



## RAINFOREST ALLIANCE 2007 ANNUAL REPORT

*Celebrating 20 Years*





*The Rainforest Alliance works  
to conserve biodiversity and  
ensure sustainable livelihoods  
by transforming land-use practices,  
business practices and consumer behavior.*

When the Rainforest Alliance first conceived of forestry certification, we didn't really imagine that in 20 years 100 million acres would meet our standards for conserving biodiversity and promoting sustainable livelihoods, or that 15 percent of the bananas sold around the world would grow on Rainforest Alliance Certified farms, or that hundreds of lodges and hotel owners with properties located along some of Latin America's most magnificent coastlines and mountainsides would be walking the road toward sustainability.

Or that thousands of teachers and parents across the U.S. would be using our environmental education curricula.

But two decades later, here we are. Not to imply that we've arrived. Sustainability is not a pinnacle; it's a path that evolves over time. And thanks to our work and that of our partners, more than 15,600 farm and forestry businesses have embarked on that path and are reaching for that goal. They are managing resources for long-term sustainability and giving people the economic incentive — and reward — for doing so.

By putting one foot diligently in front of the other, by being scrupulous about what we do so that businesspeople, stakeholders and consumers know that they can trust us, our programs and our commitment, we have helped place sustainability squarely on the global map and within reach of a tipping point where sustainable practices become the norm in key economic sectors and where sustainability is inherent to the definition of successful economic activity.

The Rainforest Alliance has successfully impacted key resource-intensive sectors, conserved biodiversity on millions of acres of sensitive land and improved the lives of more than a million workers and their families. In 2007, sales of Forest Stewardship Council-certified wood products reached \$2 billion and sales of Rainforest Alliance Certified coffee, bananas and chocolate topped \$1 billion, with market shares for many certified products growing at double-digit rates.



In the U.K., this year we began working with McDonald's, which is now exclusively selling coffee from Rainforest Alliance Certified farms. We started partnering with Unilever, the world's largest tea company, which has committed to making all its tea sources sustainable by 2015. We certified the first cocoa farms in Côte d'Ivoire, and we will soon be expanding our cocoa work to Ghana in a new partnership with Mars, Inc. In New York City, we have been working with Goldman Sachs to procure certified wood for the company's new global headquarters. Thirty four operators are working with us to market sustainably managed hotels and other travel businesses.

By doing what we do best for 20 years — keeping forests standing — we have arrived at a new opportunity. Because climate change is stimulating interest in the conservation of tropical forests — which sequester carbon, protect water and biodiversity and provide jobs — we are now facilitating partnerships between communities that sell credits for the carbon sequestered in their forests and the businesses around the world that are offsetting their greenhouse emissions through the purchase of those carbon credits.

We have laid the groundwork for a sustainable revolution, creating a new, transparent and responsible approach to producing goods and services. While in this annual report we focus on our accomplishments of the past year, the work reflects two decades worth of a passionate dedication to changing what we can to better our world and a deeply held belief that it's entirely possible, inevitable and necessary.

*Daniel R. Kitz* *Tensie Whelan*





### HELPING RESPONSIBLE FORESTERS ALONG THE ROAD TO CERTIFICATION

More certified wood will be available to consumers — and more forests will benefit from certification — thanks to SmartStep, a Rainforest Alliance program designed for forest managers who face challenges meeting Forest Stewardship Council (FSC) certification requirements. Designed especially for use in developing countries, where managers may need additional time to resolve conflicts with stakeholders or conduct biodiversity surveys, SmartStep allows companies up to five years to attain certification. Participants work with the Rainforest Alliance to determine what they need to do to eventually qualify for certification. SmartStep has been endorsed by The Home Depot, Lowe's and IKEA, and several forestry businesses in Bolivia, Ghana and China have already joined the program.



*The most dramatic change has probably been in peoples' minds ... Nobody has been able to escape the influence of ideas on environmental, social and economic sustainability and this change in attitude has become very much embedded within the company.*

— GEORGE JAKSCH, SENIOR DIRECTOR OF CORPORATE RESPONSIBILITY AND PUBLIC AFFAIRS, CHIQUITA INTERNATIONAL

### LINKING COMMUNITY FORESTS WITH END CONSUMERS

The Rainforest Alliance launched SmartSource in 2006 to help retailers and manufacturers of wood and paper products assess and manage risk by moving their supply chains towards legal, ethical and sustainable forest products. We offer corporate executives and staff training on responsible sourcing, assistance in developing sustainable procurement policies and analysis of supply chains. With clients in the furniture, flooring, retail and musical instrument industries, SmartSource is creating direct links between Rainforest Alliance field projects and the end consumers of wood and paper products.

### EVALUATING THE IMPACT OF OUR WORK

How have working conditions on tropical farms changed as a result of certification? How many miles of waterways are protected in certified forests? Do shade coffee farms serve as biological corridors? Through our new research and evaluation program, the Rainforest Alliance is providing the answers to these questions and more as we work to better quantify, understand and communicate the impacts of our work to partners, businesses, consumers and donors.

In Mexico, where Rainforest Alliance training is significantly improving the efficiency and increasing the income of forest communities, the 230-person, 84,500-acre (34,000-hectare) *ejido* San Pablo in Durango has seen a 66 percent increase in annual income due to an 18 percent improvement in wood product quality and a 30 percent increase in processing efficiency — all without the harvesting of additional trees or negatively impacting the land. This is the type of data that we haven't had before, and the statistics promise to be particularly valuable in demonstrating the effectiveness of our work. Data collection is focusing on water, worker treatment, biodiversity, community health, environmental degradation, the cost and benefits of certification, threatened and endangered species and mapping of certified operations in relation to protected areas.

