

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 responsible 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 9.4 million tons in 2015/2016 to 10.5 million tons in 2020/2021.¹ 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:

- Price volatility, and in particular, prolonged periods of low coffee prices have a devastating financial impact on the 25 million coffee farming families worldwide.² This makes (small-scale) coffee farming less attractive for future generations;
- Workers 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 wastewater 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 2021,

approximately twenty percent of the global coffee production was certified under the Rainforest Alliance certification programs.³

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 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 farmers, foresters, and their families.



¹ International Coffee Organisation, World Coffee Production, 2021

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

³ Approximation based on UTZ and Rainforest Alliance 2021 statistics and ICO World Coffee Production for Coffee Year 2020-2021. Data does not account for multi-certification.

THE IMPACT OF RAINFOREST ALLIANCE CERTIFICATION

Rainforest Alliance certification is a proven tool to address the economic, social, and environmental challenges of the rural coffee sector.⁴ The understanding of our impacts on coffee farms draws from a rich evidence base of independent global research. These studies allow us to assess our impact and prioritize future efforts, to create a more sustainable coffee sector.

Impacts on People – Many impact studies show that Rainforest Alliance Certified coffee farms have higher revenue and profits than non-certified farms. This effect is mainly driven by improved yields, and occasionally by a higher price that is paid for certified coffee. Certified farms often provide better worker training and safer working conditions than non-certified farms.

Impacts on Nature – Rainforest Alliance Certified coffee farms often have lower deforestation, provide better habitat for birds, and implement stronger environmental management practices, which contribute to higher ecosystem quality. These positive impacts even extend to areas bordering certified farms.

By working with us you can drive business value across the supply chain while responding to the rising demand for companies to act responsibly and demonstrate credible, positive impact.

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 [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.
- **Complete our quick 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 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 by making responsible business the new normal.

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

⁴ Newsom et al. (2020) [2019 Certification Impacts Report](#). Rainforest Alliance; Garcia et al. (2014) [UTZ Certified Coffee Program in Colombia](#). CRECE; COSA (2013) [COSA Survey of UTZ Certified Farms](#). COSA.

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%)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;
- More than 50% 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 coffee?

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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