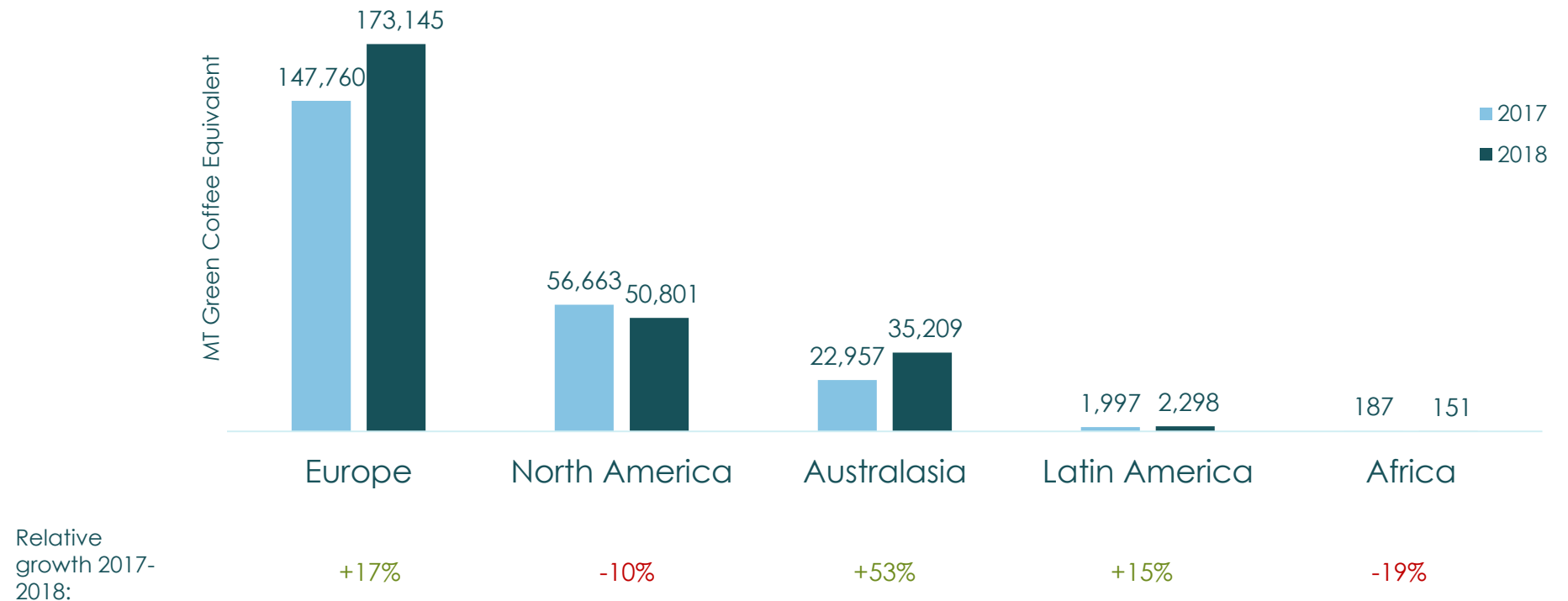
'Supply Chain Actors' include traders, roasters and retailers, active as of December 31st of each year.

Volumes exported by Year



*Volumes are based on approved Transaction Certificates with a Shipment date in 2018.
Volume exported also includes volumes processed within the country of origin*

