

# RAINFOREST ALLIANCE LABELING & TRADEMARKS POLICY

USE AND APPROVAL OF THE RAINFOREST  
ALLIANCE MARKS

2020 EDITION

Updated: October 2020



BUILDING CREDIBILITY THROUGH  
RESPONSIBLE LABELING & MARKETING

**RAINFOREST  
ALLIANCE**



## CONTENTS

1	INTRODUCTION .....	3
1.1	PRE-CONDITIONS FOR SEAL USE .....	3
2	PRODUCT LABELING .....	4
2.1	SINGLE-INGREDIENT PRODUCTS .....	4
2.2	MULTI-INGREDIENT PRODUCTS .....	4
3	PALM OIL PRODUCT LABELING .....	7
3.1	DIFFERENCE TO OTHER CROPS .....	7
4	HERBS & SPICES PRODUCT LABELING .....	8
4.1	SINGLE-INGREDIENT PRODUCTS .....	8
4.2	MULTI-INGREDIENT PRODUCTS .....	9
5	FOREST PRODUCTS LABELING .....	12
5.1	DIFFERENCE TO OTHER CROPS .....	12
6	OTHER WAYS TO PROMOTE RAINFOREST ALLIANCE CERTIFICATION .....	13
6.1	CORPORATE MATERIALS .....	13
6.2	RAINFOREST ALLIANCE MARKETING SUPPORT .....	13
7	THE APPROVAL PROCESS .....	14
7.1	APPLYING FOR APPROVAL .....	14
7.2	PREPARING MATERIALS FOR APPROVAL .....	15
7.3	APPROVAL TIMELINES .....	15
7.4	APPROVAL VALIDITY .....	16
7.5	OTHER USERS OF RAINFOREST ALLIANCE TRADEMARKS .....	16
8	EXCEPTIONS .....	17
8.1	NON-FROG VERSION .....	17
8.2	FORCE MAJEURE .....	17
8.3	TEMPORARY SUPPLY SHORTAGES .....	17
8.4	OTHER EXCEPTIONS .....	18
9	ABOUT THIS DOCUMENT .....	19
9.1	LANGUAGE VERSIONS .....	19
9.2	CONTINUOUS IMPROVEMENT .....	19
9.3	CONTACT US .....	19
10	APPENDICES .....	20
	APPENDIX A: THE RAINFOREST ALLIANCE MARKS .....	20
	APPENDIX B: HERBS AND SPICES .....	21
	APPENDIX C: CERTIFICATION STANDARDS .....	22
	APPENDIX D: PHASE OUT OF LEGACY MARKS .....	22



# 1 INTRODUCTION

Following the merger of UTZ and the Rainforest Alliance in 2018, we are proud to debut a new certification seal and labeling and trademarks policy for 2020 and beyond. The requirements specified here are designed to optimize accuracy, credibility and consistency in the use of the Rainforest Alliance certification seal and trademarks<sup>1</sup> worldwide to protect the value and integrity of the Rainforest Alliance, and brands using our seal.

As an increasingly recognized symbol globally, the Rainforest Alliance certification seal assures businesses and consumers alike that buying a labeled product supports more environmentally and socially responsible practices.

The objective of this document is to assist businesses in:

- a) Determining [if products are eligible to carry the Rainforest Alliance certification seal](#) or other [marks](#)<sup>1</sup>,
- b) understanding the [labeling requirements](#) that relate to their specific case, and
- c) following the process of [obtaining approval to use](#) one of the Rainforest Alliance [marks](#)<sup>1</sup>.

This document is complemented with the Rainforest Alliance **Seal Graphic Guidelines** which provides a set of additional formatting rules for designers to follow when developing materials carrying the Rainforest Alliance marks. All users of our marks need to comply with the rules set out in both documents.

The requirements set out in this document are applicable to both product packaging designs that carry the seal and off-pack materials that promote these products or partnerships with the Rainforest Alliance. This includes materials for staff, business partners, or the public.

## 1.1 PRE-CONDITIONS FOR SEAL USE

Seal use will not be permitted until compliance with the relevant certification standards and systems (both Farm and Supply Chain) is achieved, and approval to use one of the Rainforest Alliance marks has been granted. See [Appendix C](#) for more details on these during our transition to a new Sustainable Agriculture Standard.

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<sup>1</sup> Marks include:

- a) the Rainforest Alliance certification seal
- b) the name 'Rainforest Alliance'
- c) the Rainforest Alliance corporate logo



## 2 PRODUCT LABELING

Product labeling requirements are determined by two main factors: a) whether a product is made of a single, or multiple ingredients, and b) how much of a given ingredient is Rainforest Alliance Certified (RAC). See [Appendix C](#) for further information on what is included in the definition of RAC. See chapter 5 for information on labeling forest products.

