



New Seal Consumer Communication

Guidance for partnering companies



Dear partner in sustainability,

In May 2020 we introduced our **new Rainforest Alliance certification seal** to you. It has been refreshed with the same bold, dynamic new look that can be found across all our branding, to better inform and inspire those looking to **make positive consumption a habit**.

The seal is a way for brands to tell a story about the good that goes into their products and makes it easier for consumers to make better purchasing choices.

As of September 1, 2020, product packaging and promotional materials with the new seal will be revealed to the public.

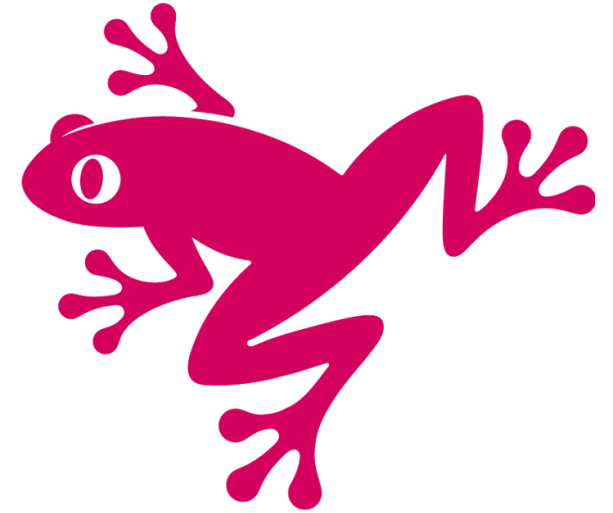
This support deck gives you, our partnering companies, **all you need to tell the story behind the new frog seal** and show the world that you are committed to helping people and nature thrive in harmony by offering products from Rainforest Alliance Certified™ farms.

The Rainforest Alliance Marketing team
marketing@ra.org

Do not miss any updates - Sign up for the [Frog Business News](#) newsletter

Table of contents

1. [The story of our Alliance: A movement for good](#)
2. [The new Rainforest Alliance certification seal](#)
 - What the new seal stands for
 - The story of our frog
 - How all marks fit within one family
3. [Communication toolkit](#)
 - [Sample copy](#)
 - Working with the Rainforest Alliance & the new Rainforest Alliance certification seal
 - Transitioning from UTZ to the Rainforest Alliance
 - Transitioning from the legacy Rainforest Alliance seal to the new Rainforest Alliance seal
 - [Digital assets](#)
 - [Other resources](#)
4. [Q&A](#)
5. [Get in touch](#)



1. The story of our Alliance: a movement for good



Our Alliance: A movement for good

In 2018 the Rainforest Alliance and UTZ joined forces to build an alliance to create a **better future for people and nature** by making responsible business the new normal.

The Rainforest Alliance works in more than 70 countries at the center of **business, agriculture and forests**. By bringing diverse allies together we are making deep-rooted change on some of our most pressing social and environmental issues.

Our alliance is all about **changing the way the world produces, sources and consumes**. Together with farmers, forest communities, companies, and consumers we can create the positive change we all want to see.

Let's work together towards a future where **'positive consumption' is the new normal**, by engaging with consumers to make a change in their lifestyles and commit to making better choices a habit.

2. The new Rainforest Alliance certification seal

Our new Rainforest Alliance seal



This symbol is a part of our new brand identity, following the merger between the Rainforest Alliance and UTZ in 2018.

The seal replaces the legacy Rainforest Alliance Certified™ seal and UTZ label and can be used on product packaging and promotional materials related to Rainforest Alliance or UTZ certified agricultural crops and forestry products starting September 1, 2020.

In case you missed it: Read more about the timelines of phasing out the legacy seals on [cocoa](#) and [other products](#).



