

## BETTER FOR BUSINESS

# RAINFOREST ALLIANCE CERTIFIED TEA



**Sourcing tea 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 TEA SECTOR

Tea production has increased by an impressive 4.4% annually over the last decade<sup>1</sup>, and this has been largely driven by greater demand from countries such as China and India. While the Rainforest Alliance has seen improvements in the tea sector, particularly on certified farms, significant social, economic and environmental sustainability challenges continue to affect the industry at production level:

- Tea workers often face labor rights issues, including low wages, (gender) discrimination, and unhealthy living and working conditions;
- Although the demand for tea is high, low yields, high input costs and gaps in production hinder smallholder farmers from earning sufficient income. With a low level of farmer organization and a lack of land ownership, opportunities for economic advancement are marginal;
- Tea production is increasingly impacted by the negative effects of climate change. Changes in temperature, unpredictable rainfall and more severe droughts decrease yields and tea quality and reduce the area suitable for tea production.

### THE RAINFOREST ALLIANCE TEA PROGRAM

The Rainforest Alliance tea program works with large estates, (cooperatives of) small-holder tea farms and companies in the tea supply chain to tackle these issues, working towards a more sustainable tea sector. In 2017, more than 6.1 million tons of tea were produced<sup>2</sup> and an estimated 20 percent of this was Rainforest Alliance Certified.

Certified tea 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 well-being 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.



<sup>1</sup> Food Business Africa: Global tea production and consumption rises, according to FAO, 2018

<sup>2</sup> FAO: [www.fao.org/faostat/en/#compare](http://www.fao.org/faostat/en/#compare), 2017

### THE IMPACT OF RAINFOREST 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 tea? 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](mailto: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 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 by making responsible business the new normal.

Learn more at [rainforest-alliance.org/business](https://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% India<sup>2</sup>;
- 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 year<sup>3</sup>.

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 tea?

Join our alliance!

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