RAINFOREST ALLIANCE

THE FARM INTELLIGENCE APP

Digitizing farm data to drive improvement

With the launch of our 2020 Certification Program, we are working to deliver more value to the many people and businesses around the world that use Rainforest Alliance certification to support sustainable agricultural production and supply chains. Alongside our new program, we have also developed a new digital tool to help ensure a smooth implementation of the program at the farm level—the Farm Intelligence App. This mobile and web-based application is designed to provide producers with access to the tailored data, tools, knowledge, and support they need to improve their practices. It was created to support certificate holders at the farm and farm group level with data collection, data management, and analysis to identify risks, gaps, and opportunities.

WHAT ARE THE KEY FEATURES OF THE FARM INTELLIGENCE APP?

The Farm Intelligence App has both a mobile and web version. The mobile version is designed to be used primarily for internal inspections in the field while the web version's main purpose is to assist farm group managers with their administration.

The mobile version's primary functions are:

- Assisting internal inspectors in digitally collecting data on group members
  - Updating farmer and farm profile information
  - Collecting geospatial data (points and polygons)
  - Conducting internal inspections
- Enabling internal inspectors and farmers to get immediate feedback on farm performance and document any follow-up needed

The web application's primary functions are:

- Assisting with member management
  - Adding and removing members
  - Keeping track of member details
  - Deciding which members are eligible to apply for certification
  - Tracking follow-ups where needed
- Providing an overview for farm group managers on the status and results of internal inspections
- Based on inspection results, the app will assist farm group management in corrective action planning and basic risk and opportunity analysis.

WHY IS THIS TOOL NEEDED?

As part of our reimagining of certification, we are pushing for a much more technology and data-powered certification system. In the old system, internal audit data is collected manually on paper, and in some cases, consolidated into an excel spreadsheet, where only the most important data needed for compliance with the Rainforest Alliance Sustainable Agriculture Standard is analyzed and reviewed. These internal inspections are conducted once yearly, resulting in large amounts of data being archived in physical storage facilities or sitting in piles in cooperative offices around the world. Not only does this process result in a significant amount of work, costs, and lost data, many farmers and farm groups also aren't able to easily access historical farm data—an essential part of ensuring the continuous improvement of farms.

The Farm Intelligence App will support farmers to make more informed decisions and increase efficiencies by helping them keep track of their data and giving them access to analytics and summaries—all in one easy-to-access place. By integrating more data-powered technology into our certification system, we can help farm groups reduce the amount of time and resources needed for farm assessments, certification compliance, and member management. Improving efficiency in certification and farm assessment allows groups to redirect resources to more essential needs such as member support, and to prioritize those interventions more effectively.

HOW DOES THE APP WORK WITH OTHER RAINFOREST ALLIANCE INITIATIVES?

The Farm Intelligence App builds on our years of experience working with farm groups and partners in our First Mile program. The First Mile is an innovation program we established in 2014 to develop digital approaches for data collection together with farm groups. Since its launch, we have digitized data with over 200,000 farmers around the world. The Farm Intelligence App compiles the functionality and lessons learned from this program into one tool available for Rainforest Alliance certificate holders globally.

The app also works together with our MultiTrace certification platform. Certification managers will be able to upload and download geospatial and group member registration data in line with our standard requirements and add to or update it through the app. After the data is collected or completed, there will be prompts in the web application that allow certification managers to give the final approval and then sync the finalized data to the MultiTrace platform to facilitate the certification process. Users will also be able to export the data as an Excel file.

It's important to note that since the Farm Intelligence App is a standalone application made to support farm groups, data collected in the app will be owned by the certificate holder and not shared with the Rainforest Alliance until the certification manager approves the sharing of the data.

WHEN WILL THE APP BE AVAILABLE?

Early adoption and feedback on the first iteration of the app will begin in late 2020-2021 with select certificate holders. The app will be available for early adoption by groups that are either participating in our Early Implementer Program or recipients of the Africa Cocoa Fund in West and Central Africa.

WANT TO KNOW MORE?

Read more about harnessing digital technology for better farming and what to expect in our new certification program.

For specific questions, email us at cs@ra.org.

REIMAGINING CERTIFICATION AND THE 2020 CERTIFICATION PROGRAM

Reimagining certification is our long-term vision for the future of certification. It is part of our wider strategy at the Rainforest Alliance to drive change through our four main areas of work: climate, forests, livelihoods, and human rights.

In June 2020, the Rainforest Alliance takes the first step on its journey towards "reimagining certification" with the publication of its 2020 Certification Program. We've been working on this new program since 2018, when the Rainforest Alliance and UTZ merged.

The 2020 Certification Program—including a new Sustainable Agriculture Standard—is a unique opportunity to really change the way that certification works and how it delivers value to the many people and businesses around the world that use it.

Between June 2020 and mid-2021, the Rainforest Alliance will roll out the new program around the world, including a comprehensive training plan. Audits against the new program will begin in mid-2021.