### 2.1 SINGLE-INGREDIENT PRODUCTS

**Definition:** A single ingredient product is defined as one that includes only one crop or ingredient. For example, a bag of ground coffee would be classified as a single ingredient product, even if it contained a mixture of both Arabica and Robusta beans in the blend.

#### 2.1.1 Eligibility for Seal Use

A single-ingredient product is eligible to carry the seal on pack when it:

- EITHER** Physically contains (through identity preserved or segregated supply chains) **at least 90%** Rainforest Alliance Certified content,
- OR** If **100%** of the equivalent certified volume has been purchased from RAC farms via a certified mass balance supply chain, (crops that allow the mass balance option include cocoa, orange juice, palm oil and hazelnuts<sup>2</sup>).

#### 2.1.2 Labeling Requirements

Single ingredient products that qualify for seal use according to the above can carry the RAC seal on their packaging if they comply with the graphic guidelines, and:

- 1. Web Link:** Include a reference to [ra.org](http://ra.org) on consumer facing product packaging. We recommend including the statement “Rainforest Alliance Certified. Find out more at [ra.org](http://ra.org).”

Small stickers (less than 25mm wide or tall) for use on fresh fruit or vegetables may omit the [ra.org](http://ra.org) url on the sticker as long as [ra.org](http://ra.org) is included on the outer case or box, and a link to [www.rainforest-alliance.org](http://www.rainforest-alliance.org) is on the product's or brand's website.

### 2.2 MULTI-INGREDIENT PRODUCTS

**Definition:** A multi-ingredient product is defined as one that includes more than one ingredient, of which at least one is RAC. For example, a chocolate bar that includes Rainforest Alliance certified cocoa alongside multiple other ingredients.

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<sup>2</sup> See chain of custody standard and annex for current list



## 2.2.1 Eligibility for Seal Use

### Core Ingredient

In order to qualify for use of the Rainforest Alliance certification seal, an ingredient within a multi-ingredient product **must first be classified as a “core ingredient”**.

**A ‘core ingredient’ is defined as**

Requirement	Example
1. An ingredient that makes up at least 30% of the <i>entire product recipe</i> .	Apples, pineapple, bananas (etc.) in a juice, smoothie, or herbal tea bag
<b>OR</b>	
2. An ingredient that is included in the product name and/or imagery on front of pack.	Vanilla in ‘French Vanilla Ice Cream’, cocoa in ‘Cocoa Butter Lip Balm’, Oranges in a ‘multi-vitamin juice’, and visualised on the front of the pack
<b>OR</b>	
3. An ingredient that is essential to the formulation of a product.	Ginger in a ginger cookie; tea leaves in an iced tea drink; hazelnuts in a nougat bar.

Note: designs based on the third category may take longer to approve because the determination of “essential” can be subjective. We always consider cocoa to be essential to the formulation of chocolate products.

### Content / Sourcing

A multi-ingredient product is eligible to carry the RAC seal on pack in reference to a core ingredient when it:

**EITHER** Physically contains (through identity preserved or segregated supply chains) **at least 90%** of the core ingredient content as certified,

**OR** If **100%** of the equivalent certified volume (of the core ingredient) has been purchased from RAC farms via a certified mass balance supply chain<sup>3</sup>.

## 2.2.2 Labeling Requirements

Multi-ingredient products that meet **both the core ingredient and content / sourcing requirements** can use the RAC seal on their packaging when they comply with the graphic guidelines, and:

1. **Seal:** Identify the certified crop name under the seal, so it's clear the seal refers to the certified ingredient. Ingredients that originate from the same crop type (such as cocoa liquor and cocoa butter) should be qualified with the seal with the crop name (cocoa in this example);

**AND**

<sup>3</sup> Only for crops that allow that option such as cocoa, palm oil, orange juice or hazelnuts – see the chain of custody requirements and annex for current list



- Ingredients List:** Place an asterisk (or another marker) directly after the certified ingredient(s) in the list of ingredients. The same symbol is then additionally placed at the end of the ingredient list, followed by the text '\*Rainforest Alliance Certified'. Where not legally permitted, the marker is omitted and the text next to the ingredient list identifies the certified ingredients instead, e.g. "Rainforest Alliance Certified cocoa";

**AND**

- Web Link:** Include a reference to ra.org on consumer facing product packaging. We recommend including the statement "Find out more at ra.org." after the reference in the ingredients list above.

**Example: Chocolate Ice Cream**

Seal	Ingredients List
	Ingredients: Milk, Cane Sugar, Cream, Cocoa Powder <sup>1</sup> , Whey, Tara Gum. <sup>1</sup> Rainforest Alliance Certified. Find out more at ra.org.
Cocoa	+

Multi-ingredient products where the certified core ingredient represents at least 95% of the total product formulation by weight (such as flavored coffee beans) may be labeled without identifying a specific crop name under the seal. However, the certified ingredient must still be identified in the list of ingredients and the web link must be used.