What the new certification seal stands for

- The Rainforest Alliance seal is a **bold mark of change**. A symbol for hope, action and progress. **A way for brands to tell the story** about the good that goes into their products.
- The seal is a simple visual that makes it **easier for consumers to make a better choice**. It signals to them that farmers, foresters and companies are taking steps to make their products more sustainable, creating a **better future for people and nature**.
- It also represents a vision of a sustainability pathway based on **continuous improvement, transparency and shared responsibility** between farmers, foresters, and companies to reach our mission.

Read the full web post [on what our seal stands for.](#)

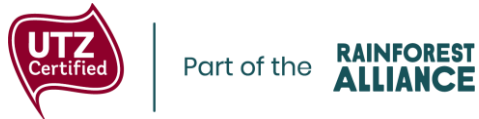


The Rainforest Alliance certification seal features a frog for an important reason.

- Tree frogs are one of **nature's superstar indicator species** and they are found on every continent except Antarctica.
- The presence of the tree frog is a positive sign that the **natural ecosystem is balanced and thriving**. And a healthy planet where people and nature thrive in harmony is at the very heart of the Rainforest Alliance's mission.
- The frog in the Rainforest Alliance seal is an **indicator for consumers** that farmers and companies have taken steps to make the product in their hands more sustainable, creating a better future for people and nature.

The frog as an indicator species for a thriving ecosystem





How all marks fit within one family

- The UTZ organization has merged with the Rainforest Alliance. The UTZ certification program and its corresponding label are gradually being phased out, along with the legacy Rainforest Alliance Certified™ seal. Both will be replaced by the new Rainforest Alliance seal. This will take some time. That means that consumers will see the **three marks co-exist in the market**.
- Although they look different, they are all **part of one family**, the Rainforest Alliance. All three marks stand for farmers and companies working towards a world where **people and nature thrive in harmony**. With the new Rainforest Alliance seal, we take the next step in our sustainability journey based on **continuous improvement, transparency and shared responsibility** between farmers, foresters, and companies to reach this mission.
- **To help consumers** better understand the transition from UTZ to the Rainforest Alliance, we have a temporary corporate UTZ Part of the Rainforest Alliance logo available for companies sourcing UTZ certified products. This may be used when making a broad or corporate level claim **off-pack** about purchases of UTZ certified materials or projects with UTZ certified farms.

3. Communication toolkit

Communication toolkit

On the next slides you will find resources to help you communicate the transition to the new Rainforest Alliance certification seal, as well as the value in the seal itself.

- We offer sample copy that can be used for your website and social media. Feel free to use these as you see fit; simply copy and paste, adjust to better fit your needs, or build your own messaging based on the content in this slide deck.
- Use our digital assets to liven up your online communications. There's something for everyone, as we offer ready-to-use materials as well as customizable options in multiple languages.
- For more guidance on communicating about the new seal, your work with the Rainforest Alliance, and more examples check our [other resources](#).
- Please remember to submit all communications for review and approval through the **Marketplace 2.0 portal**.



Sample copy:
**Working with the Rainforest Alliance & the
new Rainforest Alliance certification seal**

Sample website text

[Company/brand] wants to contribute to a better world for people and nature. That's why we buy **[crop]** from Rainforest Alliance Certified™ farms. The Rainforest Alliance works at the center of business, agriculture and forests, towards a world in which people and nature can thrive together.

The frog in the Rainforest Alliance seal is the perfect symbol of this mission. As an indicator species, the presence of the frog is a positive sign that the natural ecosystem is balanced and thriving. When we no longer see the frog, we know that the environment is compromised and other species within that ecosystem will soon suffer if we don't do something urgently.

That's why we ask you to follow the frog – to make choices that help.

By choosing our products that carry the frog seal, you are supporting farmers, **[or foresters]** in taking steps to make this product more sustainable, creating a better future for people and nature.

By buying **[product]** you help contribute to better farming practices, fight against the climate crisis, conserve our forests, protect the human rights of farmers and workers, and improve their livelihoods.

Because only by working together can we create a world where we thrive together.

Learn more on the [Rainforest Alliance website](#).