### LAUNCH OF THE SUSTAINABLE BUSINESS FORUM

To help companies ensure that their supply sources are responsible, legal and ethical, the Rainforest Alliance has launched the Sustainable Business Forum (SBF), a corporate membership program. As businesses view social responsibility as an opportunity rather than a cost, interest in sustainable practices has entered the mainstream. The SBF offers guidance to companies that have yet to integrate sustainability into their existing operations, as well as to those companies that want to make ongoing improvements. Member companies have access to a dedicated Rainforest Alliance staff member who advises them on sustainable business practices, how to publicly promote their progress and build supply chains for sustainable products. Goldman Sachs and Pfizer are SBF founding members.

### TELLING OUR STORY

This year, the Rainforest Alliance reached out to thousands of journalists globally and organized field visits and media events in several countries. Our press coverage increased by nearly 50 percent from fiscal year 2006 to 2007, keeping pace with the increased impacts of our program work. In an effort to broaden the age range of our target audience, we ventured into the realm of social media, spreading our message through social networking Web sites such as MySpace, Facebook, Wikipedia, Change.org, Rethos, Wiserearth.org, YouTube and others. We also initiated our own Frog Blog with entries featuring a behind-the-scenes look at our activities along with pithy and personal stories related to our work. New and lively videos focus on our education and sustainable agriculture programs.

To mark our 20th anniversary, we launched a timeline on [www.rainforest-alliance.org](http://www.rainforest-alliance.org) and posted interviews with people whose contributions have been key to the growth of the organization during these past two decades.

Our press releases and global media outreach work resulted in an average of 60 press clips and broadcasts in nine countries each month — including the U.S., the U.K., Sweden, Germany, France, Costa Rica, Nicaragua, Ecuador, Guatemala, El Salvador, Honduras, Brazil, Colombia, Australia, Ireland, Indonesia, Canada, Japan and others.







PUTTING A LID ON CARBON EMISSIONS

In response to the urgent threat of global warming, which has launched renewed interest in tropical forest conservation, the Rainforest Alliance is building on our expertise in sustainable farming and forestry to develop standards to verify and validate carbon sequestration projects.

- We are active in “conservation carbon,” in which communities sell credits for carbon sequestered by their forests on the global market and use the money to fund sustainable forestry practices. We have joined three programs that set internationally recognized standards for carbon-credit projects and verify that communities have met those standards: the Chicago Climate Exchange (CCX), the Climate Community and Biodiversity Alliance (CCBA) and Plan Vivo.
- For Plan Vivo, we audited the Scolel Té (“the tree that grows”) project in the Mexican states of Chiapas and Oaxaca, where 200 farmers in 30 communities are restoring lands degraded by overgrazing and increasing shade and carbon storage in coffee groves by inter-planting high-value timber species.
- For the CCBA, we verified a reforestation project managed by the Forest Stewardship Council certified company Futuro Forestal in Panama.

- As part of our CCX associate membership, we are making our own commitment to sustainable business operations: we plan to offset, on an annual basis, 100 percent of the greenhouse gas emissions derived from energy purchases and business travel for all our U.S. operations through 2010.
- The increasing demand for biofuels as an alternative to petroleum has caused a rush to plant biofuel crops such as palm oil and sugar cane — another cause of serious deforestation — and forests will continue to be destroyed until the public and governments insist that biofuels are produced responsibly. In collaboration with other NGOs, we are working to develop standards for the responsible production of biofuels.

URGING TOUR OPERATORS TO GET ON BOARD WITH SUSTAINABLE TRAVEL

To encourage hotels, lodges and other tourism businesses in Latin America to join us in conserving biodiversity and reducing tourism’s negative impacts, the Rainforest Alliance collaborates with tour operators. By signing cooperative agreements with us, these operators urge their suppliers to manage their businesses sustainably. The agreements allow lodge owners and other businesses with which the tour operators work to attend Rainforest Alliance workshops on effective business management, sustainable tourism practices and the requirements of certification programs. Participants can elect to receive technical assistance and marketing support, if their businesses meet specific sustainability requirements. We have agreements with 42 tour operators from the U.S., the Netherlands, the U.K., Costa Rica, Guatemala, Ecuador, Belize, Nicaragua and Peru. To help spread the word in Europe, the Rainforest Alliance invited six Dutch and German tour operators to Costa Rica to learn about sustainable tourism first hand. As one participant commented, “It should be the travel agency’s responsibility to ensure that the hotels they work with meet the required sustainability standards.”

HELPING COMPANIES MAKE THE BUSINESS CASE FOR CERTIFICATION

Launched in 2000, the United Nations Global Compact is a voluntary initiative that seeks to advance responsible corporate citizenship worldwide. The Foundation for the Global Compact

supported a study by the Rainforest Alliance that analyzes how the use of voluntary certification schemes affects corporate financial performance. Along with several of our partner companies, we developed and tested a methodology that companies can use to analyze their investments in sustainability and in the preparation of their annual reports and other publications.

ECO-INDEX DATABASE TOPS 1000 PROJECTS

The Eco-Index ([www.eco-index.org](http://www.eco-index.org)), an online database of conservation projects in the Americas created by the Rainforest Alliance, now features detailed information about more than 1,000 projects. This fiscal year, the site expanded to include projects in the United States and Canada, making it a hemispheric initiative. As the number of projects to conserve tropical ecosystems continues to grow and the pinch on our natural resources tightens, the Eco-Index aims to create a cohesive network of conservationists in the Americas by providing a vehicle to share the tools and resources they need to make wise management decisions. The Eco-Index has grown steadily since it was launched in January 2001 with 70 projects. Today, the 1,000 plus projects in the database represent the work of more than 700 nongovernmental organizations, research institutions, and government ministries in the Americas. Available entirely in English and Spanish, project profiles feature information such as summaries, objectives, lessons learned, monitoring and evaluation methodology, goals and accomplishments, and links to any available reports and studies. Projects based in Brazil are also available in Portuguese.