When a multi-ingredient product is eligible to use the seal but elects not to, or when a 90%-100% certified ingredient in a multi-ingredient product does not qualify as core, the certified ingredient may be highlighted in text on pack and/or indicated in the list of ingredients with a reference to ra.org *without* using the seal on the product. These products may also be promoted with the seal off pack.

**Multiple Certified Ingredients**

When a multi-ingredient product includes more than one certified ingredient, all of them must meet the content / sourcing requirements, but only one needs to meet the core ingredient requirement. In those instances:

- Seal:** Identify the certified core ingredient(s) and, optionally, the other qualifying certified ingredient(s) crop name(s) under the seal, so it's clear what the seal refers to. Ingredients that originate from the same crop type (such as cocoa liquor and cocoa butter) should be qualified with the seal with the crop name (cocoa in this example). If preferred, and when multiple ingredients also qualify as core ingredients, the words "Multiple Ingredients" can be used under the seal instead of the individual crop names;

**AND**

- Ingredients List:** Place an asterisk (or another marker) directly after all the eligible (meet the content / sourcing requirements) certified ingredient(s) in the



list of ingredients. The same marker is then additionally placed at the end of the ingredient list, followed by the text '\*Rainforest Alliance Certified'. Where not legally permitted, the marker is omitted and the text next to the ingredient list identifies the certified ingredients instead, e.g. "Rainforest Alliance Certified cocoa and vanilla";

**AND**

3. **Web Link:** Include a reference to ra.org on consumer facing product packaging. We recommend including the statement "Find out more at ra.org." after the reference in the ingredients list above.

**Example: Vanilla Ice Cream Coated in Chocolate**

Seal	Ingredients List
	<p style="text-align: center;">+</p> <p>Ingredients: Water, sugar, cocoa butter*, cocoa mass*, glucose syrup, coconut oil, glucose fructose syrup, flavorings, emulsifiers (sunflower), vanilla bean pieces*, salt. *Rainforest Alliance Certified. Find out more at ra.org.</p>

**Grouping Multiple Ingredients**

When a multi-ingredient product includes similar certified ingredients (such as flower stems in a bouquet), it is possible for this group of ingredients to be considered as a single crop and qualified as such within these rules.

When this approach is taken, the wording under the seal must represent the group, such as "Flowers" or "Fruit Juice" or an appropriate group description for the product in question, unless the group of certified ingredients represents at least 95% of the total product formulation by weight, at which point no crop or group descriptor under the seal is required. The ingredients list must continue to call out the individual certified ingredients and the web link is still required.

### 3 PALM OIL PRODUCT LABELING

#### 3.1 DIFFERENCE TO OTHER CROPS

##### 3.1.1 Eligibility for Seal Use

Eligibility for palm oil products differs from [chapter 2](#) only in terms of the minimum certified content threshold for identity preserved and segregated supply chains. The [core ingredient eligibility criteria](#) set out in chapter 2 also apply to multi-ingredient products containing certified palm oil.

Palm oil products are eligible to use the Rainforest Alliance certification seal if they:



- EITHER** Physically contain (through identity preserved or segregated supply chain) **at least 30%** certified content from RAC farms.
- OR** If **100%** of the equivalent volume has been purchased from RAC farms via a mass balance supply chain.

### 3.1.2 Labeling Requirements

Palm oil products need to comply with all the same labeling requirements as set out in [chapter 2](#), with the exception that:

When the certified physical content of the palm oil ingredient **meets the 30% threshold, but not the 90% threshold** set in chapter 2, users must comply with the graphic guidelines, the appropriate labeling requirements from chapter 2, and:

1. **Seal:** Specify the percentage of certified content under the seal in cases where the seal is referring to palm oil;
- AND**
2. **Ingredients List:** Place a dedicated marker directly after the palm oil ingredient(s) in the list of ingredients. The same marker is then additionally placed at the end of the ingredients list, followed by the text '\*XX% Rainforest Alliance Certified'.

**Example: Vegetable Shortening**

Seal	Ingredients List
	<p style="font-size: 2em;">+</p> <p>Ingredients: Expeller Pressed Palm Fruit Oil<sup>1</sup>. 140% Rainforest Alliance Certified. Find out more at ra.org.</p>

*Note: Once the certified content of palm oil is greater than or equal to 90%, the rules in [chapter 2](#) apply, and this can be labeled without declaring the percentage.*

## 4 HERBS & SPICES PRODUCT LABELING

### 4.1 SINGLE-INGREDIENT PRODUCTS<sup>4</sup>

#### 4.1.1 Eligibility for Seal Use

The minimum certified content threshold for certain ingredients that fall into the herbs and spices portfolio are currently set at a lower level, as we work to scale up the availability of certified supply across the sector. Therefore, certain products can carry

<sup>4</sup> A single ingredient product is defined as one that includes only one crop or ingredient. For example, a bag of ground coffee would be classified as a single ingredient product, even if it contained a mixture of both Arabica and Robusta beans in the blend.





the Rainforest Alliance certification seal, if they contain **at least the minimum percentage of content from RAC farms as listed in [Appendix B](#)** at the time of labeling approval.

