



The Rainforest Alliance Mass Balance Program

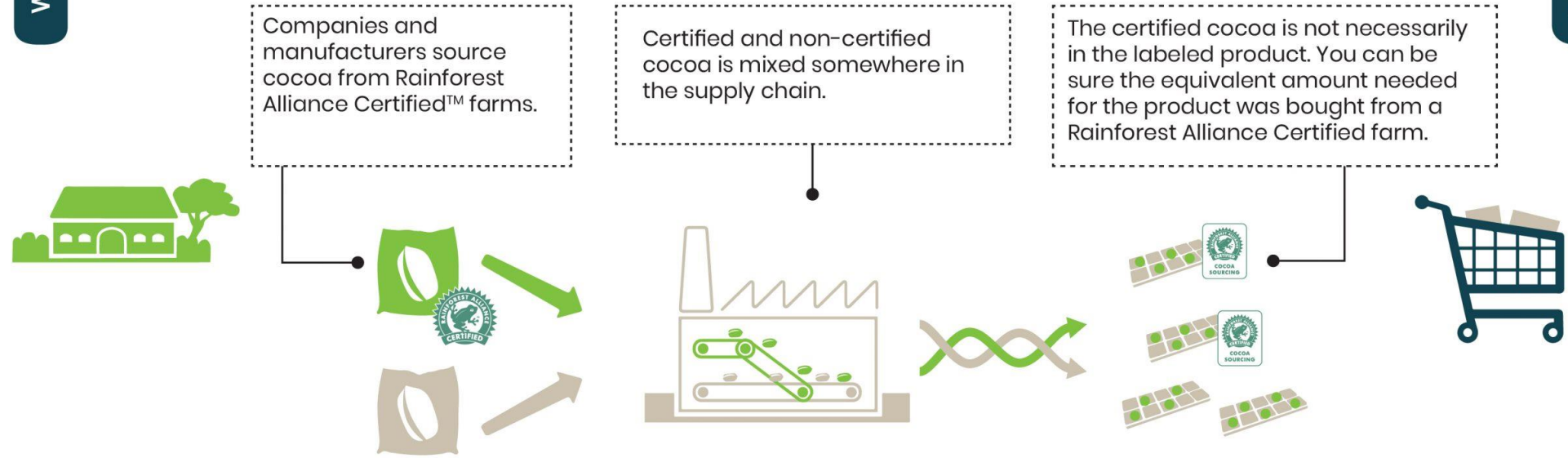
Agenda

- Introductions
- Mass balance program, including origin matching for cocoa
- Mass balance communications
- Question and answer

THE MASS BALANCE CONCEPT

WHAT?

WHAT?



WHY?

WHY?



Farmers sell Rainforest Alliance Certified™ cocoa and therefore benefit from certification.



...an efficient and flexible supply chain...



...stimulates demand for more sustainably grown cocoa.

At the same time...

Mass balance program

Mass balance sourcing is available for **cocoa, coconut oil, palm oil, and orange juice** (RA) and **cocoa and hazelnuts** (UTZ).

For all these crops:

- **100%** volume coverage required
- Credits are valid for **3 years**
- **Traceability** must be recorded in the appropriate traceability system

For all these crops, other than cocoa:

- **Origin matching** is not required unless an origin claim is made on-pack or in other sales or marketing materials

Cocoa origin matching goal and vision

- Part of our measures to strengthen the cocoa sector
- Country of origin matching mass balance will **more closely mirror the physical supply chain and actual flow of investment** into certification while still providing some flexibility for supply chain actors
- **Farmers benefit** from demand for certification from their countries

The roadmap for origin matching

Current requirements (April 2020 cocoa policy)

- Full supply chain origin matching
- Required per October 1, 2020

Feedback and concerns

1. Shift needed in certified origins
2. Intellectual Property of recipes
3. Administrative and system burden

Revising our roadmap

Learnings from the last months has led RA to adapt our roadmap

- Prioritize shift at origin level in 2020
- Revise requirements to better reflect supply chain complexities
- Prepare supply chain for shift in 2021
- By 2025 a significant shift in investments has taken place

Revised roadmap for cocoa origin matching

Goal remains the same. Only adapting roadmap.

**July & Aug
2020**

- RA consults industry on requirements

Oct 1, 2020

- RA publishes requirements
- RA traceability systems updated
- Companies must submit a detailed plan for addressing possible shortages in certified supply.

Dec 31, 2020

- RA and companies agree on plans of action to address country exceptions
- Implementation of sourcing plan is closely monitored

July 1, 2021

- Origin matching is required

Cocoa origin matching supply chain requirements

Full requirements will be published October 1, 2020.