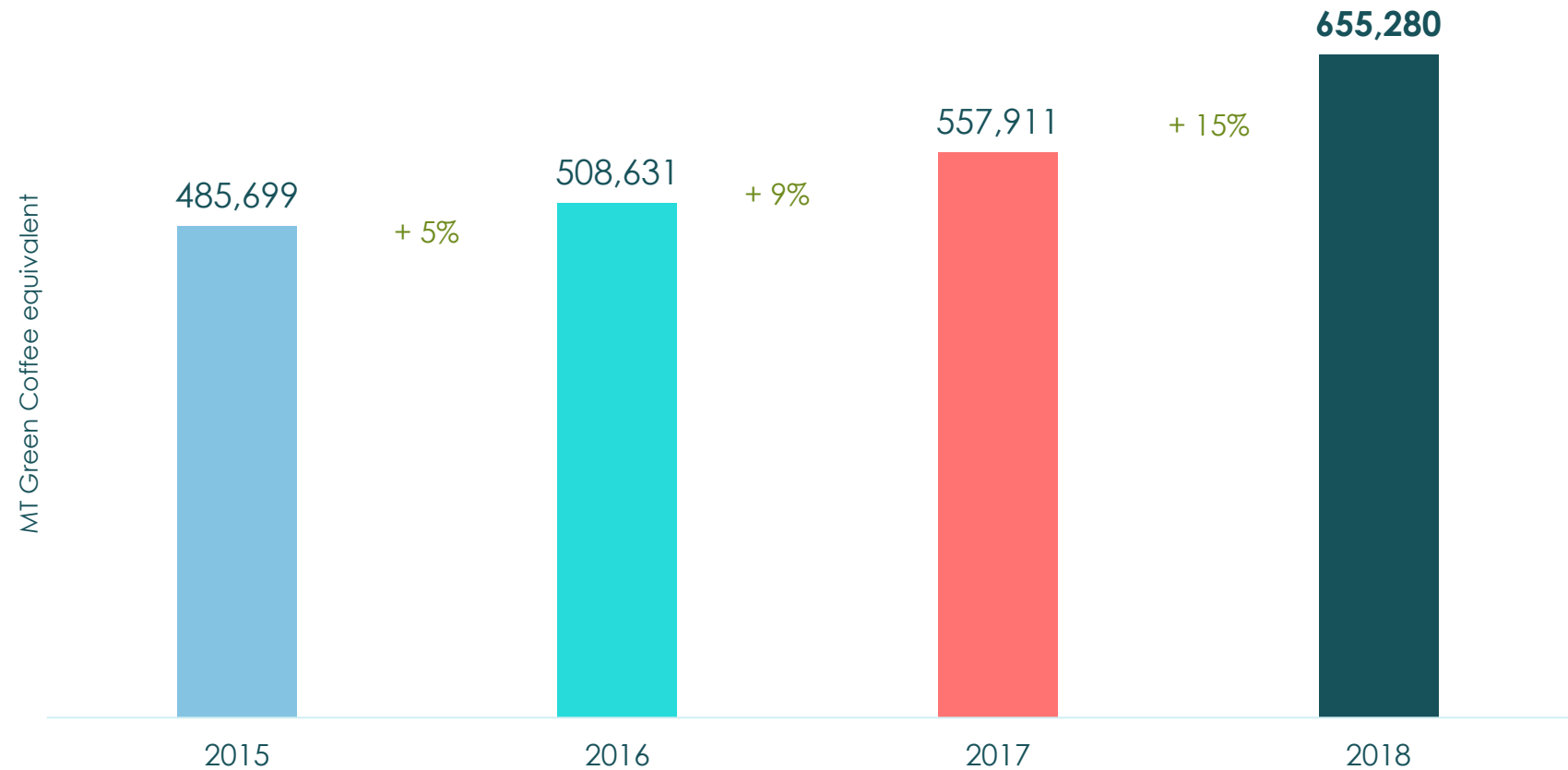
Volumes imported by region



Volume imported are based on the location of the importing company but does not necessarily reflect consumption region.