Click for [more messaging templates](#) for talking about your collaboration with the Rainforest Alliance



Sample social media posts



Your favorite **[brand/product]** now carries the new Rainforest Alliance seal! The little frog on our packaging means that we are working with farmers that grow **[crop]** more sustainably, creating a better future for people and nature. #FollowTheFrog

Did you know that tree frogs are an indicator species? The presence of the frog is a positive sign that a natural ecosystem is balanced and thriving. That's why our products carry the Rainforest Alliance frog seal. It shows that the farmers **[or foresters]** we work with are taking steps to make their products more sustainable, creating a better future for people and nature. #FollowTheFrog



Sample copy: Transitioning from UTZ to the Rainforest Alliance

Sample website text

UTZ is now part of the Rainforest Alliance. The two organizations joined forces in 2018 to create a better future for people and nature.

That's why you will see the new Rainforest Alliance certification seal on our products. Just like the UTZ label, the Rainforest Alliance seal stands for farmers and companies working towards a world where people and nature thrive in harmony. It represents the next step in sustainability and is a signal that **[company/brand]** is committed to never stop getting better at what we do. We want to be transparent about our progress and share the responsibility with farmers **[or foresters]** and others in the supply chain to reach this mission.

Did you know the Rainforest Alliance seal features a frog for an important reason? As one of nature's super indicator species, the presence of the frog is a positive sign that a natural ecosystem is balanced and thriving. When we no longer see the frog, we know that the environment is compromised and other species within that ecosystem will soon suffer if we don't do something urgently.

That's why we ask you to follow the frog. By buying **[product]** with the frog seal you help contribute to better farming practices, fight against the climate crisis, conserve our forests, protect the human rights of farmers and workers, and improve their livelihoods.

Learn more about our work together on the [Rainforest Alliance website](#).

Click for [more messaging templates](#) for talking about your collaboration with the Rainforest Alliance



Sample social media posts



UTZ is now part of the Rainforest Alliance. That's why you will see the frog seal on your **[product/brand]**. It shows that we are taking steps to make our products more sustainable, like working with farmers who use sustainable farming methods, to create a better future for people and nature. Small choice, big impact! #FollowTheFrog

Have you spotted this frog on our **[product]**? That's because we buy **[crop]** from Rainforest Alliance Certified™ farms. UTZ has joined forces with the Rainforest Alliance to create a better future for the people producing our **[crop]** and the planet we rely on to thrive together. By buying **[brand/product]** with the frog seal you help contribute to better farming practices, fight against the climate crisis, conserve our forests, protect the human rights of farmers and workers, and improve their livelihoods. #FollowTheFrog



**Sample copy:
Transitioning from the legacy Rainforest
Alliance seal to the new Rainforest Alliance
certification seal**

Sample website text

Have you seen the new Rainforest Alliance seal on our products? This seal is part of the new Rainforest Alliance identity after they merged with UTZ in 2018.

This refreshed frog still stands for farmers and companies working towards a world where people and nature thrive in harmony. In addition, the new seal represents the next step in sustainability. It shows that farmers, foresters and companies like **[company/brand]** are committed to never stop getting better at what we do. We want to be transparent about our progress, and we share the responsibility to reach this mission.

Did you know that the Rainforest Alliance seal features a frog for an important reason? Tree frogs are one of nature's superstar indicator species, in fact they are found on every continent except Antarctica. The presence of the frog is a positive sign that a natural ecosystem is balanced and thriving. When we no longer see the frog, we know that the environment is compromised and other species within that ecosystem will soon suffer if we don't do something urgently.

That's why we ask you to continue to follow the frog. By buying **[product]** with the frog seal you know you are helping support better farming practices, fight against the climate crisis, conserve our forests, protect the human rights of farmers and workers, and improve their livelihoods.

Learn more about our work together on the [Rainforest Alliance website](#).

