

## BETTER FOR BUSINESS

# RAINFOREST ALLIANCE CERTIFIED COCONUT OIL



**Sourcing coconuts 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 COCONUT SECTOR

Over 75% of global coconut oil production comes from the Philippines, Indonesia, and India. Many of these regions are among the remotest and poorest areas in the world. And while consumption is stable, the price for copra (dried coconut meat) is volatile and the farm gate price can drop drastically. This means significant social, economic, and environmental sustainability challenges continue to affect the industry at production level:

- Many farms are small, trees are aging, and often the soil fertility is poor. Agricultural inputs are not sufficiently available, and many farmers don't implement good farming practices. This results in low production volumes and crop quality;
- Climate change leads to changing and unpredictable rainfall patterns, which contributes to further decreasing yields;
- Middlemen purchasing coconuts or copra from farmers don't provide them with price incentives to improve their agricultural practices or invest in their farm;
- All this can lead to an income that is not enough to ensure a decent standard of living for farmers and their families;
- Low income creates a risk for child labor and prevents farmers from being able to pay their workers even a minimum wage;
- Coconut production can be dangerous. Harvesting takes place in high altitude often without safety measures and protective equipment. In addition, farmers need training to be able to safely apply pesticides, but this is not always available;
- Deforestation has been reported in coconut production areas.

### THE RAINFOREST ALLIANCE COCONUT OIL PROGRAM

The Rainforest Alliance coconut oil program works with coconut farmers and coconut oil processors to tackle these issues, working towards a more sustainable coconut oil industry. In 2021, more than 60,000 tons of coconut were Rainforest Alliance Certified.

Certified coconuts 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 criteria. These include 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.



## 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 drives 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.

Certification can play an important role in a certified company's due diligence processes, and can be used to address and monitor identified risks, through the various tools certification offers, and through improved supply chain relationships. Certified companies in the supply chain must demonstrate advanced management of their production and sourcing practices and meet Rainforest Alliance's expected levels of social and environmental responsibility.

## GET STARTED

Are you interested in producing or sourcing Rainforest Alliance Certified coconut oil? 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, how to use the seal, and the six steps to certifying your company.](#)
- **Email us directly** at [customersuccess@ra.org](mailto: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 production 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 through making responsible business the new normal.

Learn more at [rainforest-alliance.org/for-business](https://rainforest-alliance.org/for-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 benefits include 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>;
- 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.<sup>3</sup>

<sup>1</sup> ISEAL/ Aidenvironment: The Business Benefit of Using Sustainability Standards, 2017;

<sup>2</sup> Unilever: Making Purpose Pay, Inspiring Sustainable Living, 2019;

<sup>3</sup> GlobeScan: Consumer Survey, 2021.



**Want to help change the way the world sources and produces coconut oil?**

**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.

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