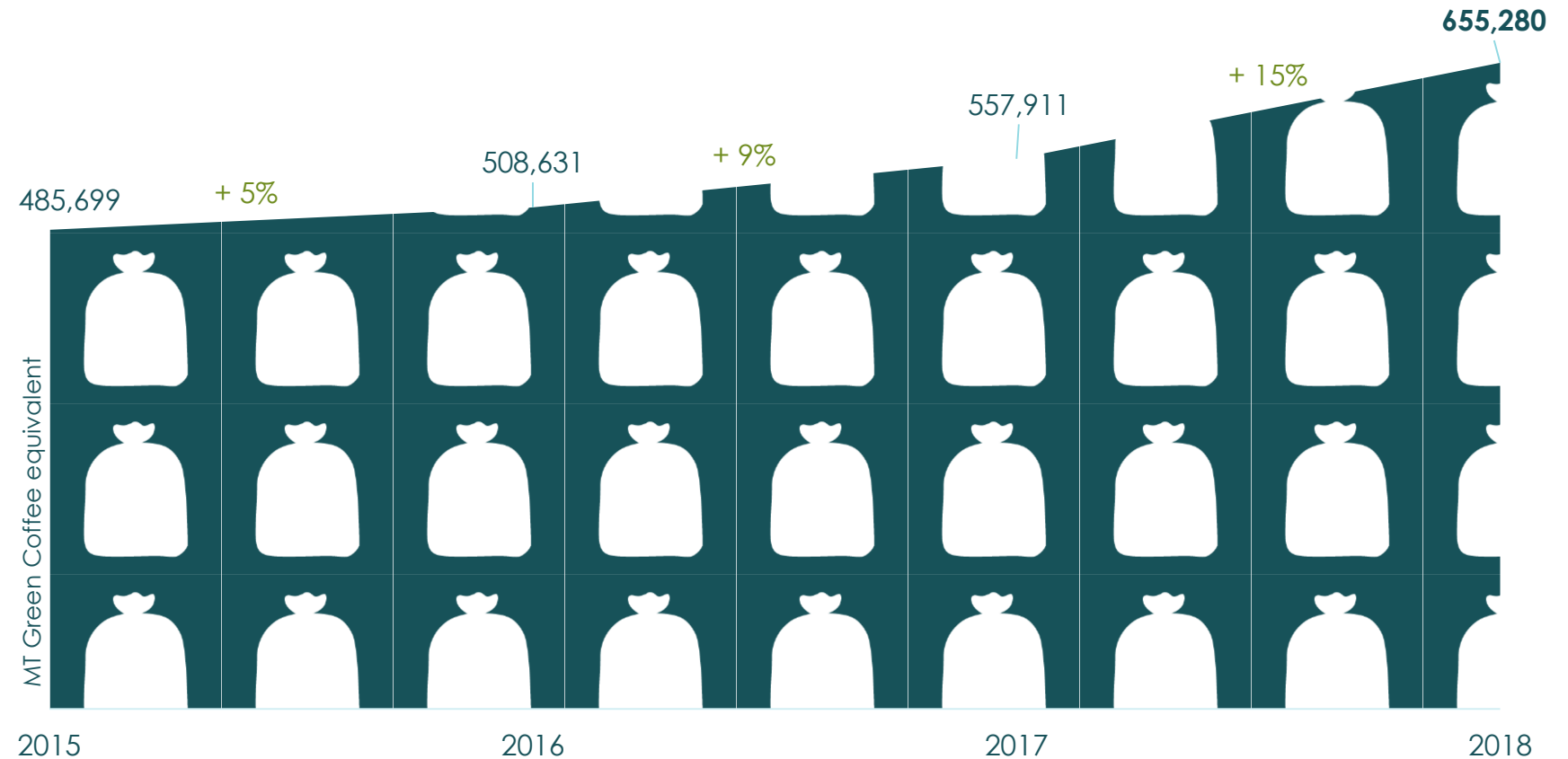
Estimated Production

Estimated production



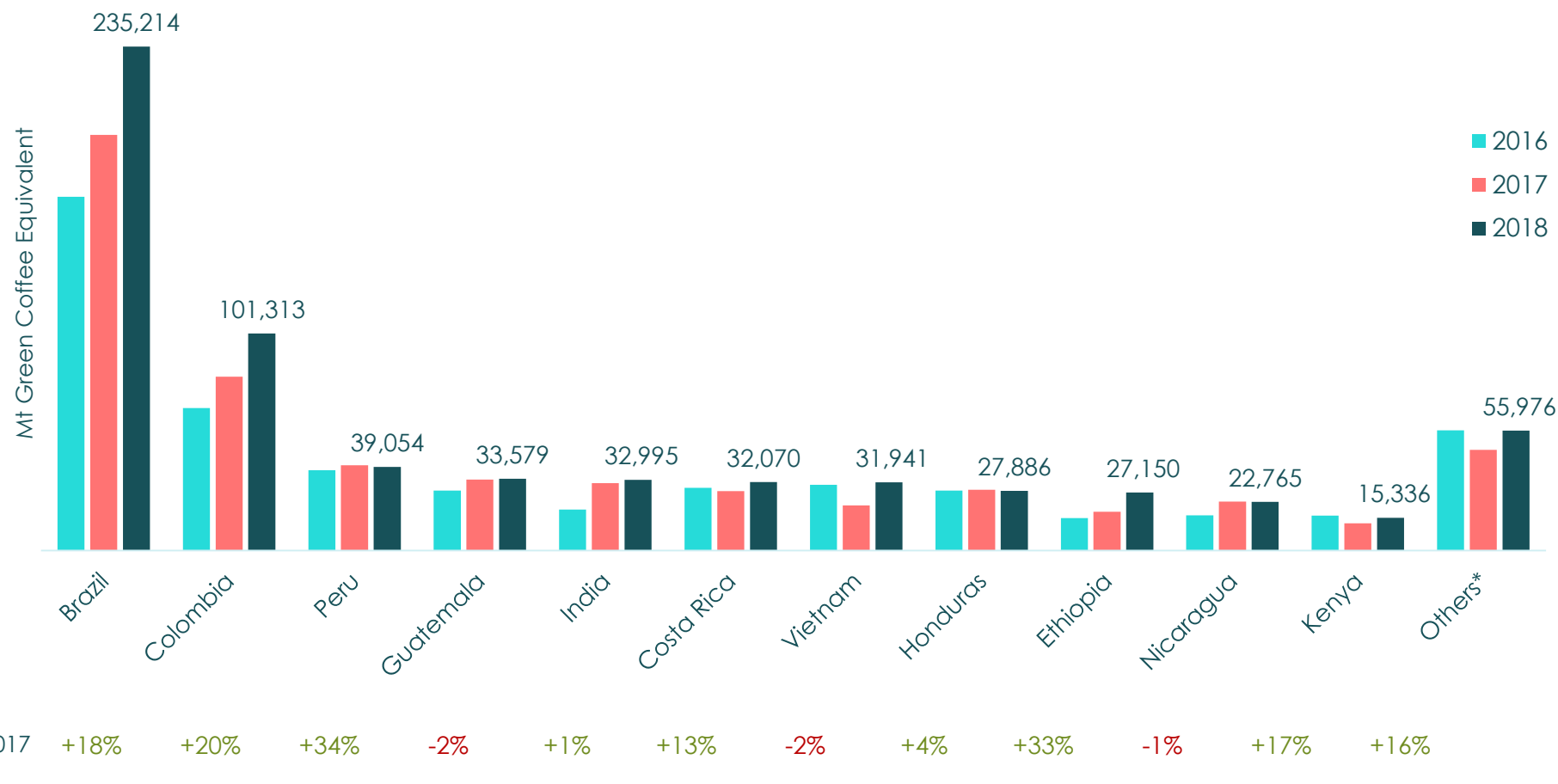
Estimated production is based on certificate information from certificates valid on December 31st 2018

Estimated production



Estimated production is based on certificate information from certificates valid on December 31st 2018

