

SUPPLY CHAIN MONITORING AND EVALUATION PARTNERSHIPS

Tailored Supply Chain Services
to Support your Company on its
Sustainability Journey



AUGUST 2020



The Rainforest Alliance is building a future where people and nature thrive in harmony.

At the Rainforest Alliance, we are not here to be your consultant; we are here to be your partner. With expertise in theory of change modelling, sustainability metrics, data analysis, and field-tested insight, our Supply Chain Monitoring and Evaluation (M&E) team can help your company identify, develop, and pursue actions that lead to long-lasting positive change.

Why the Rainforest Alliance?

From farm to shelf, the Rainforest Alliance can support you along every step of the supply chain. We've got the boots on the ground, the data experts, and the big picture thinkers to help you put it all together.

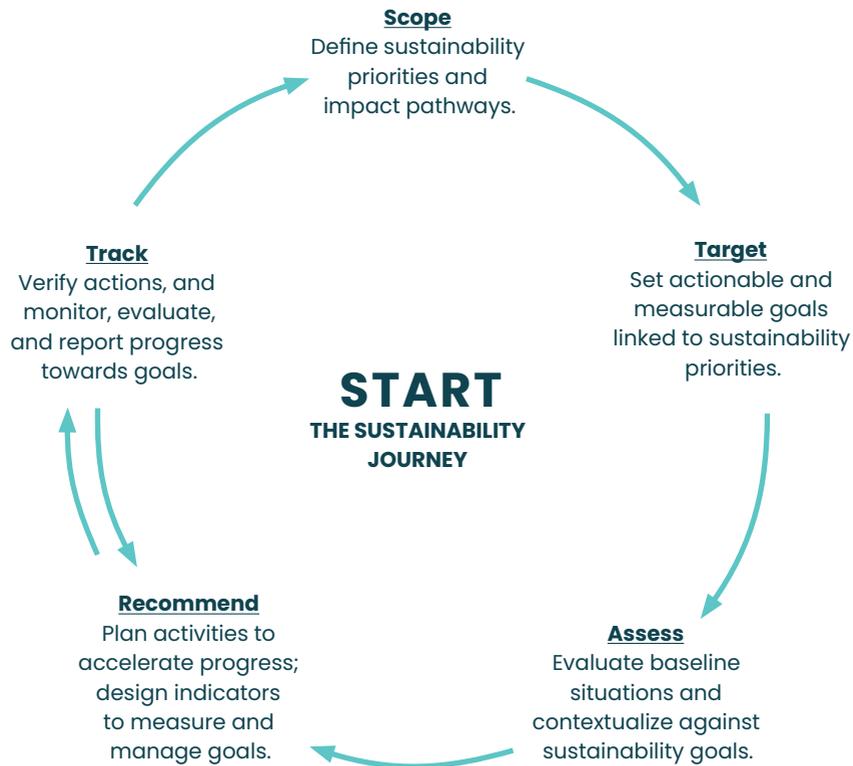
We don't just identify the problem; we help you solve it.

front cover: Giuseppe Cipriani; tea plucker: Sara Hylton



Our Approach

Utilizing a START approach, the Rainforest Alliance promotes responsible management practices to help address systemic challenges in global supply chains, such as deforestation and farmer income.



Our Services

Our M&E team will work with you to identify areas of improvement and explore opportunities across the regions that you source from. Our work follows a progression: from a Theory of Change to data collection, evaluation, and communication.

THEORY OF CHANGE: We work with you to understand your aims and aspirations and goals, identify any existing interventions, and then design the steps required to take to help you reach your those goals. We benchmark your company against peers, platforms, and commitments in your sector.



CONTEXTUALIZATION: We map your Theory of Change to your supply chain to identify key risks, obstacles, and opportunities in different sourcing origins.



DATA COLLECTION: The heart of M&E. Data can be generated through internal or external sources, either at the farm level (farm visits) or the supply chain and landscape level (expert interviews, literature review, and GIS analysis).



