

BETTER FOR BUSINESS

RAINFOREST ALLIANCE CERTIFIED COCOA



Sourcing cocoa 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 COCOA SECTOR

The amount of cocoa produced globally has increased over the past years. While the Rainforest Alliance has seen improvements in the cocoa sector, particularly on certified farms, significant social, economic and environmental sustainability challenges continue to affect the industry at production level:

- Cocoa yields and productivity are increasingly impacted by the negative effects of climate change, such as changes in temperature, unpredictable rainfall and more frequent droughts;
- Low cocoa productivity and the growing demand are driving deforestation. Due to aging cocoa farms with decreasing outputs, many forests are being cleared to create new plantations;
- Average daily farmer incomes sit at just \$0.78¹. Due to low incomes and poor working conditions, attracting young people to the industry is a challenge (the average age of a cocoa farmer in West Africa is fifty);
- Child labor is still a serious problem in the cocoa sector, along with gender discrimination, because men generally control production and income.

THE RAINFOREST ALLIANCE COCOA PROGRAM

The Rainforest Alliance cocoa program works with large plantations, (cooperatives of) small-holder cocoa farms and companies in the cocoa supply chain to tackle these issues, working towards a more sustainable cocoa sector. In 2017–2018, more than 5.5 million farmers worked to produce over 4.6 million tons of cocoa, 10.2 percent of which was Rainforest Alliance Certified².

Certified cocoa 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 Cocoa Barometer, 2018

² Rainforest Alliance Impacts Report: Partnership, Learning and Change, 2018.

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 cocoa? 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;
- Sales of chocolate products with sustainability claims grew faster (16%) than the overall category (5%) 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



Photo: Sergio Izquierdo

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

Join our alliance!

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