The minimum percentages will be gradually increased over time to align with the 90% threshold in other crops and updated in the appendix accordingly.

We do not allow these crops to be certified with mass balance supply chains.

### 4.1.2 Labeling Requirements

When the certified physical content of the ingredient **meets the minimum certified content threshold, but not the 90% threshold** set in chapter 2, users must comply with the graphic guidelines, and:

1. **Seal:** Declare the percentage of certified content under the seal, so it's clear how much of the product is certified;
- AND**
2. **Web Link:** Include a reference to ra.org on consumer facing product packaging. We recommend including the statement "Rainforest Alliance Certified. Find out more at ra.org."

*Note: Once the certified content is greater than or equal to 90%, the rules in [chapter 2](#) apply, and this can be labeled without declaring the percentage.*

## 4.2 MULTI-INGREDIENT PRODUCTS<sup>5</sup>

### 4.2.1 Eligibility for Seal Use

#### *Core Ingredient*

In order to qualify for use of the Rainforest Alliance certification seal, an ingredient within a multi-ingredient product **must first be classified as a "core ingredient"**.

#### **A 'core ingredient' is defined as**

Requirement	Example
1. An ingredient that makes up at least 30% of the <i>entire product recipe</i> .	Apples, pineapple, bananas (etc.) in a juice, smoothie, or herbal tea
<b>OR</b>	
2. An ingredient that is included in the product name and/or imagery on front of pack.	Cinnamon in a cinnamon tea, Peppermint in a chewing gum, Oranges in a 'multi-vitamin juice', and visualised on the front of the pack.
<b>OR</b>	

<sup>5</sup> A multi-ingredient product is defined as one that includes more than one ingredient, of which at least one is RAC. For example, a chocolate bar that includes Rainforest Alliance Certified cocoa alongside multiple other ingredients.




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3. An ingredient that is essential to the formulation of a product.	Ginger in a ginger cookie; tea leaves in an iced tea drink; hazelnuts in a nougat bar.
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### Content / Sourcing

The minimum certified content threshold for certain ingredients that fall into the herbs and spices crop portfolio are currently set at a lower level, as we work to scale up the availability of certified supply across the sector. Therefore, certain products can carry the Rainforest Alliance certification seal, if they contain **at least the minimum percentage of content from RAC farms as listed in [Appendix B](#)** at the time of labeling approval.

The minimum percentages will be gradually increased over time to align with the 90% threshold in other crops and updated in the appendix accordingly. We do not allow these crops to be certified with mass balance supply chains.

### 4.2.2 Labeling Requirements

Multi-ingredient products that meet **both the core and content requirements** can use the RAC seal on their packaging when they comply with the graphic guidelines, and:

- 1. Seal:** Identify the certified core ingredient(s) under the seal, so it's clear what the seal refers to, along with the percentage of the core ingredient that comes from RAC farms if this is less than 90%;

**AND**

- 2. Ingredients List:** Place an asterisk (or another marker) directly after the certified ingredient(s) in the list of ingredients. The same symbol is then additionally placed at the end of the ingredient list, followed by the text '\*XX% Rainforest Alliance Certified' (when less than 90%), or just '\*Rainforest Alliance Certified' when at least 90%. Where not legally permitted, the marker is omitted and the text next to the ingredient list identifies the certified ingredients instead, e.g. "Rainforest Alliance Certified hibiscus";

**AND**

- 3. Web Link:** Include a reference to ra.org on consumer facing product packaging. We recommend including the statement "Find out more at ra.org." after the reference in the ingredients list above.

#### **Example: Fruits of the Forest Herbal Tea Infusion**

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Seal	Ingredients List
 <b>40% Certified Hibiscus</b>	<p style="text-align: center;">+</p> <p>Ingredients: Hibiscus<sup>1</sup>, apple, raspberries, rosehips, acidifiers, citric acid, blueberries. <sup>1</sup>Hibiscus is 40% Rainforest Alliance Certified. Find out more at ra.org.</p>

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## Multiple Certified Ingredients

### Grouping Herbs and Spices

When more than one ingredient within the herbs and spices crop list (see [Appendix B](#)) comes from RAC farms, it is possible for this group of ingredients to be considered as a single crop and qualified as such within these rules. In this case, the required minimum percentage of product ingredients coming from RAC farms is calculated by taking all ingredients within this specified crop group into account, not the percentage of the total product. Grouped herbs and spices will always qualify as “core” in an herbal infusion product.

