



# MAKING RESPONSIBLE BUSINESS THE NEW NORMAL



**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 building an alliance to create a better future for people and nature by making responsible business the new normal.**

By working together with companies, farmers, foresters, communities, and consumers we can achieve deep-rooted change on some of our most pressing social and environmental issues. Our aim is to transform the way the world produces, sources, and consumes, with a focus on cocoa, coffee, tea, bananas, forest products and palm oil. We envision a world where people and nature thrive in harmony.

In 2018 the Rainforest Alliance and UTZ merged to become one organization. By joining forces, we have combined the leadership, expertise, and longstanding partnerships of two leading international organizations. Together we can more effectively respond to the urgent challenges of today and be a better partner to the many stakeholders we work with.

## ADDING VALUE TO YOUR BUSINESS

Sustainability delivers business value in many forms. By working with the Rainforest Alliance, you can access new opportunities, reduce potential risks, make a positive impact, and respond to the rising demand for responsibly made products from consumers and other influential stakeholders. You have the power to help build a better future by sourcing commodities responsibly and adapting your business model to become more sustainable.

**Join our alliance. Together we can create positive change.**

## OUR STRATEGY

The Rainforest Alliance harnesses the power of the market to drive positive social, economic, and environmental transformation along the entire supply chain. Our strategy is built on four market-based, mutually reinforcing interventions designed to create the conditions for lasting change:

### 1 Reimagining Certification

Certification is a powerful, proven solution to support sustainable farming through markets. Rainforest Alliance Certified™ products are grown in accordance with strict guidelines designed to strengthen farm and forest management, boost farm productivity, improve working conditions, and protect natural resources for future generations. Our reimagined certification system will be based on the principle that sustainability is a journey of continuous, data-informed improvement rather than a binary pass/fail model.

### 2 Landscapes and Communities

In key production landscapes, our reimagined certification system will be integrated into our community-centered sustainable economic development initiatives. Our focus is on building local leadership capacity, income diversification, and market linkages between sustainable producers and responsible companies.

### 3 Tailored Supply Chain Services

We support businesses to effectively drive their action on sustainability. By offering tailored supply chain services based on specific needs, we can guide and facilitate company partners that want to establish themselves as sustainability leaders.

### 4 Advocacy

We are strengthening our advocacy work to advance regulations, policies, and investments that enable and encourage producers to make the significant investments of time, resources, and/or labor required for lasting sustainability transformation. We do this by working with stakeholders such as NGOs and governments.

## COFFEE IN COLOMBIA: AN INSPIRATIONAL STORY

The Rainforest Alliance’s work in Colombia offers an excellent example of the strength of our integrated intervention strategy.

### Reimagining Certification

Farm improvement plans were used to develop a common vision to drive change in the districts in north-western area of Colombia; long term sourcing commitments from key buyers were secured for a period of 10+ years, leading to housing and livelihood improvements for farmers.



### Landscapes and Communities

Multi-year grants support the preservation of the Andean natural region by catalyzing collective action that addresses the root causes of deforestation in buffer zones.



### Tailored Supply Chain Services

A targeted project with the National Federation of Coffee Growers of Colombia used data for storytelling and consumer-facing campaigns to strengthen markets for sustainably grown coffee.



### Advocacy

A successful campaign with Ministry of Labor used the living wage benchmark to set minimum wage requirements for workers on coffee farms.



**RAINFOREST  
ALLIANCE**

**United States:**  
125 Broad Street, 9<sup>th</sup> Floor  
New York, NY 10004  
tel: 212.677.1900  
email: info@ra.org

**The Netherlands:**  
De Ruyterkade 6  
1013 AA, Amsterdam  
tel: +31 20 530 8000  
email: info@utz.org

**RAINFOREST-ALLIANCE.ORG**