



BETTER FOR BUSINESS

RAINFOREST ALLIANCE CERTIFIED ORANGE JUICE



Sourcing oranges from Rainforest Alliance Certified farms brings key business benefits, such as helping to minimize risk, promoting responsible supply chains and meeting sustainability commitments. It also helps drive consumer demand, and raise a company's standing among investors, stakeholders, employees, and the industry.

CHALLENGES IN THE ORANGE SECTOR

The global orange juice market has seen a slight decline in recent years. Although current market dynamics point to a recovery in global supply forecasts, significant sustainability challenges continue to affect the industry at production level:

- Crop size is unreliable, and yields are reduced by the effects of climate change, such as rising temperatures, unpredictable weather patterns and increased outbreaks of pests and diseases;
- Biodiversity is threatened by soil degradation, pesticide runoff into surface and ground water, and the overlap of profitable production areas with high biodiversity regions;
- Labor rights issues often occur, including discrimination, poor working conditions (a high percentage of workers earn less than the minimum wage), and occupational health and safety threats caused by agrochemicals and insufficient or outdated equipment.

THE RAINFOREST ALLIANCE ORANGE JUICE PROGRAM

The Rainforest Alliance orange juice program works with large plantations, small orange farms, and orange juice processors to tackle these urgent issues. In 2021, 2.3 million tons of oranges (5.1 percent of the world's orange production) were sourced from Rainforest Alliance Certified farms.

Certified oranges are grown in accordance with the strict guidelines of the Rainforest Alliance Sustainable Agriculture Standard which consists of a wide range of good agricultural practices and rigorous social and environmental criteria. These include the farm's productivity, conserving biodiversity and natural resources, as well as improving the wellbeing of farmers, workers, and their families.

The Rainforest Alliance works with accredited third-party certification bodies to audit farms and farm groups against our Sustainable Agriculture Standard; businesses are audited against the supply chain requirements in the Standard. Those that meet the certification requirements can use the Rainforest Alliance Certified seal. Thousands of food, beverage, and forestry products across the globe already proudly display the Rainforest Alliance Certified "green frog" seal, which signals to both businesses and consumers that the product contributes to a better future for people and nature.

THE IMPACT OF RAINFOREST ALLIANCE CERTIFICATION

Rainforest Alliance certification is a proven tool to address economic, social, and environmental challenges faced by farming and forest communities. Our certification program drives sustainability transformation by supporting farmers and foresters with innovative training, data tools and technical assistance, and by engaging with producers, traders, manufacturers, brands, and retailers to help make responsible business the new normal.

By working with us, you can drive business value across the supply chain while responding to mounting calls from customers, employees, and stakeholders for companies to act responsibly and demonstrate credible, positive sustainability impacts.





Certification and its various tools can play an important role in a company's due diligence processes by helping to address and monitor identified risks. Certified companies in the supply chain must demonstrate advanced management of their production and sourcing practices and meet the Rainforest Alliance's expected levels of social and environmental responsibility.

GET STARTED

Are you interested in sourcing Rainforest Alliance Certified orange juice? Whether you simply want to learn more or are ready to get to work, it's easy to get started.

- **Visit our website** for info on [supply chain certification requirements](#), [costs](#), and how to [use the seal](#).
- **Email us directly** at customersuccess@ra.org. We are ready and able to assist across all regions worldwide.
- **Fill out our quick form** and we will be in touch.

The Rainforest Alliance team of experts is ready to support your company's sustainability journey, from sourcing to marketing.

ABOUT THE RAINFOREST ALLIANCE

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 an alliance of farmers, forest communities, companies and individuals, committed to creating a world where people and nature thrive together.

Learn more at rainforest-alliance.org/for-business.

SUSTAINABILITY IS GOOD BUSINESS

Sustainability in sourcing and the supply chain brings direct benefits to people and nature, while increasing business value. A wide array of research studies have demonstrated measurable positive business impacts:

- 98 percent of businesses experience sales and marketing benefits after adopting sustainability standards. These benefits include improved reputation (60 percent), increased profitability (53 percent), cost reduction (30 percent), and a growth in increased production (30 percent).¹
- Heads of households feel better when purchasing products that are more sustainable or better for the environment: UK (53 percent), US (78 percent), Brazil (85 percent), Türkiye (85 percent), India (88 percent).²
- More than 50 percent of 15,000 respondents from 15 countries say they have changed their everyday shopping choices within the past year to make a difference on an economic, social, environmental, or political issue.³

1 ISEAL/ Aidenvironment: The Business Benefit of Using Sustainability Standards, 2017

2 Unilever: Making Purpose Pay, Inspiring Sustainable Living, 2019.

3 GlobeScan: Consumer Survey, 2021



**Want to help change the way
the world sources and produces
orange juice?**

Join our alliance!

**RAINFOREST
ALLIANCE**

The Rainforest Alliance is creating a more sustainable world by using social and market forces to protect nature and improve the lives of farmers and forest communities.

[RAINFOREST-ALLIANCE.ORG](https://rainforest-alliance.org)

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