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**BEHIND THE BEANS**

**2019**

**THE RAINFOREST  
ALLIANCE**





# WHO ARE THE RAINFOREST ALLIANCE?

The Rainforest Alliance is an international sustainability programme, working to create a better future for people and nature by making responsible business the new normal.

By working together with multiple stakeholders including farmers, businesses and consumers, its aim is to protect forests, improve the livelihoods of farmers and forest communities, and help them adapt to climate change. Farmers are trained on better farming practices according to the Rainforest Alliance Sustainable Agricultural Standard.

Partnering companies have the assurance that the products they source are responsibly produced, while securing long-term supply to meet the needs of their customers.

The Rainforest Alliance, and its little green frog seal is recognised by companies and consumers around the world as a symbol of environmental, social and economic sustainability.

## Our Rainforest Alliance Journey



**2008**  
Costa Coffee joins the  
Rainforest Alliance

**2010**  
Mocha Italia is sourced  
from 100% Rainforest  
Alliance Certified™ farms

**2016**  
Hot chocolate is sourced  
from Rainforest Alliance  
Certified™ farms

**2018**  
Costa Express  
campaign on GUI  
display screens



# WHY RAINFOREST ALLIANCE?

Rainforest Alliance certification makes a huge impact across a whole range of areas.

These can be quite neatly split into three categories: people, profit and planet.



## PEOPLE

Rainforest Alliance Certified™ farms are better and safer places to work, where human rights are respected.



## PLANET

Farmers are trained to use land, water and energy very carefully, so that these important resources aren't wasted.



## PROFIT

Rainforest Alliance farming methods lead to better, larger crops with lower production costs. This equals more money for our fantastic farmers.

2  
million

farmers certified  
to date

7  
million

hectares of  
certified farmland

655k  
tons

annual estimated  
coffee production

*“At Costa Coffee, investing in the long term sustainability of our coffee is a core part of the way we operate. Ensuring that 100% of our coffee comes from Rainforest Alliance Certified farms means that for every cup we serve, we invest back into coffee growing communities to improve farmers’ livelihoods and protect the environment.”*

**Victoria Moorhouse**, Head of  
Sustainability,  
Costa Coffee

## PEOPLE, PLANET, PROFIT- HOW TO SUMMARIZE THE IMPACT OF RAINFOREST ALLIANCE CERTIFICATION



## Summarising Impact

The image on the left neatly sums up all the areas that the Rainforest Alliance focus on and the positive impact they make.



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Infographic provided by  
the Rainforest Alliance



# SIMILARITIES BETWEEN CERTIFICATIONS

In January 2018, the Rainforest Alliance merged with UTZ to create one organisation (still known as the Rainforest Alliance). Until 2020, when their programmes will merge into one super-certification, they will continue to offer separate certification schemes.

Although distinct programmes, Rainforest Alliance, Fairtrade International and UTZ share similar missions and goals. These include:



- A belief in the urgent need to transform farming practices, and a belief that certification by credible schemes can help with that transformation.
- Commitment to working towards tackling unsustainable production and market practices.
- Commitment to high standards, which is why all three are members of ISEAL, the global association for social and environmental standards.
- Recognition that living wage is crucial to individual certification programmes, so they have agreed to a shared approach to measuring living wage. That's why all three are members of ISEAL's Global Living Wage Coalition.



# SPOT THE DIFFERENCES...

We are often asked what the difference is between the Rainforest Alliance and other certification labels.

Although there are many similarities between Rainforest Alliance and labels such as Fairtrade, there are also some important differences:



## 1. IMPROVING INCOME FOR FARMERS

Pricing is important, but farmers also need support to improve crop quality, productivity and efficiency - the Rainforest Alliance addresses all these areas.

Rainforest Alliance certification contributes to improved wages for farmers. Along with this, farmers are trained in better business skills, giving them more control over their futures.

## 2. AUDITING PROCESSES

All Rainforest Alliance Certified™ farms are audited completely independently, by organisations who have been carefully trained on the Rainforest Alliance standard.

This system is there to create complete transparency in audits, to protect the best interests of the farmers.

## 3. LARGE OR SMALL FARMS

The Rainforest Alliance programme works with large coffee estates as well as smallholder farmers (other certification schemes such as Fairtrade International only work with smallholder farms).

People hired to work on large plantations are often the most vulnerable in the sector, so certifying these farms benefits hundreds of thousands more workers, plus dramatically increasing supply of sustainable coffee.



# WHAT IMPACT DOES THIS HAVE?

## DECREASING POVERTY IN UGANDA

Researchers studied 600 farmers in Uganda.

They found that Rainforest Alliance Certified™ farms had a poverty incidence 20% less than the non-certified groups. They also had household incomes over \$280 USD more than non-certified farms.

## INCREASING PROFIT IN BRAZIL

Researchers compared 24 certified and 54 non-certified farms.

They found that Rainforest Alliance Certified farms experienced a \$670 USD (per hectare, per year) increase in profit during the first years of certification.

These increases were due to increases in yield, not price.

## IMPROVING THE ENVIRONMENT IN ETHIOPIA

Researchers analysed satellite imagery of forests in 2005 and 2010.

They found that Rainforest Alliance certification led to improved forest quality over time, whereas non-certified areas suffered huge degradation.





# WHY THIS MATTERS TO CONSUMERS



62%

brand awareness of Rainforest Alliance in the UK (increase of 4% on 2017).

81%

of global consumers rank brand trust ("I must be able to trust the brand to do what's right") as a buying consideration.

5.6

Sales of coffee products that had a sustainability claim on-pack grew 5.6 times faster than those that didn't (2013-18)

33%

of consumers are already making purchasing decisions with sustainability in mind.

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# FIND OUT MORE

For more information about the Rainforest Alliance, just visit:

[www.rainforest-alliance.org](http://www.rainforest-alliance.org)

To learn more about the impact they are making on the environment, farmers and communities, visit:

[www.rainforest-alliance.org/impact](http://www.rainforest-alliance.org/impact)



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