In addition to its project database, the Eco-Index also features interviews with field biologists and conservation leaders, an archive of in-depth articles highlighting outstanding conservation projects, and links to pertinent PDF reports and Web sites. The Eco-Index is also home to the Western Hemisphere Migratory Species Initiative (WHMSI) Pathway, [www.eco-index.org/migratory](http://www.eco-index.org/migratory), a resource entirely devoted to protecting migratory species and their habitats throughout the Western Hemisphere; and the Eco-Index of Sustainable Tourism, [www.eco-index.org/tourism](http://www.eco-index.org/tourism), a searchable database of certified sustainable tourism operations in Latin America and the Caribbean.

Sustainable Agriculture Network Partners

The Rainforest Alliance is the international secretariat of the Sustainable Agriculture Network (SAN), a coalition of leading conservation groups in Latin America that sets the standards represented by the Rainforest Alliance Certified seal of approval.

- CONSERVACIÓN Y DESARROLLO, ECUADOR
- FUNDACIÓN INTERAMERICANA DE INVESTIGACIÓN TROPICAL (FIIT), GUATEMALA
- INSTITUTE FOR AGRICULTURAL AND FORESTRY MANAGEMENT AND CERTIFICATION (IMAFLOA), BRAZIL
- INSTITUTO PARA LA COOPERACIÓN Y AUTODESARROLLO (ICADE), HONDURAS
- FUNDACIÓN NATURA, COLOMBIA
- PRONATURA SUR A.C., MEXICO
- SALVANATURA, EL SALVADOR
- TOLEDO INSTITUTE FOR DEVELOPMENT AND THE ENVIRONMENT (TIDE), BELIZE

FORESTRY PARTNERS

The Rainforest Alliance maintains formal partnerships with leading nonprofit organizations, which provide invaluable local knowledge and expertise. They include...

- INSTITUTE FOR AGRICULTURAL AND FORESTRY MANAGEMENT AND CERTIFICATION (IMAFLOA), BRAZIL
- NATURE, ECOLOGY AND PEOPLE CONSULT (NEPCON), DENMARK
- CHINESE ACADEMY OF FORESTRY, CHINA

WORLDWIDE OFFICES

With the extension of the Rainforest Alliance’s reach across the globe, we continue to increase our on-the-ground presence with new regional and international offices.

- | WORLDWIDE OFFICES           |                           | UNITED STATES OFFICES    |
|-----------------------------|---------------------------|--------------------------|
| Bolivia (591-3-332-5042)    | Mexico (52-951-516-11-25) | Minnesota (507-663-1115) |
| Costa Rica (506-2234-8916)  | Nicaragua (505-270-8525)  | New York (212-677-1900)  |
| Ecuador (593-2-243-2087)    | Spain (34-91-69-22-783)   | Vermont (802-434-5491)   |
| Guatemala (502-2383-5757)   |                           |                          |
| Indonesia (62-21-7179-0038) |                           |                          |





# LATIN AMERICA

For the past 20 years, the Rainforest Alliance has focused primarily on conserving biodiversity and promoting sustainable development in Latin America. From the Amazon to the Andes, the southern continent includes five of the world’s most biodiverse countries; much of that biodiversity is under threat due to development, deforestation and pollution. Our farm, forestry and tourism programs address those problems and give people who live in and around particularly fragile Latin American ecosystems a sustainable means of managing their land and supporting their families.

## DEVELOPING GUIDELINES FOR ECO-FRIENDLY PINEAPPLES

Because pineapples are typically produced in cleared fields and rely on intensive, poorly controlled agrochemical use, the production of these prickly fruits is hastening deforestation, degrading riparian zones and increasing sedimentation throughout Latin America. The slopes of the Panama Canal, for example, are pocked with pineapple plantations whose erosion is filling the vital shipping waterway with sediment. This year, as secretariat of the Sustainable Agriculture Network, the Rainforest Alliance announced the publication of *Additional Criteria and Indicators for Pineapple Production — Sustainable Agriculture Network*. The result of over two years of research and stakeholder consultation, these criteria and indicators address environmental and social problems, providing a sustainable model for pineapple production along the Panama Canal and elsewhere.

## SUSTAINABLE BRAZIL NUT HARVESTING HELPS TO CONSERVE AMAZON

The largest area of tropical forest to receive Forest Stewardship Council (FSC) certification is owned and managed by the Kayapó of Brazil. It is not only the largest FSC-certified tropical forest in the world, but is also the largest certified forest managed by indigenous people.

The certification specifically addresses the sustainable collection of Brazil nuts — the Kayapó’s primary source of income — on 3.7 million acres (1.5 million hectares) in Brazil’s central Amazon, and is particularly important because it is helping to promote sustainable development along BR 163,

*“We would like our children to keep studying so one day they can be the administrators of this business. We would like this workshop to be the biggest source of income for the association. We’d like to keep growing and bring on more people to work here.”*

— CRUZ TAMBRIZ AJTZALAM, CO-OWNER OF THE CARPINTERIA LA NUEVA ERA AND MEMBER OF THE NAHUALA FORESTRY AND AGRICULTURE ASSOCIATION, GUATEMALA



a thousand-mile, partially paved highway that runs through the Brazilian Amazon. The government plans to eventually pave the entire road to open up access to the region, a move that is likely to increase deforestation and the exploitation of natural resources.

