



Part of the **RAINFOREST ALLIANCE**

BETTER FOR BUSINESS

UTZ CERTIFIED HAZELNUTS



Sourcing hazelnuts from UTZ 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 HAZELNUT SECTOR

Although the demand for nuts is growing worldwide, significant sustainability challenges continue to affect the industry at production level:

- Yields are low due to aging trees, small and fragmented orchards, and poor implementation of good agricultural practices. The crop quality is unreliable, and yields are further reduced by pests, diseases and unpredictable weather patterns created by the changing climate.
- The hazelnut harvest is short and therefore—especially in Turkey—relies on migrant workers, who move from farm to farm. This leads to several issues:
 - Migrant workers are often travelling with their families. If there is no childcare provided, children are at risk to accompany their parents to the orchard and perform hazardous tasks, such as harvesting hazelnuts on steep slopes, carrying heavy loads, or working long hours.
 - During their stay in the hazelnut region, migrant workers and their families often live in tent settlements without access to enough basic services, such as access to drinking water, sanitary facilities, or protection from the weather.

THE UTZ HAZELNUT PROGRAM

The UTZ certification program of the Rainforest Alliance works with hazelnut producers and more than one hundred traders, retailers, and brands. Together we work towards a more sustainable hazelnut industry by addressing these challenges. In 2019, more than 37,000 tons of hazelnuts were UTZ certified and more than 200 products with the UTZ hazelnut label were available on the market.

Certified hazelnuts are grown in accordance with the strict guidelines of the UTZ certification program that takes a holistic approach, addressing environmental, social, and economic impacts. These include farm management, implementation of good agricultural practices, 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 UTZ Code of Conduct; businesses are audited against the Chain of Custody Standard. Those that meet the certification requirements can use the UTZ label or the Rainforest Alliance Certified seal on pack. Over 30,000 food, beverage, and forestry products already proudly display the UTZ label or the Rainforest Alliance Certified "green frog", which signals to both businesses and consumers that the product was produced and sourced responsibly.



THE IMPACT OF UTZ CERTIFICATION

Certification is a proven tool to address economic, social and environmental challenges of rural communities engaged in agriculture. Our certification programs drive sustainable transformation by supporting farmers 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 UTZ certified hazelnuts? Whether you simply want to learn more or are ready to get to work, it's easy to get started.

- **Visit our website** for [information](#) on certification requirements, costs, and how to join the program;
- **Email us directly** at customersuccess@ra.org. We are ready and able to assist across all regions worldwide.

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.

In 2018, the Rainforest Alliance merged with UTZ. We will launch our 2020 Certification Program in June 2020 with audits becoming mandatory by mid-2021. The current Rainforest Alliance and UTZ programs will continue to run in parallel as the transition to our new standard takes place.

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.



Photo: Giuseppe Orlandi

Want to help change the way the world sources and produces hazelnuts?

Join our alliance!

RAINFOREST ALLIANCE

United States:
125 Broad Street, 9th Floor
New York, NY 10004
tel: 212.677.1900

The Netherlands:
De Ruyterkade 6
1013 AA, Amsterdam
tel: +31 20 530 8000



Rainforest Alliance
[@RnfrstAlliance](#)
[@rainforestalliance](#)

RAINFOREST-ALLIANCE.ORG