When this approach is taken the crop name used under the seal may be “Herbs & Spices”, “Herbal Ingredients”, or “Spices”, depending on the most appropriate for the product in question (and subject to Rainforest Alliance approval). The ingredients list must continue to call out the individual ingredients.

#### Example: Cinnamon Tea

Seal	Ingredients List
 <p data-bbox="316 1144 613 1192">66% Certified Herbal Ingredients</p>	<p data-bbox="745 989 764 1014">+</p> <p data-bbox="842 953 1338 1121">Ingredients: Green tea (50%), Cinnamon<sup>1</sup> (17%), Orange peel (17%), Cardamom<sup>1</sup> (8%), Cloves<sup>1</sup> (8%). <sup>1</sup>Rainforest Alliance Certified. Find out more at <a href="http://ra.org">ra.org</a>.</p>

When herbs and spices are grouped, **and** each ingredient meets the 40% minimum certified content outlined above, **and** the group of certified ingredients represents at least 95% of the total product formulation by weight, no crop or group descriptor under the seal is required. The ingredients list must continue to call out the individual certified ingredients, the percentage of certified content if less than 90%, and the web link is still required.



## 5 FOREST PRODUCTS LABELING

### 5.1 DIFFERENCE TO OTHER CROPS

#### 5.1.1 Eligibility for Seal Use

Eligibility for seal use on forest products – such as paper, furniture and guitars – differs from chapter 2 in that Rainforest Alliance does not offer forest and supply chain certification for this sector. Therefore, chapter 2 requirements are not applicable to forest products.

Forest products are eligible to use the RAC seal if:

1. The product is Forest Stewardship Council® certified and meets all requirements for use of FSC marks according to the normative framework established and maintained by FSC, including but not limited to FSC-STD-50-001;

**AND**

2. The company/brand/organization is a member of Forest Allies and are up to date on their commitments.

#### 5.1.2 Exceptions to Eligibility

Forest products are not eligible to use the RAC seal if:

1. The FSC certification refers to packaging of a non-forest product, e.g. food or beverage in an FSC Certified container. The primary product purchased by the consumer shall be a forest product in order to use the seal;
2. In the case of a private label arrangement, the brand reflected on the product shall be a member of Forest Allies. The seal will not be accessible by brands who are customers of private label manufacturers on the basis of the manufacturer's membership in Forest Allies.

#### 5.1.3 Labeling Requirements

Forest products are not required to comply with the labeling requirements set out in chapter 2, but instead need to comply with the following requirements:

1. **Seal:** The seal shall only be applied on product in tandem with applicable FSC trademark(s) and scaled proportionately to each other;





2. **Web Link:** A reference to ra.org on consumer facing product packaging shall be included. We recommend including the statement “Company is a member of Forest Allies. Find out more at ra.org.”

## 6 OTHER WAYS TO PROMOTE RAINFOREST ALLIANCE CERTIFICATION

The Rainforest Alliance encourages trademark use on public-facing marketing materials such as websites, banners, point-of-sale materials etc. for qualifying products. Such materials must also be submitted to the Rainforest Alliance for review and approval prior to launch, as per the processes outlined in the [approval section](#).

### 6.1 CORPORATE MATERIALS

Businesses that handle products from RAC farms or are members of Forest Allies may also use the Rainforest Alliance seal on corporate materials (e.g. company publications, farm signs, wall plaques and annual reports). On corporate materials, the RAC seal must stand apart from the business brand, or business logo, and must include a statement describing the Rainforest Alliance's related work. As with all other types of public-facing materials, corporate materials using the seal must also be submitted to the Rainforest Alliance for online review and [approval](#).

### 6.2 RAINFOREST ALLIANCE MARKETING SUPPORT

The Rainforest Alliance marketing team offers [a range of services and opportunities](#) to partner companies sourcing RAC ingredients to support their sustainability communication. From strategies for how to raise consumer awareness to tools that help you get your messaging right, visit <https://www.rainforest-alliance.org/business/marketing-sustainability/>.

1. **Collaborative opportunities** to co-create activations, such as marketing campaigns, webinars, events, conferences, employee engagement, consumer promotion, in-store and POP materials;
2. **Marketing toolkit** with key messages, [messaging templates](#), communication guidelines, photos and videos (including b-roll footage), infographics, farmer testimonials, and social media graphics to engage your audiences with the positive impact of your work with the Rainforest Alliance and meaning behind our seal;
3. **Follow The Frog** is a customizable, B2B and B2C marketing opportunity for brands that work with the Rainforest Alliance.
4. **Subscribe to our newsletter** [Frog Business News](#).