Click for [more messaging templates](#) for talking about your collaboration with the Rainforest Alliance



Sample social media posts



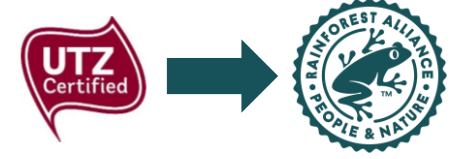
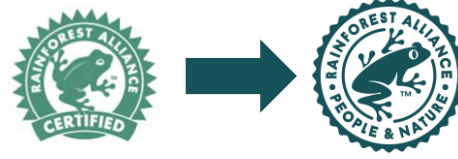
Have you noticed the new frog seal on our products? The refreshed frog represents the next step in sustainability we're taking with the Rainforest Alliance to create a world where people and nature thrive in harmony. It shows that farmers, foresters and companies like **[company/brand]** are committed to never stop getting better at what we do. We want to be transparent about our progress and share the responsibility to reach this mission. #FollowTheFrog

Spot the difference! Have you seen the new Rainforest Alliance seal on our products? By buying products with the little frog, you are making a powerful statement of hope, action, and progress. Purchasing with purpose is one way you can make better choices in your daily life. With this one small choice, you trigger a cascade of positive change—helping to improve the livelihoods of smallholder farmers and their families as well as protect forests and act against climate change. #FollowTheFrog



Digital assets

Ready-to-use and customizable digital assets



7-seconds animation to bring our new seal to life.

Ready-to-use and customizable digital assets



Messaging:

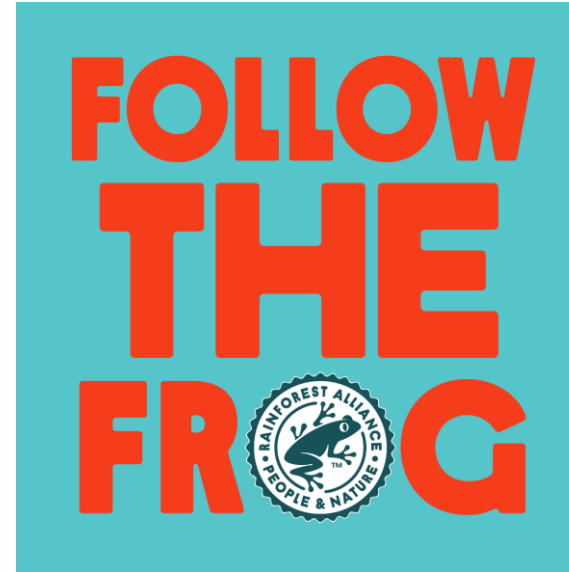
- Join the Movement for Positive Change
- Meet Our New Friend
- Small Choices, Big Impact

The assets are available in English, German, French, Spanish, Portuguese, and Swedish, and in multiple formats and sizes. Download all [digital assets](#).

Digital assets for Follow the Frog



20 secs animation (MP4 & GIF)



Social media graphic (jpg)

More Follow the Frog social media assets with legacy and new Rainforest Alliance seal available for download [here](#).

Other resources

Other resources to support your communications

- **Webposts:**

- [How to Communicate Your Transition to the New Rainforest Alliance Certification Seal Easily and Effectively?](#)
- [What Does Rainforest Alliance Certified Mean?](#)
- [How to Talk about Sustainability and Your Collaboration with the Rainforest Alliance Credibly, And Transparently?](#)
- [The Ultimate Guide to Marketing your Rainforest Alliance Certified Product](#)

- **Communication tools:**

- [More messaging templates](#) for talking about your collaboration with the Rainforest Alliance
- [Follow the Frog campaign](#) website
- [New Seal](#) website including [New Seal Support Deck For Companies](#) and other key resources

- **Digital assets**

- [Rainforest Alliance Brand film: We Thrive Together](#)
- [New seal high res design files](#) *

We are happy to offer you our marketing support and explore opportunities for a strategic collaboration around the new seal.

Reach out your regular Rainforest Alliance contact or marketing@ra.org.

* Access through
Marketplace 2.0 for
registered companies.