## HELPING COMMUNITIES IN THE AMAZON TO MARKET THEIR FOREST PRODUCTS

To help her develop and disseminate market information so it is easier and more profitable for communities in the Brazilian Amazon to sell their nuts, fruits, gums, resins and other forest resources, the Rainforest Alliance awarded Mônica M. Barroso Keel our 2007 – 2009 Kleinhans Fellowship. “Most of the forest dwellers in the Amazon who produce and sell non-timber forest products live hours or even days from the nearest urban center,” explains Barroso Keel. “They are not aware of the real value of their harvests and rely on middlemen, who rarely pay fair prices for their products. Better access to market information could increase the negotiating power of these communities and also their awareness of the value of responsible resource management.”

Barroso Keel will receive two \$15,000 grants over two years to support the creation and broadcast of pilot radio programs designed to help forest communities market the products they harvest and sell. Barroso Keel is the tenth recipient of the Kleinhans fellowship, which was created in 1989 by Rainforest Alliance supporter Elysabeth Kleinhans. The grant is awarded once every two years

to support research on how the production of non-timber forest products can be used to conserve tropical forests.

## PROMOTING SUSTAINABLE DEVELOPMENT IN AND AROUND WORLD HERITAGE SITES

From Egypt’s great pyramids to Australia’s Great Barrier Reef, UNESCO’s 830 World Heritage Sites are managed to protect them from damage by tourists and health-related and natural disasters. As a new partner in the World Heritage Alliance — a collaboration between Expedia and the United Nations Foundation to support sustainable tourism in and around these areas — the Rainforest Alliance is providing technical assistance and sponsoring workshops to promote sustainable travel throughout Latin America.

## BRINGING SUSTAINABLE BUSINESS TO THE RAINFOREST

To conserve biodiversity while supporting livelihoods in the Amazon, the Rainforest Alliance joined the Andean Amazon Conservation Initiative, a five-year, multiple-country, \$65 million program funded by the United States Agency for International Development (USAID). Our role in this ambitious project is to expand the use of voluntary certification as a conservation tool, working in collaboration with our partners Fundación Natura in Colombia and Conservación y Desarrollo in Ecuador. Through the initiative, we are helping farmers, foresters and tourism







entrepreneurs in the western Amazon earn steady incomes and improve their quality of life — while reducing the environmental degradation of the rapidly diminishing Amazon rainforest and the resulting threats to its many plant and wildlife species.

### TOOLS FOR RESPONSIBLE TRAVEL

To help tourists more fully investigate their travel destinations while ensuring that their trips provide economic and other benefits to the places and people they visit, the Rainforest Alliance has compiled two useful tools. The CD *Sustainable Trips for a Better Future* — available at [www.rainforest-alliance.org/tourism/sustainable\\_trips](http://www.rainforest-alliance.org/tourism/sustainable_trips) — features responsible package tours in Belize, Costa Rica, Ecuador and Guatemala. The itineraries, designed by tour operators who collaborate with the Rainforest Alliance, list hotels and tourism businesses that have demonstrated a solid commitment to sustainable practices. Businesses highlighted in the CD are either certified by a Rainforest Alliance-endorsed tourism program or have participated in one of our tourism workshops in which we teach hoteliers the tools and techniques required for operating responsibly vis-à-vis the environment and local communities.

The Eco-Index of Sustainable Tourism ([www.eco-index.org/tourism](http://www.eco-index.org/tourism)) is a free online tool designed to help eco-savvy travelers sort through the myriad of Web sites listing vacation options in

Latin America and the Caribbean and make choices they know will be environmentally and socially responsible. In both English and Spanish, the database lists hotels, inns, lodges and other businesses that conserve biodiversity and help local communities, allowing responsible travelers to choose destinations that are not only beautiful, but also beneficial to the areas they visit. The establishments listed are either certified by an ecotourism program or recommended by a reputable conservation organization that verifies its use of sustainable practices.

### NICARAGUA'S TOURISM, AGRICULTURE AND FORESTRY ENTREPRENEURS BENEFIT FROM SUSTAINABILITY TRAINING AND PROMOTION

The Rainforest Alliance is working with farm, forestry and tourism businesses throughout Nicaragua to support sustainable practices and protect biodiversity by improving their access to markets and business partners and bring new investment, income and employment to rural communities. We are increasing the sales volume and revenue of certified sustainable products, building capacity for local Nicaraguan communities and organizations and integrating sustainability into the supply chain. This fiscal year...

Three hundred and fifty tourism entrepreneurs attended seminars intended to help them protect resources and

support community development. As more tourism businesses commit to sustainability, we are contacting tour operators nationally and internationally to generate business opportunities and commercial partnerships. We are also promoting Nicaragua as a sustainable destination at international tourism events and fairs.

Farmers began receiving the tools, training and other support necessary to grow their crops with minimal environmental impact. Over 1,300 coffee and cocoa producers were trained in sustainable agriculture methods and are on their way to earning the Rainforest Alliance Certified™ seal.

Rainforest Alliance forestry experts are helping the indigenous communities along Nicaragua's Caribbean coast to develop new wood products, particularly from species that have not been traditionally harvested. At the same time, local woodsmen are attending classes in administration, accounting, wood processing skills, low-impact harvesting, forestry inventorying, implementation of annual operating plans and road planning. This year, we helped communities in the region to begin practicing sustainable forestry on 90,000 acres (36,000 hectares). We also facilitated an alliance between furniture businesses and indigenous communities that manage their forests sustainably.

