

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 2019, more than 80,000 tons of coconut were Rainforest Alliance Certified.

Certified coconuts are grown in accordance with the strict guidelines of the Rainforest Alliance Sustainable Agriculture Standard that takes a holistic approach, addressing environmental, social, and economic impacts. These include the farm's productivity, conserving biodiversity and natural resources and 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 was produced and sourced responsibly.



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.

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 [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 production 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 through 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 planet while driving business value. A wide array of research studies have 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 coconut oil?

Join our alliance!

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