



CREATING A WORLD WHERE PEOPLE & NATURE THRIVE IN HARMONY



The Rainforest Alliance is an international non-profit organization working at the crossroads of agriculture, forests, and business. By bringing diverse allies together, we're catalyzing change on some of the most pressing social and environmental issues of our day.

We work along the entire supply chain to make responsible business the new normal: protecting forests, improving the livelihoods of farmers and forest communities, promoting their human rights, and helping them mitigate and adapt to the climate crisis.

Armed with the expertise and longstanding partnerships of two leading international sustainability organizations that joined forces in early 2018—the Rainforest Alliance and UTZ—we're implementing proven and scalable solutions on the ground while testing innovative ways to drive change.

- 1. We work with farmers and forest communities to advance environmentally, socially, and economically sustainable practices.** These include climate-smart agriculture, community-based sustainable forest enterprise development, financial planning, improved working conditions, and the conservation of vital natural resources.
- 2. We support farmers and forest communities with innovative training, data tools, and technical assistance** so they can meet our **rigorous sustainability standards**, based on these best practices. We are working with our partners to re-imagine certification as a journey of continuous, data-informed improvement rather than a binary pass/fail model.
- 3. We guide companies and consumers along the entire supply chain on their sustainability journey:** transforming business practices, cultivating consumer demand for more sustainable products, and incentivizing farmers and foresters to adopt best practices.

Our alliance needs you, whoever you are and wherever you stand. By joining forces with farmers, companies and consumers, we can transform our relationship with the land and forests we rely on. We can make that relationship work better for all.

OUR GLOBAL REACH



We work with farmers and forest communities in

70+ COUNTRIES

2 MILLION+ FARMERS

using more sustainable farming methods*

5 MILLION+ HECTARES

under Rainforest Alliance/UTZ agricultural certification*

Products with the Rainforest Alliance seal or UTZ label available in

170+ COUNTRIES

2 MILLION HECTARES

covered by integrated landscape management programs[†]

LANDSCAPE CONSERVATION HIGHLIGHTS

GUATEMALA
500,000 ha

MEXICO
500,000 ha

forestland under more sustainable community management

CONSUMER REACH

f 720,000

ig 401,000

tw 271,000

* 2019 combined data for the UTZ and Rainforest Alliance certification programs, accounting for farms with double certification.

† Integrated Landscape Management refers to initiatives that are strengthening landscape governance and connections between local communities and more responsible buyers and other investors, based on environmental sustainability criteria defined for the landscape.