### HELPING COMMUNITIES TO MANAGE AND PROFIT FROM THEIR FOREST RESOURCES

Stretching from Mexico across northern Guatemala to the southern half of coastal Belize, the Selva Maya is the largest block of contiguous forest left in Mesoamerica today. Rich in biodiversity and cultural heritage, the Selva Maya is also a treasure-trove of economically valuable natural resources. Timber, non-timber forest products and tourism generate income and employment for thousands of local families. However, livestock and other competing land uses pose a serious threat to the future of the region's forests. The Rainforest Alliance is working in the region to increase the value of forest resources by providing communities with the business tools, technical know-how and market linkages necessary to build competitive forest enterprises.

In Mexico, three indigenous communities — Santiago Textitlán, Ixtlán and Pueblos Mancumados — banded together to manufacture sustainably sourced furniture. This past year, the group opened its first furniture retail store, TIP Muebles, in the city of Oaxaca. Community members harvest the wood from Forest Stewardship Council/Rainforest Alliance Certified™ forests. After cutting and drying it, they build residential, office and classroom furniture in their three carpentry shops, churning out 9,500 pieces a month. The Rainforest Alliance is providing training and technical assistance in business management, product design and marketing, allowing TIP to open a second retail outlet.

The Rainforest Alliance is helping low-income communities in northern Guatemala earn long-term, sustainable income while safeguarding their neighboring forests. We have helped communities band together to expand their manufacturing capacity and purchase the equipment necessary to produce molding, decking, flooring and other so-called value-added products for local and international markets. These efforts complement our certification work in the region.



*"This is the only farm I know of that offers a computer course for children. Now technology is very advanced and most people don't know how to use a computer, but here, everyone from first to sixth can use one."*

— GLENDY CECILIA BARRIOS JOJ,  
COMPUTER TEACHER,  
FINCA NUEVA GRANADA, GUATEMALA

*"Most often, visitors do not know about sustainability and comment that they have learned a lot during their stay with us. They say they will insist on sustainable practices in their future travels."*

— KAREN LEWIS, OWNER, LAPA RIOS  
ECOLOGDE, COSTA RICA







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## ASIA & AUSTRALIA

About one quarter of the world's tropical forests, along with half of its biological species, are found in Asia. Not only are Asian forests rich in biodiversity, but they are also home to millions of tribal people who rely on the forests for food, building materials and medicines. To conserve the fragile biodiversity of Asia and Oceania, the Rainforest Alliance has been working with foresters to establish certification and verification as a viable alternative to destructive — and often illegal — logging. To stem the effects of irresponsible farming, we have also been laying the groundwork for the sustainable production of agricultural crops including, tea, coffee, cocoa and fruit from the Philippines, Papua New Guinea, Vietnam and India.

### JAPAN LEADS ASIA IN RESPONSIBLE FOOD CHOICES

Japan is a world leader in sustainable food purchases. The country consumes about two million certified bananas a year and is home to some of the largest buyers of Rainforest Alliance Certified™ coffee. According to the UCC Ueshima Coffee Company, Ltd. — Japan's largest coffee roaster and Asia's leading promoter of sustainable coffee and orange juice — that's because many Japanese are concerned with food safety and quality. UCC started to sell coffee from Rainforest Alliance Certified farms in 2005, and this year brewed 800 tons of certified beans for Japanese consumers. In addition to selling coffee, UCC contributes to the quality of life in the farming communities from which it purchases certified coffee and oranges. Those farms include Guatemala's Finca Nueva Granada, where the owners have established a library and vaccination program for workers' children, as well as various other farms in El Salvador that protect streams, forests and wildlife. One of the company's own coffee plantations, UCC Lintong Mandheling Coffee Estate, located in North Sumatra, Indonesia, earned the Rainforest Alliance Certified™ seal this year for demonstrating responsible environmental and social practices.

### PROMOTING RESPONSIBLE FORESTRY IN CHINA

China is the second largest importer of wood in the world; the nation also processes into furniture, paper and construction materials nearly one out of every two tropical trees harvested worldwide. To continue supplying its factories while reassuring buyers and consumers of its commitment to responsible business practices, the forestry industry in China is moving towards sustainable forest management as well as the sourcing and manufacturing of forest products. Helping China to make this transition: the Rainforest Alliance. With our help, 1.9 million acres (754,000 hectares) in China have met the Forest Stewardship Council's standards for responsible forestry.

To promote Forest Stewardship Council certification throughout the country, we have been training foresters, businesspeople, academics, scientists and others to adopt certified sustainable practices in growing and processing forest products. The Rainforest Alliance has trained more than half of the 213 companies holding new chain-of-custody certificates — and more than 5,000 individuals in forest and forest product certification. We have continued to expand our China certification Web site, included more eLearning courses and widened our network of partners to include, for example, the Chinese Academy of Forestry.

### EXPANDING CHAIN-OF-CUSTODY CERTIFICATION THROUGHOUT ASIA

To ensure that the production of furniture, construction materials, paper and other wood products meets Forest Stewardship Council standards, the Rainforest Alliance is expanding its chain-of-custody (COC) certification audits throughout Asia. A COC certification tracks wood and fiber from their original point of harvest through the manufacturing process, so that consumers and companies purchasing the final product can be assured that it came from a sustainably managed forest. COC certification is particularly important in China, where the growing demand for wood is being met by unsustainably sourced timber from countries including Indonesia, Malaysia and Russia — where it is hastening forest destruction. Chain-of-custody certifications increased by 242 percent in China during the past two years, from 111 certificates in 2005 to over 380 in 2007.

This year, COC certification also increased significantly in Vietnam, which saw a 100 percent increase in COC certificates; in Indonesia, where there was an 80 percent increase and in Australia, which saw a 60 percent increase in response to the growing demand for certified products in Europe and the U.S..