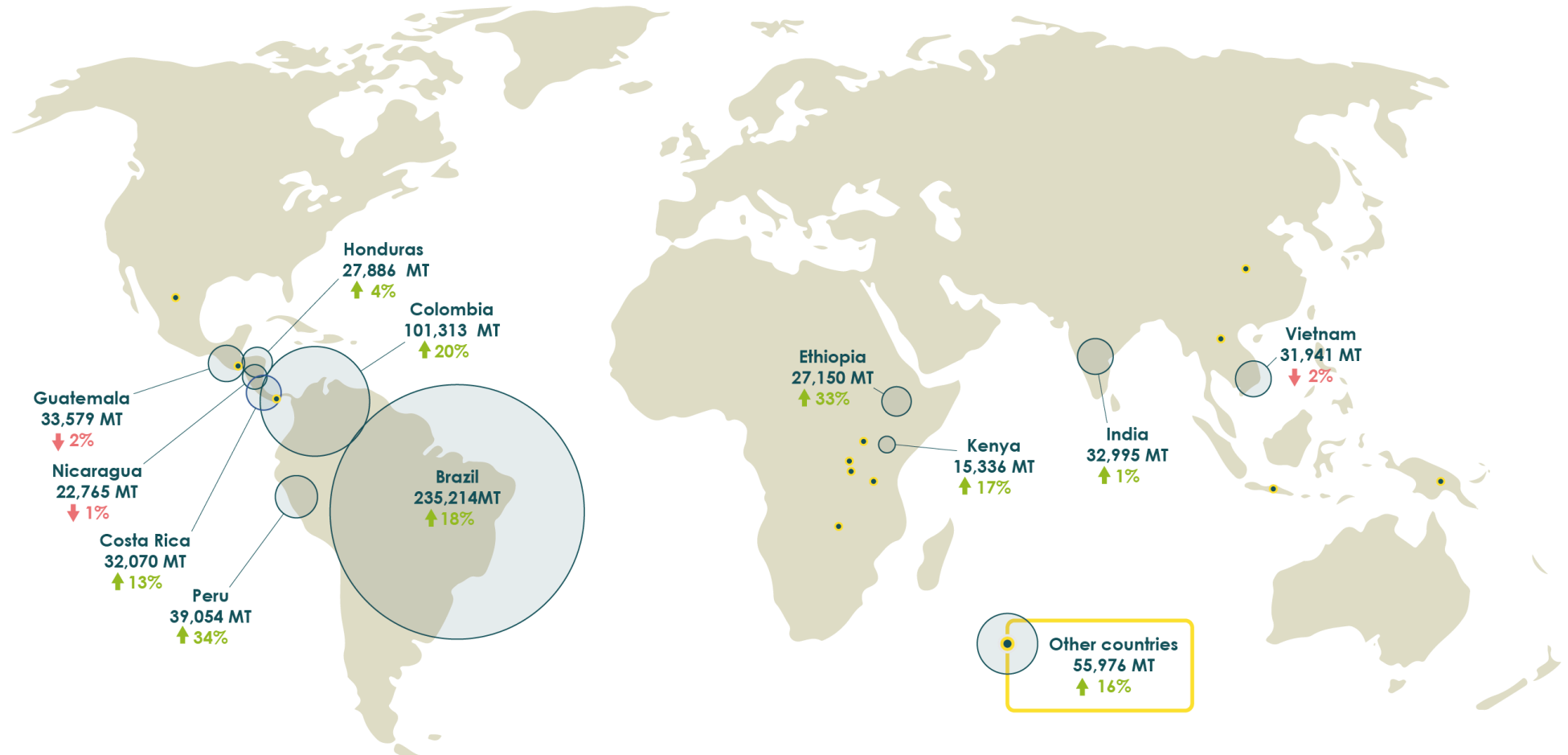
Estimated production per origin



Estimated production is based on certificate information from certificates valid on December 31st 2018

*Other includes: Papua New Guinea, Zambia, Indonesia, El Salvador, Mexico, Uganda, Tanzania, Rwanda, Malawi, Laos, United States, Burundi, Jamaica, Ecuador, Panama and China

Estimated production per origin



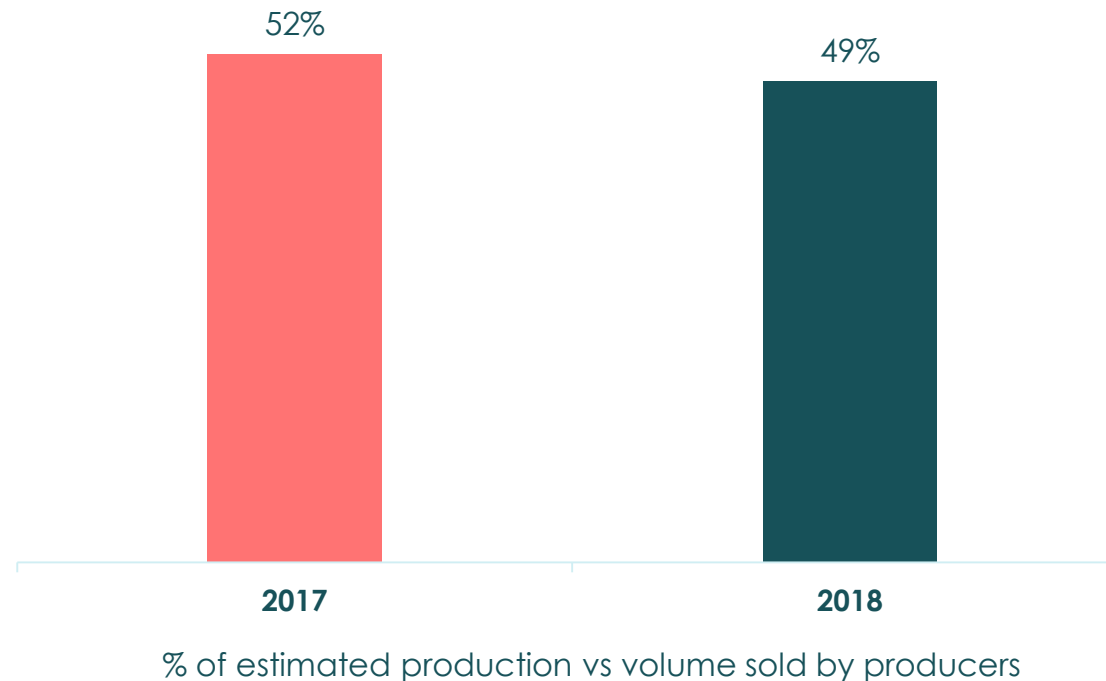
Estimated production is based on certificate information from certificates valid on December 31st 2018