This is the general direction of our revised requirements

Still under revision, to be confirmed Oct 1, 2020

- Required for **all beans** and the **first certified sale of cocoa liquor, butter or powder**
- Required at **product level** for bean transactions and at **Supply chain certificate level** for liquor, butter and powder
- Compliance to new requirements will be required beginning July 1, 2021

Communications

Marketing tools related to Mass Balance (MB)

- [Video](#) "What is Mass Balance?"
- [Infographics](#) "What is Mass Balance?"
- [Document](#) "Guidance for Working with the Rainforest alliance Mass Balance Sourcing Program", May 2020



Companies are encouraged to maximize fully segregated supply chains whenever possible, as this is the best way to ensure full traceability. From farm to end-product, each link should contain the origin information for segregation. Not possible for all commodity supply chains, the Mass Balance Sourcing Program may include: This will include manufacturers, brands, and retailers to support the full transparency of verification without the need to change manufacturing processes to comply with the requirements of segregation.

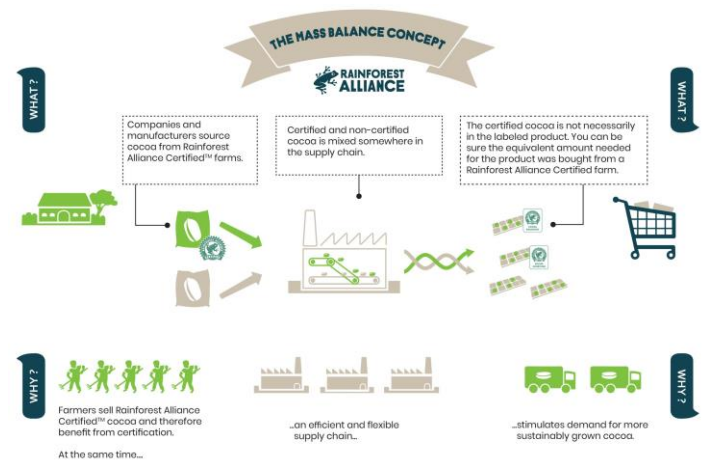
The Rainforest Alliance Mass Balance Sourcing Program is available only for specific commodities, which are authorized in the appendix in the guidance document. If your company is only selling segregated certified materials, this document does not apply. The Mass Balance Sourcing Program is available for the following commodities:

Relevance
General/Scope
 In compliance with the [Rainforest Alliance Standard for Cocoa Beans](#), the Mass Balance Sourcing Program must comply with the following requirements: These commodities must be segregated and independently

verified from their farm certificate holder to the first buyer (for example, via the issue of the first transaction certificate). This may be handled with more advanced processing, from raw cocoa to chocolate, than with physical separation. Once an legal ownership of a product originating from a Rainforest Alliance Certified™ farm has been transferred, evidence of sales claims (for example, business to business claims) regarding the weather status of these products must comply with the [Rainforest Alliance Chain of Custody \(CoC\) Standard](#) (2018/01/01).

CoC is the process of verifying a product's handling from a certified farm through the various stages of manufacturing and processing to ensure the end consumer that the claims made about the certified product are true. The Rainforest Alliance CoC Standard requires that a number of requirements are met, including a traceability system from the farm to the retailer. This includes a traceability system from the farm to the retailer. This includes a traceability system from the farm to the retailer. This includes a traceability system from the farm to the retailer.

Operator Scope
 Mass Balance Sourcing Program operators must comply with the following requirements: These commodities must be segregated and independently



Communications Guidelines

Rainforest Alliance

[Rainforest Alliance Messaging Templates](#)

Mass Balance

Using the current RA seal or UTZ logo

[Guidance for Working with the Rainforest Alliance Mass Balance Sourcing Program](#), May 2020

[Mass Balance Member Pack](#) (UTZ)

Using the new RA seal

[Rainforest Alliance 2020 Labeling and Trademarks Policy](#), May 2020
§2.1.1, §2.2.1 and §3.1.1,

Communication related to Mass Balance

No content claims. Claims and words to avoid:

- We can trace our [crop] from the farmer to the [product].
- We use Rainforest Alliance/UTZ certified [crop] in our products.
- All the [crop] in our products is Rainforest Alliance/UTZ certified.
- Our [product] contains Rainforest Alliance/UTZ certified [crop].
- Our products are made with Rainforest Alliance/UTZ certified [crop]

Only purchasing/sourcing claims

We purchase a volume of [crop] from Rainforest Alliance and/or UTZ certified farms equivalent to the volume used in this product.

For more, see: [www.companyname.com/\[crop- sourcing\]](http://www.companyname.com/[crop-sourcing]) or www.ra.org/mb.

NOTE: no claim required in new RA seal policy



Questions?