Tailored Supply Chain Services to Support your Company on its Sustainability Journey
The Rainforest Alliance is building a future where people and nature thrive in harmony.

At the Rainforest Alliance, we are not here to be your consultant; we are here to be your partner. With expertise in theory of change modelling, sustainability metrics, data analysis, and field-tested insight, our Supply Chain Monitoring and Evaluation (M&E) team can help your company identify, develop, and pursue actions that lead to long-lasting positive change.

Why the Rainforest Alliance?

From farm to shelf, the Rainforest Alliance can support you along every step of the supply chain. We’ve got the boots on the ground, the data experts, and the big picture thinkers to help you put it all together.

We don’t just identify the problem; we help you solve it.
Utilizing a START approach, the Rainforest Alliance promotes responsible management practices to help address systemic challenges in global supply chains, such as deforestation and farmer income.

**START THE SUSTAINABILITY JOURNEY**

**Scope**
Define sustainability priorities and impact pathways.

**Target**
Set actionable and measurable goals linked to sustainability priorities.

**Assess**
Evaluate baseline situations and contextualize against sustainability goals.

**Recommend**
Plan activities to accelerate progress; design indicators to measure and manage goals.

**Track**
Verify actions, and monitor, evaluate, and report progress towards goals.
Our M&E team will work with you to identify areas of improvement and explore opportunities across the regions that you source from. Our work follows a progression: from a Theory of Change to data collection, evaluation, and communication.

**THEORY OF CHANGE:** We work with you to understand your aims and aspirations and goals, identify any existing interventions, and then design the steps required to take to help you reach those goals. We benchmark your company against peers, platforms, and commitments in your sector.

**DATA COLLECTION:** The heart of M&E. Data can be generated through internal or external sources, either at the farm level (farm visits) or the supply chain and landscape level (expert interviews, literature review, and GIS analysis).

**ANALYSIS AND INSIGHT:** We present basic analytics on key performance indicators. We then dive into the data to identify trends and cause and effect, and compare your supply chain’s performance against benchmarks such as poverty lines and living income. We use Rainforest Alliance expertise to make focused recommendations using these insights.

**CONTEXTUALIZATION:** We map your Theory of Change to your supply chain to identify key risks, obstacles, and opportunities in different sourcing origins.

**COMMUNICATE AND IMPROVE:** We translate your analytics into reports and stories that help you communicate effectively and credibly.
We are committed to helping our partners develop effective solutions that make a difference.

By partnering with us, your company stands to gain:

- **Data:** Visibility into your supply chain, the risks your company faces, and your progress measured against key performance indicators.

- **Insight:** An understanding beyond the numbers, with customized recommendations to improve your sustainability performance.

- **Credible claims:** The ability to communicate your sustainability progress to the world.

### Indicators We Measure

Many of our indicators are derived from core sustainable agriculture themes, such as farmer livelihoods, worker wellbeing, and environmental health—as well as United Nations Sustainable Development Goals related to rural poverty, gender inequity, climate, and more.

However, there is no universal measure for progress. Our M&E team will work with you to identify and track key indicators that are vital to achieving your company’s goals.
The strength of our Supply Chain M&E service lies with our network of regional and thematic experts stationed across the world.

From shade-grown coffee in the Colombian highlands to responsibly sourced palm oil in Indonesia, our team is ready to meet you down on the ground where your need us. Our track record proves it.

“What cannot be measured, cannot be improved. Through our global impact Assessment partnership, the Rainforest Alliance is measuring the results of our field programs all around the world. We have now a clearer view of the improvements (or not) these activities are bringing about and can take better decisions to continuously increase their value to farmers.”

Marcelo Burity
Head of Green Coffee Development
Nestlé

**Rainforest Alliance Certification**

Those seeking Rainforest Alliance Certification™ also stand to benefit from our Supply Chain M&E service. Our M&E team will highlight areas of improvement within your supply chain and identify pathways towards certification. Our M&E team also has the flexibility to help you achieve your goals beyond certification, providing detailed data and insights, customized to your supply chain.

**Countries with Supply Chain M&E Assessments Conducted**

Mexico • Guatemala • Honduras • Nicaragua • Costa Rica • Colombia • Peru • Brazil • Côte d’Ivoire • Rwanda • Kenya • India • China • Thailand • Vietnam • Indonesia • Philippines

**Data**

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<th>150 +</th>
<th>8,000 +</th>
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<td>data collectors employed</td>
<td>farm assessments conducted</td>
<td>hours of interviews and dialogue with farmers</td>
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Whether you are just starting your sustainability journey, or have years of experience under your belt, our Supply Chain M&E team is here to help!

Email:
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