*Other includes: Papua New Guinea, Zambia, Indonesia, El Salvador, Mexico, Uganda, Tanzania, Rwanda, Malawi, Laos, United States, Burundi, Jamaica, Ecuador, Panama and China

Supply – Demand trend

Supply & Demand trend

Volumes sold by producers represent, on average, 50% of the estimated Rainforest Alliance Certified™ Coffee production.



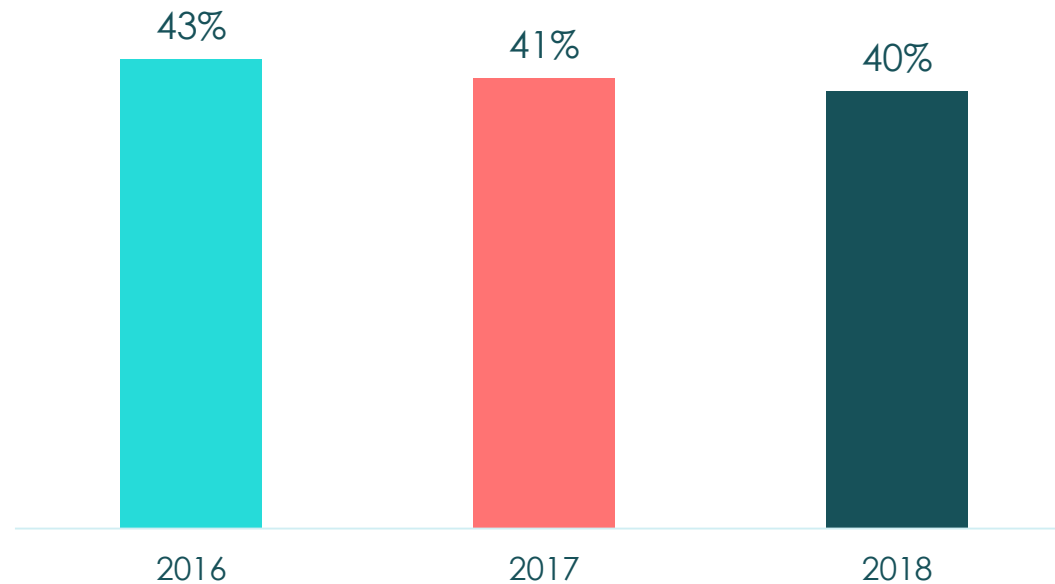
Volumes sold are based on Approved Transaction Certificates..

Estimated production is based on the Certification information as indicated by Certification Bodies for Certificates valid on December 31st 2018.

This ratio indicates a trend but not an absolute number.

