

BETTER FOR BUSINESS

RAINFOREST ALLIANCE CERTIFIED COCOA



Sourcing cocoa from Rainforest Alliance Certified farms brings key business benefits, such as helping to minimize risk, promoting responsible supply chains and meeting sustainability commitments. It also helps drive consumer preference, and raise a company's standing and reputation among investors, buyers, employees and the industry.

CHALLENGES IN THE COCOA SECTOR

The amount of cocoa produced globally has increased over the past years. While the Rainforest Alliance has seen improvements in the cocoa sector, particularly on certified farms, significant social, economic and environmental sustainability challenges continue to affect the industry at production level:

- Cocoa yields and productivity are increasingly impacted by the negative effects of climate change, such as changes in temperature, unpredictable rainfall and more frequent droughts;
- Low cocoa productivity and the growing demand are driving deforestation. Due to aging cocoa farms with decreasing outputs, many forests are being cleared to create new plantations;
- Average daily farmer incomes sit at just \$0.85¹. Due to low incomes and poor working conditions, attracting young people to the industry is a challenge (the average age of a cocoa farmer in West Africa is fifty);
- Child labor is still a serious problem in the cocoa sector, along with gender discrimination, because men generally control production and income.

THE RAINFOREST ALLIANCE COCOA PROGRAM

The Rainforest Alliance cocoa program works with large plantations, (groups of) small-holder cocoa farms and companies in the cocoa supply chain to tackle these issues, working towards a more sustainable cocoa sector. In 2020–2021, farmers globally worked to produce over 5.2 million tons of cocoa, about 27% of which was Rainforest Alliance Certified.²

Certified cocoa is grown in accordance with the strict guidelines of the Rainforest Alliance Sustainable Agriculture Standard, which consists of a wide range of good agricultural practices and rigorous social and environmental criteria. These include requirements for the farm's productivity, conserving biodiversity and natural resources as well as improving the wellbeing of farmers, workers, and their families.

The Rainforest Alliance works with accredited third-party certification bodies to audit farms and farm groups against the Sustainable Agriculture Standard; businesses are audited against the supply chain requirements in the Standard. Those that meet the certification requirements can use the Rainforest Alliance Certified seal. Thousands of food, beverage, and forestry products across the globe already proudly display the Rainforest Alliance Certified "green frog" seal, which signals to both businesses and consumers that the product contributes to a better future for farmers, foresters and their families.



¹ Cocoa Barometer, 2020

² Rainforest Alliance Impacts Report: Partnership, Learning and Change, 2018.

THE IMPACT OF RAINFOREST ALLIANCE CERTIFICATION

Rainforest Alliance certification is a proven tool to address the economic, social, and environmental challenges of rural communities engaged in agriculture. The understanding of our impacts on cocoa farms draws from a rich evidence base of independent global research.³

Impacts on People – Many studies show that Rainforest Alliance Certified cocoa farms have higher crop yields and quality compared to non-certified farms, due to improved training on farming practices. As a result, farmers' income and savings are often higher on certified farms. Studies find that certified farms provide safer working conditions, and that more children attend school compared to non-certified farms.

Impacts on Nature – Research finds that certified farmers often implement better practices related to agrochemicals, erosion control, soil fertility, and shade-tree planting compared to non-certified farmers. These activities result in improved biodiversity, soil health, and water quality on certified farms.

By working with us you can drive business value across the supply chain while responding to the rising demand for companies to act responsibly and demonstrate credible, positive impact.

GET STARTED

Are you interested in sourcing Rainforest Alliance Certified cocoa? Whether you simply want to learn more or are ready to get to work, it's easy to get started.

- **Visit our website** for info on [supply chain certification requirements](#), [costs](#) and how to [use the seal](#).
- **Email us directly** at customersuccess@ra.org. We are ready and able to assist across all regions worldwide.
- **Complete our quick form** and we will be in touch.

The Rainforest Alliance team of experts is ready to support your business's sustainability journey, from sourcing to marketing.

ABOUT THE RAINFOREST ALLIANCE

The Rainforest Alliance is an international non-profit organization working in more than 70 countries at the intersection of business, agriculture, and forests. We are an alliance of farmers, forest communities, companies, and individuals, committed to creating a world where people and nature thrive together by making responsible business the new normal.

Learn more at rainforest-alliance.org/for-business.

³ Newsom et al. (2020) 2019 Certification Impacts Report, Rainforest Alliance, https://www.rainforest-alliance.org/sites/default/files/2020-05/Rainforest-Alliance_impacts_report_2019_4.pdf

SUSTAINABILITY IS GOOD BUSINESS

Sustainability in sourcing and the supply chain brings direct benefits to people and nature while driving business value. A wide array of research studies has demonstrated measurable positive business impacts:

- 98% of businesses experience sales and marketing benefits after adopting sustainability standards—these include areas such as improved reputation (60%), increased profitability (53%), cost reduction (30%) and increased production (30%);
- Heads of households feel better when purchasing products that are sustainable or better for the environment: 53% UK, 78% US, 85% Brazil, 85% Turkey, 88% India²;
- More than 50% of 15,000 respondents from 15 countries say they have changed their everyday shopping choices within the past year to make a difference on an economic, social, environmental, or political issue.³

¹ ISEAL/ Aidenvironment: The Business Benefit of Using Sustainability Standards, 2017

² Unilever: Making Purpose Pay, Inspiring Sustainable Living, 2019

³ GlobeScan: Consumer Survey, 2021



Want to help change the way the world sources and produces cocoa?

Join our alliance!

**RAINFOREST
ALLIANCE**

The Rainforest Alliance is creating a more sustainable world by using social and market forces to protect nature and improve the lives of farmers and forest communities.

[RAINFOREST-ALLIANCE.ORG](https://rainforest-alliance.org)

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