ANALYSIS AND INSIGHT: We present basic analytics on key performance indicators. We then dive into the data to identify trends and cause and effect, and compare your supply chain's performance against benchmarks such as poverty lines and living income. We use Rainforest Alliance expertise to make focused recommendations using these insights.



COMMUNICATE AND IMPROVE: We translate your analytics into reports and stories that help you communicate effectively and credibly.



What You Gain

We are committed to helping our partners develop effective solutions that make a difference.

By partnering with us, your company stands to gain:

- **Data:** Visibility into your supply chain, the risks your company faces, and your progress measured against key performance indicators.
- **Insight:** An understanding beyond the numbers, with customized recommendations to improve your sustainability performance.
- **Credible claims:** The ability to communicate your sustainability progress to the world.

Indicators We Measure

Many of our indicators are derived from core sustainable agriculture themes, such as farmer livelihoods, worker wellbeing, and environmental health—as well as United Nations Sustainable Development Goals related to rural poverty, gender inequity, climate, and more.

However, there is no universal measure for progress. Our M&E team will work with you to identify and track key indicators that are vital to achieving your company's goals.

Key Indicators



Income



Crop Yield



Costs of Production



Crop Diversification



Worker Wages



Gender Participation



Good Agricultural Practices



Agro-chemicals



Carbon Footprint



Forests and Agroforestry



Our Reach

The strength of our Supply Chain M&E service lies with our network of regional and thematic experts stationed across the world.

From shade-grown coffee in the Colombian highlands to responsibly sourced palm oil in Indonesia, our team is ready to meet you down on the ground where you need us. Our track record proves it.

“What cannot be measured, cannot be improved. Through our global Impact Assessment partnership, the Rainforest Alliance is measuring the results of our field programs all around the world. We have now a clearer view of the improvements (or not) these activities are bringing about and can take better decisions to continuously increase their value to farmers.”

Marcelo Burity
Head of Green Coffee Development
Nestlé

Rainforest Alliance Certification

Those seeking Rainforest Alliance Certification™ also stand to benefit from our Supply Chain M&E service. Our M&E team will highlight areas of improvement within your supply chain and identify pathways towards certification. Our M&E team also has the flexibility to help you achieve your goals beyond certification, providing detailed data and insights, customized to your supply chain.

Complementary
pathway.

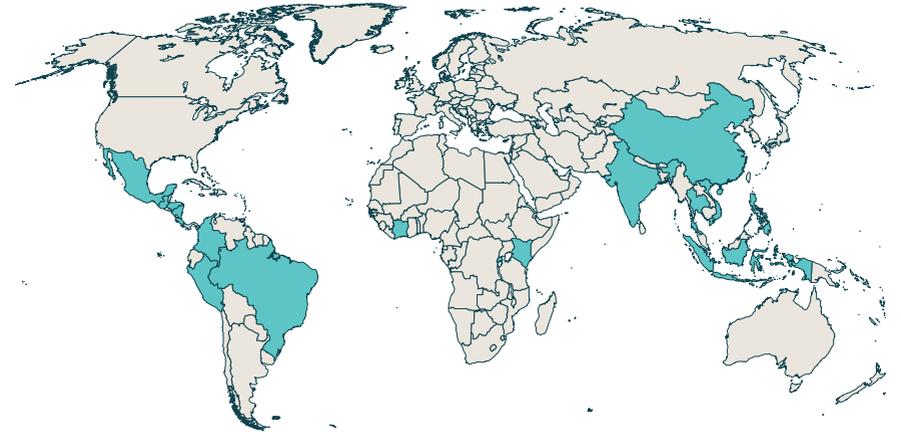


Independent
pathway.



Countries with Supply Chain M&E Assessments Conducted

Mexico • Guatemala • Honduras • Nicaragua • Costa Rica • Colombia • Peru • Brazil • Côte d'Ivoire • Rwanda • Kenya • India • China • Thailand • Vietnam • Indonesia • Philippines



150 +
data collectors
employed



8,000 +
farm assessments
conducted



15,000 +
hours of interviews and
dialogue with farmers

Contact Us

Whether you are just starting your sustainability journey, or have years of experience under your belt, our Supply Chain M&E team is here to help!

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