4. Q&A – support to answer (consumer) questions



Why has the UTZ label been replaced by the Rainforest Alliance seal?

UTZ is now part of the Rainforest Alliance. The two organizations joined forces in 2018 to create a better future for people and nature.

That's why you will see the new Rainforest Alliance seal on our products. Just like the UTZ label, the Rainforest Alliance seal stands for farmers and companies working towards a world where people and nature thrive in harmony.

In addition, the new seal represents the next step in sustainability. It shows that farmers, foresters, and companies like **[company]** are committed to never stop getting better at what we do. We want to be transparent about our progress, and we share the responsibility to reach this mission.





Why is there a frog in the seal? Is the Rainforest Alliance only about nature?

The Rainforest Alliance certification seal features a frog for an important reason. Tree frogs are one of nature's superstar indicator species. Their presence is a welcome sign that ecosystems are thriving.

Environmental health goes hand-in-hand with the protection of human rights and improved rural livelihoods.

Likewise, the frog in the Rainforest Alliance seal is an indicator for consumers that farmers and companies have taken meaningful steps to make the product in their hands more sustainable, creating a better future for people and nature.

And a healthy planet where people and nature thrive in harmony is at the very heart of the Rainforest Alliance's mission. This is also clearly indicated by the phrase 'people and nature' in the seal itself.





Is the new Rainforest Alliance seal better than the UTZ label? What's the difference?

Although they look different, the UTZ label and the Rainforest Alliance seal are part of one family, the Rainforest Alliance organization.

Both marks stand for farmers and companies working towards a world where people and nature thrive in harmony. In addition, the new Rainforest Alliance seal represents the next step in sustainability following the merger between UTZ and the Rainforest Alliance in 2018. It shows that farmers, foresters and companies are committed to never stop getting better at what they do. They want to be transparent about their progress and they share the responsibility to reach this mission.

The UTZ certification program and its corresponding label are gradually being phased out and will be replaced by the new Rainforest Alliance certification seal.



Is the new Rainforest Alliance seal better than the old seal? What's the difference?

Like the legacy Rainforest Alliance Certified™ seal, the new certification seal stands for farmers and companies working towards a world where people and nature thrive in harmony.

In addition, the new seal represents the next step in sustainability. It shows that farmers, foresters and companies like **[company]** are committed to never stop getting better at what we do. We want to be transparent about our progress, and we share the responsibility to reach this mission.



Why are there different seals from the same organization on products? What's the difference?

The Rainforest Alliance and UTZ joined forces in 2018. The newly designed Rainforest Alliance certification seal is part of the new brand identity of the merged organization.

The UTZ label, as well as the legacy Rainforest Alliance Certified™ seal are gradually being phased out and replaced by the new Rainforest Alliance certification seal. This will take some time and means that you will likely see the three marks co-exist in the market.

Although they look different, they are all part of one family, the Rainforest Alliance.

All three marks stand for farmers and companies working towards a world where people and nature thrive in harmony. The new Rainforest Alliance seal, represents the next step in sustainability. It shows that farmers, foresters and companies like **[company]** are committed to never stop getting better at what we do. We want to be transparent about our progress, and we share the responsibility to reach this mission.



5. Get in touch

Get in touch

Do you have any additional questions, ideas or feedback related to the new Rainforest Alliance certification seal? Get in touch, we're here to support you and think along with you.

For questions about sourcing and certification, send an email to customersuccess@ra.org.

For more information about promoting the new seal or about our Follow the Frog campaign, reach out to your regular Rainforest Alliance contact or marketing@ra.org.

We'd love to hear from you!

Do not miss any updates - Sign up for our business newsletter, [Frog Business News](#), to get the latest on Follow the Frog, organizational updates like our new standard, and more!





Thank you!

**RAINFOREST
ALLIANCE**

rainforest-alliance.org

125 Broad Street, 9th Floor
New York, NY 10004
USA

De Ruyterkade 6
1013 AA, Amsterdam,
The Netherlands