



BETTER FOR BUSINESS

RAINFOREST ALLIANCE CERTIFIED ORANGE JUICE



Sourcing oranges from Rainforest Alliance Certified™ farms drives key business benefits, including helping to minimize risk, fostering sustainable supply chains and meeting sustainability commitments. It also helps in driving consumer preference, and raising a company's standing and reputation among investors, stakeholders, employees and the industry.

CHALLENGES IN THE ORANGE SECTOR

The global orange juice market has seen a 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 pests and diseases, and by the effects of climate change such as rising temperatures and unpredictable weather patterns;
- Biodiversity is threatened by soil degradation, pesticide runoff into surface and ground water, and the overlap of profitable production areas with high biodiversity regions that merit protection;
- 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less than the minimum wage), and occupational health and safety threats caused by agrochemicals and insufficient or outdated equipment.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 issues, working towards a more sustainable orange juice industry. In 2018, 2.66 million tons of oranges (5.1% 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 that takes a holistic approach, addressing environmental, social and economic impacts. These include the farm's productivity, conserving biodiversity and natural resources and 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 the Sustainable Agriculture Standard; businesses are audited against the Chain of Custody Standard. Those that meet the certification requirements can use the Rainforest Alliance Certified seal. Over 30,000 food, beverage, and forestry products already proudly display the Rainforest Alliance Certified "green frog" seal, which signals to both businesses and consumers that the product was produced and sourced responsibly.

THE IMPACT OF RAINFOREST ALLIANCE CERTIFICATION

Rainforest Alliance certification is a proven tool to address economic, social and environmental challenges of rural communities engaged in the agricultural and forestry sectors. Our certification program drives sustainable 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 the rising demand of customers,



employees and stakeholders for companies to act responsibly and demonstrate credible, positive impact on people and nature.

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 [Chain of Custody certification requirements](#), [costs](#), and how to [use the seal](#).
- **Email us directly** at RAC@ra.org. We are ready and able to assist across all regions worldwide.
- **Fill out our quick five-question form** and we will be in touch.

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

ABOUT THE RAINFOREST ALLIANCE

The Rainforest Alliance is an international non-profit organization working in more than 60 countries at the intersection of business, agriculture, and forests. We are an alliance of farmers, forest communities, companies and consumers committed to creating a world where people and nature thrive in harmony through making responsible business the new normal.

Learn more at rainforest-alliance.org/business.

SUSTAINABILITY IS GOOD BUSINESS

Sustainability in sourcing and the supply chain brings direct benefits to people and planet while it drives business value. A wide array of research studies has demonstrated measurable positive business impacts:

- 98% of businesses experience sales and marketing benefits after adopting sustainability standards, and these include areas such as improved reputation (60%), increased profitability (53%), cost reduction (30%) and a growth in production (30%)¹;
- Heads of households feel better when purchasing products that are sustainable or better for the environment: 53% UK, 78% US, 85% Brazil, 85% Turkey, 88% India²;
- 87% of American consumers would buy a product with a social or environmental benefit, if given the opportunity. 55% say they have in the past year³.

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

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

³ Cone Communications, 2017



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

Join our alliance!

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ALLIANCE**

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