



INTRODUCING OUR NEW SEAL

A fresh look for Rainforest Alliance certification



We are proud and excited to present our new Rainforest Alliance certification seal to our business partners. The new seal replaces the current Rainforest Alliance Certified™ seal and the UTZ label and can be used on product packaging and communications assets from September 1, 2020.

WHY A NEW SEAL?

This new seal is part of our new brand identity that represents a major milestone, following the 2018 merger between the Rainforest Alliance and UTZ and the development of our new organizational strategy.

Our mission is to create a better future for people and nature by making responsible business the new normal. Our alliance is all about changing the way the world produces, sources and consumes. Together we can create the positive change we all want



to see. Our new 2020 Certification Program is a step on that journey. A fresh, modernized seal with a sleeker, more dynamic frog on product packaging will show consumers that they can be part of this force for good by making better choices.

WHAT THE SEAL STANDS FOR

Improvement

The seal is a simple visual that shows consumers how to make a better choice. It demonstrates that farmers and companies are taking steps to make their products more sustainable and protect people and nature.

However, what the seal represents is a vision of a sustainability journey based on continuous improvement, transparency and shared responsibility.

We are reimagining certification because we now know that sustainability is not about simple pass/fail criteria and a one size fits all approach. We need to enable farmers to improve within their own situation, from the first steps to getting certified, and then deepen their commitment in the years that follow. Likewise, companies need to continuously work to understand and invest in their supply chains and adopt more responsible business practices. The new certification program holds farmers and buyers jointly and equally accountable.

Along the way we use better data to measure improvements and create transparency on the sustainability journey of farmers and companies. But transparency is not just about data sharing. It is about creating greater clarity on levels of performance across the supply chain and identifying potential social and environmental risks. With these insights, farmers and companies can take the right measures to improve their practices.

This is what drives us in creating our 2020 Certification Program, and the seal is a visual representation of this vision.

Credibility

The Rainforest Alliance seal adds credibility to your brand by offering an independent endorsement of the steps you are taking to make your products more sustainable.



Better for People and Nature

The Rainforest Alliance seal stands for a better future for people and nature. When the Rainforest Alliance seal is used, on product packaging or other promotional materials, it means:

- farmers have been provided with the tools, skills and knowledge needed to drive more sustainable and profitable farming, and
- companies invest in the supply chain and reward more sustainable practices that help protect forests, improve farmer livelihoods, promote human rights and support climate adaptation.

MORE INFORMATION

For more information on implementation timelines, guidance on how to use the seal, marketing support, and more, visit www.rainforest-alliance.org/business/new-seal.

“We are thrilled to share with you our new Rainforest Alliance certification seal. This seal is the result of inputs from many of our partner companies and producers, and many rounds of consumer testing.

The seal is a bold mark of change. It’s a symbol for hope, action and progress. The seal is a way for brands to tell a story about the good that goes into their products. We look forward to advancing sustainable practices on the ground and in the market with each of you!”



ALEX MORGAN
Chief Markets Officer
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