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*"Forest Stewardship Council certification by the Rainforest Alliance has brought three major benefits to the Yusuvara Forest Owners Cooperative. One, our staff has become proud of their work. Two, sales of lumber have increased, so that we have been able to expand our facilities. And three, the cooperative has gained the increased trust of the government and local people."*

**- TOSHISHIGE NAKAGOSHI,  
YUSUHARA FOREST OWNERS COOPERATIVE**



#### PROMOTING CERTIFIED FOREST PRODUCTS IN INDONESIA

Destructive and illegal logging and the conversion of forest lands for farming and other uses means that Indonesia loses forest area equivalent to six football fields every minute. To raise awareness of the situation throughout the country and to promote the use of responsibly harvested wood, the Rainforest Alliance launched a Forest Stewardship Council (FSC) awareness campaign on World Environment Day, June 5th. Rainforest Alliance representatives gave presentations in cities throughout the country and promoted the campaign in print and broadcast media. Helping to raise the profile of the cause has been one of Indonesia's leading actors, Anjasmara Prasetya, who said the new campaign would help inform consumers that "by purchasing FSC-certified forest products, you get value for your money as you directly participate in forest conservation in Indonesia."

#### HELPING VILLAGERS IN LAOS TO IMPROVE THEIR LIVES AND LIVELIHOODS THROUGH RESPONSIBLE FOREST MANAGEMENT

After certifying two forests in Laos, the Rainforest Alliance conducted a surprise visit this year and found that the villagers had indeed complied with Forest Stewardship Council (FSC) regulations. Covering approximately 123,552 acres (50,000 hectares) in the provinces of Khammouane and Savannakhet, the two community-based operations are the first natural forests in Indochina to achieve FSC certification. A total of 11 villages partnered with provincial and district-level forestry offices to carry out forestry planning and operations and to share the profits from timber sales. This collaboration — facilitated by the Rainforest Alliance — exemplifies a model of forest management called "participatory sustainable forest management," which has been under development by the government of Laos for over a decade.

#### RAINFOREST ALLIANCE VERIFICATION SERVICES TO MEET GROWING NEED IN ASIA

As the European Union struggles to combat the illegal timber trade — which is decimating forests in Asia and having a devastating impact on wildlife and indigenous and local communities — the need for wood verification grows. Under a new EU policy, any importer of wood to Europe will soon have to provide evidence of legal harvesting ... which is where the Rainforest Alliance's new verification services come in. We help companies trace the source of the raw materials used for furniture and other products to their source, ensuring that they don't result from illegal logging. We have conducted legal origin verification for Denmark-based DLH, a global wholesale and retailer of lumber and wood products in Malaysia, and are in the process of expanding the program to Indonesia. Because widespread illegal logging in Asia, in addition to its other destructive effects, is also contributing to climate change through the release of greenhouse gases into the atmosphere, the Rainforest Alliance has begun auditing climate change mitigation projects. This year, we started preparing for our first carbon audit in Indonesia for the Australian company Carbon Conservation Pty Ltd of a 1.8 million-acre (740,000-hectare) forest in Aceh — the epicenter of the 2004 tsunami.

#### CERTIFIED BREW DOWN UNDER

Australian-owned Gloria Jean's Coffees, one of the world's fastest growing specialty coffee retailers, has committed to significantly increasing the amount of coffee it purchases from Rainforest Alliance Certified farms to nearly 3.9 million pounds (1,750 metric tons) — and Gloria Jean's plans to increase its commitment by sourcing up to 80 percent of its total coffee supply, or more than 5.5 million pounds (2,500 metric tons) annually, from certified farms within the next three years. Through its purchases, Gloria Jean's has provided tremendous benefits for farmers like Alvaro Reyes, owner of a certified farm in Nicaragua that sells coffee to the company. Within a year of earning certification, Reyes bought a new water-saving ecological coffee mill and created a composting process for the pulp from the unused coffee berries to use as fertilizer. He has also reduced his agrochemical use and protects nearly one-third of his property as forest reserve.







# EUROPE

With rapidly growing awareness of climate change, water shortages and loss of rainforests and biodiversity, Europeans are looking for ways that they can make a small difference every day. Green shopping is more popular than ever, and many companies are responding by offering goods from certified farms or by using paper and wood from responsibly managed forests. The proliferation of the Rainforest Alliance Certified seal on coffee, cocoa, tea and wood and paper products reached an all time high in Europe, where the message to shop green has struck a particularly resounding chord.

## SEAL SIGHTING ALOFT

In October 2006, KLM Royal Dutch Airlines began serving Rainforest Alliance Certified coffee on all of its flights — a first for any European airline. This means that KLM, which serves more than 22 million cups of coffee every year, will buy at least 30 percent of its beans from farms that have met the Sustainable Agriculture Network’s holistic environmental and social standards.

## COFFEE IN GERMANY GOES SUSTAINABLE

Germany’s iconic coffee brand, Tchibo, has set an ambitious goal: by the end of 2008, fully 6 percent of the company’s coffee will come from responsible sources, up from less than 1 percent currently. Visitors to any of Tchibo’s 900 shops can already buy Rainforest Alliance Certified Schattenwald (“shade forest”) Kaffee, and a delicious single-origin coffee in the specialty Raritat line called Honduras Escondida. Soon, other Tchibo coffees in the mainstream Frische Ernte lines as well as the specialty Schatze de Natur offers will be certified.