## 7 THE APPROVAL PROCESS

The Rainforest Alliance name, organizational logo and certification seal are marks belonging to the Rainforest Alliance (see [Appendix A](#)). Businesses are therefore required to seek online approval prior to printing, or launching, materials that use any of the following Rainforest Alliance marks:

- a) the Rainforest Alliance certification seal
- b) the name 'Rainforest Alliance'
- c) the Rainforest Alliance corporate logo

Please note that approval is required whenever businesses use these trademarks in packaging or marketing materials, whether for B2B, or B2C audiences. If a third-party agency is employed to develop marketing materials, the agency may seek online approval for use of these trademarks on behalf of a business. If artwork is modified after approval has been granted, the revised version will need to be resubmitted for further review and approval.

We require that businesses immediately notify Rainforest Alliance of any unauthorized use, infringement, or dilution of Rainforest Alliance's name or trademarks. This helps maintain the credibility of Rainforest Alliance's trademarks for everyone within our alliance. Legal action may be taken against any party that reproduces or copies the Rainforest Alliance trademarks *without* prior permission from the Rainforest Alliance.

We reserve the right to refuse trademark use on materials promoting products that are not in line with Rainforest Alliance's mission or brand.

### 7.1 APPLYING FOR APPROVAL

There are several steps that businesses must follow in order to apply to use a Rainforest Alliance trademark legitimately:

1. Businesses (and related agencies) must first register themselves on the online platform Marketplace 2.0 at [marketplace.ra.org](http://marketplace.ra.org) (if they do not already have an account)
2. Users need to request a *Licence Agreement (LA)* to receive the official RAC seal file for placement in materials. This LA must be signed by the company and validated by Rainforest Alliance before approval can be granted (although submissions may be made in advance so that review can be completed in parallel).
3. Users can then incorporate the official seal in draft material designs, which need to be uploaded to Marketplace 2.0 for review and approval by Rainforest Alliance before printing or publication.
4. Users will receive feedback on their materials via Marketplace 2.0. In some cases Rainforest Alliance will ask for further supporting evidence to support claims that are made. Production of the materials must only begin once the user has received confirmation that this is permitted.



For assistance with the Marketplace 2.0 system or the approval process above, please contact our Customer Success team at [cs@ra.org](mailto:cs@ra.org)

## 7.2 PREPARING MATERIALS FOR APPROVAL

Since the Rainforest Alliance marks can be used on a wide variety of materials, we ask businesses to keep the following in mind when preparing materials for approval:

1. **Complete Files** – As marketing materials are reviewed in their entirety during the approval process, all aspects of the material should be included in the online approval request. For example, if requesting approval for product packaging, *all* text and imagery on every side of the pack must be legible and visible. When using the Rainforest Alliance name in a press release, the full press release must be provided in the online approval request, not just the paragraph mentioning Rainforest Alliance certification, or the Rainforest Alliance.
2. **Translated Materials** – Businesses are required to seek online approval for *all language versions* of public-facing marketing materials that use a Rainforest Alliance trademark. Requests to approve different language versions can be done together with the original language version, or uploaded as a separate online approval request. Either way, translation texts should be in a format (e.g. Word, PowerPoint etc.) that is copy and paste friendly when the main marketing file is an image only. We offer a list of pre-translated phrases like “Rainforest Alliance Certified farms” on our website at <https://www.rainforest-alliance.org/business/wp-content/uploads/2020/09/RAC-Translation-Guide.pdf>, and our [messaging templates](#) are also pre-translated into several languages to assist you.
3. **Videos, TV & Radio Commercials** – The RAC seal may appear in videos, television and radio ads that promote certified products. Prior to filming/recording, businesses are required to submit a script and story board (where possible) so that edits can be agreed upon in the pre-production stage. Before a video or TV/radio commercial is released a copy must be uploaded to Marketplace in order to receive final review and official approval from the Rainforest Alliance.

## 7.3 APPROVAL TIMELINES

Trademark approval requests uploaded to Marketplace will normally be reviewed by our team of Customer Success representatives within **ten business days**.

### **Please note the following for timeline planning purposes:**

A review of a new approval request does not always result in an approval being granted within the ten day timeline. This is because businesses/agencies may be required by the Rainforest Alliance to make further changes to materials in order to be compliant with this labeling policy and RAC seal graphic guidelines.



Therefore, the Rainforest Alliance strongly encourages businesses to factor in extra time (e.g. 10 business days minimum) in their planning cycles to allow sufficient time for sign off of Rainforest Alliance trademark use in public-facing materials.

In certain instances, Rainforest Alliance may grant the user the option of a fast-tracked approval process. In these cases, the user will be notified at the point of material submission in Marketplace, and be able to choose if they wish to proceed via the fast-tracked, or normal processes. All of the requirements set out in this policy remain.