Supply & Demand trend – Market reach

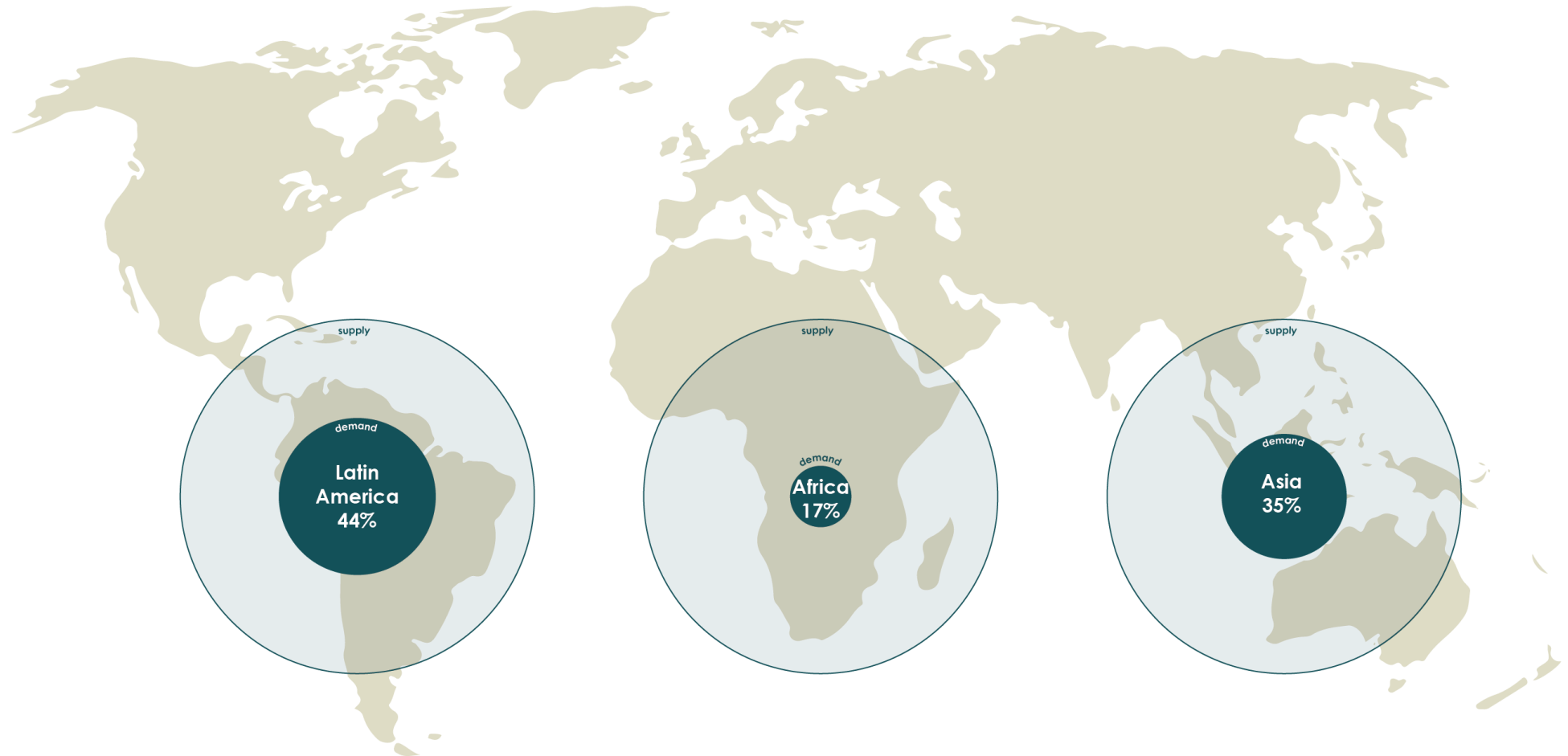
Volumes exported represent, on average, 40% of the estimated Rainforest Alliance Certified™ Coffee production.



% of estimated production vs exported or processed at origin

*Volumes are based on Approved Transaction Certificates. Volume exported also includes volumes processed at origin.
Estimated production is based on the Certification information as indicated by Certification Bodies for Certificates valid on December 31st 2018.
This ratio indicates a trend but not an absolute number.*

Supply & Demand trend per region – Market reach



% of estimated production vs Exported as RA per region in 2018

Volumes are based on Approved Transaction Certificates. Volume exported also includes volumes processed at origin.
 Estimated production is based on the Certification information as indicated by Certification Bodies for Certificates valid on December 31st 2018.
 This ratio indicates a trend but not an absolute number.

Multi-certification

Multi-certification



57%

of the RA producers' groups and estates were certified for at least one other standard

7.4% Fairtrade

22.3% UTZ

9.8% Organic

13.8% Other

- In 2018, 332 Rainforest Alliance producers' groups and estates were certified for at least another standard
- Double-certification UTZ and Rainforest Alliance is the predominant combination

Multi-certified represents the number of Rainforest Alliance coffee certificate holders that were also certified for one or more of the following schemes: UTZ; Fairtrade; Organic are included in the analysis.



**RAINFOREST
ALLIANCE**

rainforest-alliance.org

233 Broadway, 28th Floor
New York, NY 10279
USA

De Ruyterkade 6
1013 AA, Amsterdam,
The Netherlands

RAINFOREST ALLIANCE