

BETTER FOR BUSINESS

RAINFOREST ALLIANCE CERTIFIED COFFEE



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

CHALLENGES IN THE COFFEE SECTOR

Coffee production has increased considerably in recent years: rising from 9.2 million tons in 2015 to 10.1 million tons in 2018¹. While the Rainforest Alliance has seen improvements in the coffee sector, and particularly on certified farms, significant social, economic and environmental sustainability challenges continue to affect the industry at production level:

- Historically low coffee prices have a devastating financial impact on the 25 million coffee farming families world-wide². This makes (small-scale) coffee farming less attractive for future generations;
- Workers often face labor rights issues, including low wages, child and forced labor, gender discrimination, and unhealthy working conditions. They have limited legal protection, access to pensions, paid holidays or insurance;
- Coffee production is increasingly impacted by the negative effects of climate change, such as changes in temperature, unpredictable rainfall and more frequent and severe droughts;
- Wet coffee processing uses extensive amounts of water, and the dirty waste water often contaminates the surrounding environment along with the water people use to drink, cook and wash.

THE RAINFOREST ALLIANCE COFFEE PROGRAM

The Rainforest Alliance coffee program works with large plantations, (cooperatives of) small-holder coffee farms and companies in the coffee supply chain to tackle these issues, working towards a more sustainable coffee sector. In 2018, more than ten percent of the global coffee production was

certified under the Rainforest Alliance certification programs³.

Certified coffee is 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 requirements for 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 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 contributes to a better future for farmers, foresters and their families.



¹ International Coffee Organisation, World Coffee Production, 2019

² Food Navigator, 'The situation is not sustainable: Is the coffee boom leaving producers behind?' 2018

³ Percentage calculated based on UTZ and Rainforest Alliance 2018 statistics and ICO World Coffee Production

THE IMPACT OF RAINFORST ALLIANCE CERTIFICATION

Rainforest Alliance certification is a proven tool to address the economic, social and environmental challenges of rural communities engaged in the agricultural and forestry sectors. Our certification program accelerates 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 other 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 coffee? 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.
- **Complete 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 RAINFORST 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 by 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 nature while driving 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 - these include areas such as improved reputation (60%), increased profitability (53%), cost reduction (30%) and increased production (30%);
- 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;
- Coffee products with environmental claims grew 52% in sales volume, compared to 4% sales volume growth in the total coffee category in 2017-2018 (US)³.

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

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

3 Nielsen: What's Sustainability got to do with it, 2018



Want to help change the way the world sources and produces coffee?

Join our alliance!

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