## 7.4 APPROVAL VALIDITY

After receiving an online approval through Marketplace 2.0, the approval is valid for **two years**. At the end of the two year cycle, businesses can choose to either renew the validity period for another two years (via Marketplace 2.0), or allow their approval to expire. If the business wishes to make changes to the original design, or text, it should upload the marketing material again to Marketplace 2.0 as a new approval request. The Rainforest Alliance reserves the right to revoke approvals, in accordance with the terms of an organization's license agreement.

### 7.4.1 UPDATED REQUIREMENTS

If our labeling requirements change between the time that an approval was granted and its expiration date, it will not be possible to renew historical requests unless they comply with the latest requirements. In these instances, a new request will need to be submitted.

This has specific implications for the herbs and spices program, given that we expect the minimum percentage to gradually increase as the sector scales up availability of RAC supply.

## 7.5 OTHER USERS OF RAINFOREST ALLIANCE TRADEMARKS

The Rainforest Alliance recognizes that occasionally journalists, academics, and media professionals may wish to use Rainforest Alliance registered trademarks as part of a publication, such as a book, news article, or dissertation. In such cases, permission to use the Rainforest Alliance marks should be requested via email to our customer success team at [customersuccess@ra.org](mailto:customersuccess@ra.org) in advance of publication to allow sufficient time for review and feedback of changes required.

*Note: Businesses cannot obtain approval via email as they need to follow additional compliance criteria related to their supply chains (e.g. License Agreement, Traceability and Chain of Custody, etc.).*





## 8 EXCEPTIONS

### 8.1 NON-FROG VERSION

In a few select markets, where frogs are culturally unacceptable for use on products, we offer a version of our certification seal that does not include a frog. The requirements for use are identical to those for the regular version of the seal.

Requests for the use of this version need to be submitted for approval and based on local consumer evidence.

The non-frog seal is not available for use in the following markets:

- North, Central and South America
- Europe including Russia and Turkey
- Japan
- China
- Australia & New Zealand

### 8.2 FORCE MAJEURE

Situations may arise occasionally that are genuinely outside of a business' control and despite best efforts, products bearing the RAC seal are temporarily unable to meet the minimum certified content threshold described in Rainforest Alliance's labeling policy. Depending on the situation, the Rainforest Alliance *may grant temporary authorization* for continued use of the RAC seal after a full analysis of each individual case and only if one of the following events has occurred at the farm or supplier at origin, or at the factory or warehouse where the certified products are stored or manufactured:

- Natural disasters (earthquakes, hurricanes, fires, floods, or similar)
- War, insurrection, explosion or other proven acts of violence
- Political, governmental or regulatory circumstances

If such authorization is granted by the Rainforest Alliance, the business must either post information on its website to disclose and explain the *temporary interruption* to consumers, correct the declared percentage of certified content on pack, or cease to use the RAC seal according to the terms of the license agreement in the case of a *permanent disruption*. Changes in crop prices, quality, or supply shortages are not deemed "force majeure" situations.

### 8.3 TEMPORARY SUPPLY SHORTAGES

Sometimes shortages in certified crops may be caused by suppliers who fail to fulfill contracts, equipment failures, misaligned scheduling, misunderstandings or various other reasons unrelated to the *force majeure* reasons listed above. In these cases, the Rainforest Alliance's objective is twofold: to create transparency to affected



consumers and to ensure that farmers do not suffer from temporary decrease in demand. Therefore, in the event of a *temporary supply shortage* (e.g. lasting less than six months), which results in a product not qualifying to use the RAC seal, two steps must be followed:

The business responsible for the shortage (often a brand's supplier) must buy an additional amount of RAC crop equal to the shortfall, or the brand may buy the additional amount from another supplier or on behalf of its supplier. If a farm is responsible for the supply shortage or fails to deliver on a contract, the brand must buy an equivalent amount of certified crop from other RAC farms;

AND

The business marketing the product labeled with the seal must include a disclaimer statement on their website for the duration of the shortage. The text should be uploaded to Marketplace for online review and only approved once the business has submitted the final version of the text together with all accompanying graphics exactly as it will appear in the public-facing online version.

### **Suggested Template for Supply Shortage Situations:**

"[Business] is proud of our commitment to sustainability and sourcing Rainforest Alliance Certified [crop] for our [product(s)]. One of our suppliers recently had a problem [include specifics if possible, here], however, and they're unable to deliver enough of the certified [crop] to meet our needs. This means that from [start date] to [end date], our [product(s) name(s)] are only able to contain [XX%] [crop] from Rainforest Alliance Certified farms. We expect this to be resolved by [date], though, and our [product(s)] will go back to [XX%] certified. We appreciate your patience and understanding, and we remain committed to [appropriate RAC or sustainability commitment]."

