



BETTER FOR BUSINESS

RAINFOREST ALLIANCE CERTIFIED BANANAS



Sourcing bananas from Rainforest Alliance Certified™ farms drives key business benefits, including 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.

SUSTAINABILITY JOURNEY IN THE BANANA SECTOR

During its nearly 30 years of existence, the Rainforest Alliance banana program, together with its partners, has brought many sustainability-related improvements. Examples include improving working conditions of plantation workers and reducing the use of toxic agrochemicals. However, there are still needs and opportunities to improve. This is an exciting area for innovation, new, transformative ideas and partnerships. We therefore invite you to build on decades of the Rainforest Alliance's experience in promoting sustainability in banana production and together work on:

- Strengthening livelihoods and conserving natural resources;
- Promoting climate-smart agriculture methods among farmers;
- Combatting TR4 – the soil borne fungus disease that is destroying banana farms;
- Reducing pesticides and fertilizer impact;
- Enabling banana growers to have a profitable business so that they can make progress towards paying their workers a living wage;
- Further strengthening labor rights.

THE RAINFOREST ALLIANCE BANANA PROGRAM

The Rainforest Alliance Certified program is the largest banana certification program worldwide. We work with plantations and companies in the banana supply chain towards a more sustainable banana sector. In 2018 nearly 2,200 banana growers and 160,000 workers were included in the Rainforest Alliance certification program. Together they produced an estimated 8.4 million metric tons of Rainforest Alliance Certified bananas.

Certified bananas are 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 sustainability 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.



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 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 bananas? 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 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.

SUSTAINABILITY IS GOOD BUSINESS

Sustainability in sourcing and the supply chain brings direct benefits to people and the planet 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;
- 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 bananas?

Join our alliance!

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