*“There is nothing more rewarding than hearing from a coffee farmer or timber producer about why they think butterflies and water quality are important and why they are honored to have market support for their commitment to sustainability.”*

— TENSIE WHELAN, PRESIDENT,  
RAINFOREST ALLIANCE



## HAPPY MEALS AND HAPPY FARMERS

Meals at many of the world’s biggest restaurant chain are now happier than ever. In Germany, McDonald’s started to serve 100 percent Rainforest Alliance Certified coffee at McCafes, an upmarket version of the famous yellow arches. They join McDonald’s restaurants in the U.K., Ireland and Sweden as part of a Europe-wide commitment to sourcing certified. The Kraft Foods Arabica beans used to brew the hundreds of thousands of cups of coffee, cappuccino and latte sold every day in thousands of McDonald’s restaurants are harvested on Rainforest Alliance Certified farms in Colombia, Brazil and Central America. The new and growing market for their crops is directly benefiting thousands of farmers and farm workers while protecting the environment.

## MANY SMALL SIPS IN THE RIGHT DIRECTION

European coffee lovers found an increasing variety of certified brews. Well-known coffee brands such as Jacques Vabre (France), Kenco, Grumpy Mule, Pret-a-Manger and Gala (U.K.), Gevalia (Sweden), Jacobs (Germany), Lavazza (Italy), Smit & Dorlas, Coffee Company and Brandmeesters (Holland) all expanded their offerings of coffee with the frog seal. Belgian coffee seekers could find sustainable java at the Antwerp Zoo and Collruyt supermarkets. Meanwhile, the Rainforest Alliance and Nespresso completed the second year of a unique partnership to prove that sustainable farm management practices can actually improve coffee quality.

Nespresso pays high prices for coffee of exceptional quality for its popular espresso machines. Linking sustainable farm management with quality can unite ecosystem conservation with economic success for farmers.

## THE ART OF RESPONSIBLE GREENBUILDING

The expansion of Spain’s premier art museum, the Prado, is the first major Spanish building project to include significant amounts of certified sustainable timber. The Rainforest Alliance verified the source of the timber used throughout the project and concluded that well over half came from sources certified by the Forest Stewardship Council (FSC). UTE El Prado — a temporary union of Spain’s leading construction companies that built the extension — has led the trend toward sustainable timber sourcing in Spain. It’s hoped that the museum extension, which opened in November 2007, will encourage major building projects in Europe to set sourcing of certified sustainable timber as a basic requirement.





*"If you can help people to understand that a sustainable approach is in their best interest economically, that's what matters."*

— ELYSABETH KLEINHANS, FOUNDER OF  
THE KLEINHANS FELLOWSHIP  
FOR RESEARCH IN TROPICAL  
NON-TIMBER FOREST PRODUCTS



## CREATING GLOBAL CHANGE FOR 20 YEARS

The Rainforest Alliance works in more than 60 countries to protect biodiversity and to ensure that workers, their families and communities are decently treated. Thanks to our work and that of our partners, more than 15,600 farm and forestry businesses have embarked on the path to sustainability. By being scrupulous about what we do — so that businesspeople, stakeholders and consumers know that they can trust us, our programs and our commitment — we have helped place sustainability squarely on the global map and within reach of a tipping point where sustainable practices become the norm in key economic sectors and where sustainability is inherent to the definition of successful economic activity.



Below is a small sampling of the items  
and places where our seal can be found...

- Holiday Inns in the United States (coffee)
- Target stores (FSC-certified furniture)
- Ikea (FSC wood — worldwide, RAC coffee — Italian stores only)
- Wal-Mart, Target, Sam's Club and grocery stores across the U.S. (coffee)
- The United Nations (coffee)
- McDonald's restaurants in the U.K. and Ireland (coffee)
- Whole Foods in the U.S. (coffee, bananas, chocolate)
- Harry Potter final book (FSC paper)
- Crate & Barrel (FSC wood furniture)
- Caribou Coffee cafes across the United States (coffee)
- Pottery Barn/Williams-Sonoma catalogs (FSC paper)
- Victoria's Secret catalogs (FSC paper)
- Penn State University — gym (FSC wood)
- Home Depot (FSC wood)

1998

Launch of Rainforest Alliance sustainable tourism division.

2000

Tensie Whelan named Rainforest Alliance executive director.

2002

Coffee from certified farms hits U.S. supermarket shelves.

2004

Total area of forests we certify reaches 33 million acres (13 million hectares).

2005

Rainforest Alliance begins training foresters in China in responsible management.

2006

678 coffee farms in Ethiopia become first to be certified outside of Latin America.





"If you can help people to understand that a sustainable approach is in their best interest economically, that's what matters."

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"We now know that the rainforest is not simply a land of 'exotic' people and wildlife, but is critical to our well-being and even survival."

— CHRIS WILLE,  
RAINFOREST ALLIANCE  
CHIEF OF SUSTAINABLE AGRICULTURE

"We have to remain optimistic that we can change the world. We have no other choice, after all."

— TENSIE WHELAN, PRESIDENT

1997–2007

agriculture tourism forestry

"I think we've been successful because we've stayed true to the values with which we started — the passion to take on major problems and come up with workable solutions."

— DIANE JUKOFSKY,  
DIRECTOR OF COMMUNICATIONS,  
MARKETING AND EDUCATION





# AFRICA

According to the United Nations, Africa — home to 30 percent of the planet’s remaining tropical forests — lost the highest percentage of forests of any region on Earth during the last 30 years, which is why this year, the Rainforest Alliance began to ramp up our focus on the sustainable management of resources throughout the continent. Encouraged by local buyers, suppliers and farmers, the Rainforest Alliance began certifying farms in Côte d’Ivoire, Ethiopia and Kenya and raising awareness of Forest Stewardship Council (FSC) certification in the Congo Basin, the Mediterranean and West Africa. Within another 10 years, we plan to make the Rainforest Alliance’s work in Africa as far-reaching as our efforts in Latin America.

