



BETTER FOR BUSINESS

RAINFOREST ALLIANCE CERTIFIED BANANAS



Sourcing bananas from Rainforest Alliance Certified farms drives key business benefits, including 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.

PROMOTING SUSTAINABILITY ACROSS THE BANANA SECTOR

For more than 35 years, the Rainforest Alliance banana program, together with our partners, has driven many sustainability-related improvements. Examples include improving the working conditions of plantation workers and reducing the use of toxic agrochemicals. However, there are still opportunities to improve. This is an exciting area for innovation, transformative ideas, and partnerships. At the Rainforest Alliance, we take a shared responsibility approach to encourage companies to invest in and reward more sustainable production, creating greater transparency and driving more value from the supply chain to workers. We therefore invite you to contribute to and build on our decades of experience in promoting sustainability in banana production. Together, we can promote real and meaningful change through:

- Strengthening rural livelihoods and conserving natural resources;
- Promoting climate-smart agriculture methods among farmers;
- Reducing pesticides and fertilizer impact;
- Enabling banana growers to have a profitable business so that they can make progress towards paying their workers a living wage;
- Further strengthening labor rights.

THE RAINFOREST ALLIANCE BANANA PROGRAM

The Rainforest Alliance Certification program is the largest banana certification program in the world. We work with plantations and companies to drive sustainability transformation across the entire banana supply chain. In 2021 nearly 2,700 banana growers and 190,000 workers were included in the Rainforest Alliance Certification Program. Together they produced an estimated 9.4 million metric tons of Rainforest Alliance Certified bananas.

Certified bananas are 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 trade Rainforest Alliance Certified bananas. Thousands of food, beverage, and forestry products across the globe 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.



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. Although independent impacts research from the banana sector is sparse, three studies from Latin America help us understand our impact and prioritize future efforts¹.

Impacts on people – One study showed that Rainforest Alliance Certified banana farms had higher yields than non-certified farms, likely due to better training and technical assistance. Workers on these farms were also more likely to use correct protective equipment and all certified farms had a designated health and safety professional.

Impacts on nature – One study found that certified farms performed better than non-certified farms in management of land, water quality, agrochemical use, and waste management.

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 bananas? 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.

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

SUSTAINABILITY IS GOOD BUSINESS

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

- 98 percent of businesses experience sales and marketing benefits after adopting sustainability standards. These benefits include improved reputation (60 percent), increased profitability (53 percent), cost reduction (30 percent), and a growth in increased production (30 percent).²
- Heads of households feel better when purchasing products that are more sustainable or better for the environment: UK (53 percent), US (78 percent), Brazil (85 percent), Türkiye (85 percent), India (88 percent).³
- More than 50 percent 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.⁴

1 Newsom et al. (2020) 2019 Certification Impacts Report, 2 Rainforest Alliance, https://www.rainforest-alliance.org/sites/default/files/2020-05/Rainforest-Alliance_impacts_report_2019_4.pdf

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

3 Unilever: Making Purpose Pay, Inspiring Sustainable Living, 2019.

4 GlobeScan: Consumer Survey, 2021.



Photo: Sergio Izquierdo

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

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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