REACH AND OUTPUTS OF THE CERTIFICATION PROGRAM

DIRECT OUTCOMES

INTERMEDIATE AND LONG-TERM OUTCOMES

IMPACTS

Strategies

Intervention spheres

A. Field level

RAINFOREST ALLIANCE CERTIFICATION STRATEGIES / OUTPUTS

Engagement with stakeholders	Performance driven and contextualized standard	Training, (digitized) tools, guidance, support, Farm Intelligence App	Data and analytics on farm characteristics and performance, and on traceability
Farms and farm groups	Join the Rainforest Alliance certification program Use the standard to implement sustainable practices	Use training, tools and guidance to implement sustainable practices Use tools to strengthen group management and to improve quality of internal inspections	Use data to evaluate risks and performance, and inform continuous improvements

→ Farms implement more sustainable practices and continuously improve on sustainability outcomes

COMPLEMENTARY STRATEGY: LANDSCAPES AND COMMUNITIES PROGRAMS

Farms, farm groups, and their surrounding communities and environment	Support farms, groups and communities to implement sustainable practices, and establish sustainable enterprises at site and landscape level

→ Increased supply of sustainably produced products

→ Farms have better market access and receive benefits via better prices, Sustainability Differential, and Sustainability Investment

B. Supply chain level

RAINFOREST ALLIANCE CERTIFICATION STRATEGIES / OUTPUTS

Certification Bodies	Conduct effective audits based on the standard and its guidance	Use training and tools to increase the rigor and efficiency of audits	Use data and risk maps to increase the rigor and efficiency of audits

→ Increased credibility of assurance and traceability of certified products

→ Increased demand for sustainably produced products

RAINFOREST ALLIANCE CERTIFICATION STRATEGIES / OUTPUTS

Brands and other supply chain actors	Join the Rainforest Alliance certification program Use the standard to improve the sustainability of the operations in the supply chain Use the standard to financially support and reward sustainable practices at farm level	Use tools and guidance to support farmers / groups implementing sustainable practices	Use traceability and supply chain performance data to target and enhance support for producers and to leverage this support down the supply chain
Consumers			Are reached with communications to raise awareness on Rainforest Alliance and sustainability

→ Buyers provide support to producers via better prices, Sustainability Differential, and Sustainability Investment

→ Supply chain actors address social and environmental risks in the operations within the supply chain of the certified crop

→ Supply chain actors identify and mitigate potential negative impacts of the business practices in their supply chain (due diligence)

FARM AND FIELD LEVEL OUTCOMES

Farm and group management

- Group management is more effective at providing services and supporting improvement based on group members' needs and risks
- Farmers and workers are more knowledgeable about sustainability issues and practices
- Strengthened position and capacities of young and female farmers and workers
- Group management channels the Sustainability Differential effectively to group members and farm management spends Sustainability Differential in the benefit of workers
- Sustainability Investment is effectively used by farms and groups to support key sustainability practices and improvements

Social

- Child labor, forced labor, discrimination and workplace violence and harrassment are effecively assessed, prevented and remediated
- Farm workers and their families enjoy healthy and safe living and working conditions
- Other human rights of farmers, workers, and communities are fully respected
- Farmers, workers and their families have an improved standard of living [toward the living wage or living income level]

Farming

- Farmers have optimized crop productivity, input use efficiency, and profitability
- Farm resilience is increased through climate change adaptation, diversification, and other measures
- Reduced environmental and health risks from pesticides
- Soil fertility, water resources, and other ecosystem services are maintained or enhanced

Environment

- Increased protection of wildlife and biodiversity
- Forests and other natural ecosystems on certified production units are effectively protected and restored
- Natural vegetation on farms is maintained and enhanced
- Increased efficiency in water and energy use and reduced wastewater and solid waste pollution
- Effective group management and supporting field intervention contribute to protection and restoration of forests and other natural ecosystems in the surrounding landscape
- Reduced on-farm greenhouse gas emissions

SUPPLY CHAIN LEVEL OUTCOMES

- Reduction of environmental risks on operations within the supply chain of the certified crop
- Human rights are fully respected on operations within the supply chain of the certified crop
- Responsible business practices are instituted through companies' entire supply chains

IMPACTS

- Livelihoods are improved and human rights are fully respected for farmers and farm workers, their families, and local communities
- Forests and natural ecosystems are protected and restored, biodiversity and ecosystem services are conserved, and climate change is mitigated

PEOPLE AND NATURE THRIVE IN HARMONY

RAINFOREST ALLIANCE

Key agricultural crop sectors are transformed to enable, support, and scale up sustainability in production landscapes

C. Enabling environment

COMPLEMENTARY STRATEGIES: STRENGTHEN ENABLING ENVIRONMENT

Engagement with stakeholders	Corporate leadership	Advocacy	Landscape governance and management
Companies and industry groups	Provide tailored services to support companies to design and implement effective sustainability programs Promote uptake of the Accountability Frame-work for companies to establish, implement & monitor strong sustainability commitments	Engage industry and sector groups to support the sustainability agenda	Support and scale up effective multi-stakeholder landscape planning, management and governance and landscape sustainability investment and incentive mechanisms across key landscapes.
Civil Society Donors National governments		Promote key policies for responsible production and trade in both producing and consuming countries	
Local governments and rural communities			Support effective multi-stakeholder landscape planning and governance in key landscapes

→ Effective landscape governance practices and increased investment in landscape-level sustainability

→ Companies have stronger policies and provide increased support for sustainability

→ Sector and industry groups promote sustainable supply chains via effective guidelines and initiatives

→ Governments adopt policies that support responsible production and trade of agricultural commodities

- Landscape-scale policies, land use and land tenure practices, programs, and investments support nature conservation, sustainable intensification, improved livelihoods, and full respect for human rights
- Companies manage their operations and supply chains to curtail deforestation/conversion, fully respect human rights, and support resilient production systems and sustainable rural livelihoods
- Government policies for responsible production and trade are effectively implemented and enforced, creating strong rules and incentives for sustainable supply chains