### **8.3.1 COVID-19 Pandemic**

In response to the COVID-19 pandemic in 2020, we have released a dedicated version of this supply shortage policy that can be found at:

<https://www.rainforest-alliance.org/business/resource-item/supply-shortage-policy-during-covid-19-pandemic-period/>

## **8.4 OTHER EXCEPTIONS**

Rainforest Alliance is committed to making sustainability the norm in the sectors it operates in. We are proud to be the partner of choice for several of our corporate partners. In certain circumstances, Rainforest Alliance might allow for modifications to how our partnership is represented to consumers. These exceptions are linked to the scale and maturity of sustainability in the brand's supply chain, and a compelling need to modify such representation in order to drive a more comprehensive dialog with consumers. Requests for such modifications should be made via the concerned account manager in order for us to evaluate the circumstances and legitimacy of such a request, and all individual artworks must still be submitted through the Rainforest Alliance approval processes as set out in this policy.



## 9 ABOUT THIS DOCUMENT

### 9.1 LANGUAGE VERSIONS

This document is available in English, German, French, Japanese, Mandarin, Portuguese and Spanish. In the event of any inconsistency between the English version and any translation, the English version shall control.

For current versions in these languages, visit <https://www.rainforest-alliance.org/business/resource-item/rainforest-alliance-2020-labeling-and-trademarks-policy/>

### 9.2 CONTINUOUS IMPROVEMENT

The Rainforest Alliance plans to revise and update these guidelines (and related language versions) periodically in an ongoing effort to improve our services and the labeling program. Through these efforts we aim to constantly evaluate and improve the efficiency, effectiveness and flexibility of our program. The Rainforest Alliance may clarify sections or correct grammatical or other errors without notice, but will provide at least three months notice for more material updates.

If your business would like to provide feedback regarding improvements for future versions of these guidelines, please email us at [trademarks@ra.org](mailto:trademarks@ra.org)

### 9.3 CONTACT US

We have a dedicated team of Customer Success representatives in multiple time zones who are happy to help your business with questions related to RAC seal use. Please feel free to contact them at: [cs@ra.org](mailto:cs@ra.org)



## 10 APPENDICES

### APPENDIX A: THE RAINFOREST ALLIANCE MARKS

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Rainforest Alliance certification seal



Rainforest Alliance “non-frog” certification seal



Rainforest Alliance corporate logo



Rainforest Alliance organizational name

Rainforest Alliance



## APPENDIX B: HERBS AND SPICES

### Crop / Ingredient List

Please visit our website at <https://www.rainforest-alliance.org/business/resource-item/appendix-b-herbs-and-spices/> for the current Appendix B list.

Any crop / ingredient not on this list is not eligible for the specific herbs and spices product labeling rules, and must follow those set out for general cases.

### Scale Up Plan:

	From 2020 to 31 Dec 2021	From 1 Jan 2022 to ...	From ...
Certified content threshold	40%	50%	



## APPENDIX C: CERTIFICATION STANDARDS

The Rainforest Alliance certification scheme relies on a number of certification standards in order to classify materials, farms and other organisations as certified. Within this policy, we refer to each of these as “RAC”, however different standards may be applicable in each circumstance depending on our certification rules.

Specifically, following the merger of UTZ and the Rainforest Alliance in 2018, users of both the UTZ and 2017 Rainforest Alliance standards are in the process of transitioning to our new certification system (published in June 2020). As a result, any usage of the term “RAC” in this document can be defined as relating to materials, farms or other organisations certified against one of our standards (including the standard owned by the Union for Ethical BioTrade in the case of certain crops and in accordance with our partnership), and in accordance with rules around mutual recognition.

## APPENDIX D: PHASE OUT OF LEGACY MARKS

This labeling and trademark policy relates to the use of the 2020 version of the Rainforest Alliance seal. Businesses wishing to continue the use of either the previous version of the Rainforest Alliance seal or the latest version of the UTZ logo continue to be governed by the policies, guidelines and processes found in the [Requirements & Guidelines for Use of the Rainforest Alliance Trademarks](#) or the [UTZ Labeling and Trademark Policy](#), respectively.

For all crops **except cocoa**, we will continue to accept requests for approval for these legacy marks until the end of 2022. Where possible, in upcoming design phases, the Rainforest Alliance encourages companies to update existing designs and materials with the new version of the RAC seal shown in this document.

For cocoa, we no longer accept requests to use the legacy marks as of September 1<sup>st</sup> 2020. For further details on our approach in cocoa, please visit [www.rainforest-alliance.org/business/innovating-certification/measures-to-strengthen-the-cocoa-sector/](http://www.rainforest-alliance.org/business/innovating-certification/measures-to-strengthen-the-cocoa-sector/)