## SOWING THE SEEDS FOR GREENER FORESTS IN AFRICA

The Rainforest Alliance’s forestry team has spent the past fiscal year focusing its efforts on the Congo Basin, the Mediterranean and West Africa — regions that are particularly biodiversity-rich and threatened due to their great wealth of resources. In Africa, we have been promoting sustainable forestry and focusing on building capacity, on group and community certifications and on the certification of forest resources such as nuts and resins. The forestry team has also created new alliances with fellow nonprofits, donors and international agencies in order to strengthen the demand for certification. In collaboration with land-concession holders, governments and local communities, we are developing regionally appropriate certification standards for community forestry, and working to improve forestry management and reduce the negative impacts that result from illegal logging and deforestation.

Building on our successful certification of cork forests in Spain and Portugal as a means of conserving the social, environmental and economic fabric of the Mediterranean’s cork-producing regions, the Rainforest Alliance certified its first cork forest in Morocco this year.

## CERTIFYING FAMILY FARMS IN THE BIRTHPLACE OF COFFEE

After a year of preparation, a group of 678 family farms in Ethiopia became the first in Africa to obtain the Rainforest Alliance Certified™ seal, meeting high-bar standards for ecosystem and wildlife conserva-

tion, agrochemical reduction, better worker housing, health care and education. The certification was the first awarded by the Rainforest Alliance to a coffee farm outside Latin America. According to Ethiopian coffee exporter Suffian Mahdi, who represents the farmers and helped them meet the standards, the certification is a harbinger of interest among African coffee growers, many of whom have noted the certification phenomenon in Latin America, and the advantages it confers in competitive global markets. Not only are the Rainforest Alliance-approved agricultural methods good for farmers, they support healthy forest ecosystems, critical in a country where decades of slash-and-burn farming have significantly reduced Ethiopia’s forests.

The farmers sold their first harvest of certified coffee, totaling nearly 1.5 million pounds (700,000 kilos), to Kraft Foods and used the profit to buy work boots, tools and farm animals to haul their crops. Future profits will be invested in wells and improvements to clinics and schools.

## RAINFOREST ALLIANCE CERTIFIES FIRST TEA PLANTATIONS

The Rainforest Alliance and partner NGOs in the Sustainable Agriculture Network target the major commodities that occupy large land areas and employ millions of farmers in the tropics, so tea was a logical next step. In May, Unilever, which blends Lipton, the world’s most popular tea brand, announced plans to source its entire tea supply sustainably, starting with the Rainforest Alliance certification of Unilever’s own tea estates in Kenya. Kenya is the world’s largest exporter of black tea, which is grown in the country’s highlands. Most of the country’s tea is plucked by small landholders, who combine the vividly green bushes with other cash crops, and on estates, such as those owned by Unilever. “This decision will transform the global tea industry,” said Unilever CEO Patrick Cescau in announcing the partnership. “It is the right thing to do for the people who drink our tea, for the people along the entire length of our supply chain and for our business.”

In addition to the environmental benefits of adopting sustainable practices, certified tea growers will earn higher prices. Unilever estimates that the farmers will receive around \$2.69 million more for their tea by 2010 and around \$6.71 million more by 2015.

After Unilever’s Kenya tea estates are audited for certification, other tea gardens in Africa, Asia and South America will follow.

## COCOA PRODUCTION HEATS UP

To help stem deforestation and improve the poor social and economic conditions on cocoa farms, the Rainforest Alliance teamed up with Kraft Foods, the United States Agency for International Development, the German Agency for Technical Cooperation and the cocoa trading company Armajaro. Together, the coalition is providing guidance, technical assistance and market incentives to encourage sustainable cocoa production in Côte d’Ivoire, among more than 2,000 farmers in six cooperatives over a three-year period. In January, 2007, 350 farms in the group became the first Rainforest Alliance Certified sustainable cocoa farms in Africa. The Rainforest Alliance and its partners are working with the farmers on conserving natural resources, protecting the welfare of workers and their communities and putting into place more efficient management practices.

Promoting self-sufficiency and sustainability among cocoa farmers is particularly important in Côte d’Ivoire, which is recovering from the aftermath of civil war. Cocoa farmers face a host of additional constraints including poor soils, aging cocoa trees, inefficient management practices, low productivity and a lack of marketing information. The project aims to show cocoa farmers that sustainable practices can improve their productivity and their livelihoods while protecting the environment.

Rainforest Alliance certification on cocoa farms has already proven successful in Ecuador where we have worked with our local grassroots partner, Conservación y Desarrollo, since 1997 to encourage farmers to adopt sustainable growing practices. About 2,500 Ecuadorian farmers are benefiting from the program, which Kraft also supports. The first line of Rainforest Alliance Certified chocolate was released in 2004.



*“Before, no one was concerned about wild coffee. Now, the project farmers are more proud of their coffee and grateful to learn about drying techniques and how to improve quality.”*

— ABA GIBI ABA GARO,  
AN ETHIOPIAN FARMER





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## NORTH AMERICA

Much of the Rainforest Alliance's work in the U.S. is focused on education in the broadest sense of the term. We educate businesses and consumers about the benefits of procuring sustainably produced goods and services. We educate architects, builders and printers about responsibly produced wood products. And we educate children as a means of empowering them today and influencing a new generation of conservationists tomorrow.

### LAYING THE FOUNDATION FOR A GREENER BUILDING INDUSTRY

In Pennsylvania, a showcase for the greenbuilding movement, the Rainforest Alliance is helping build sustainable supply chains from forest to end user. Beginning with the 2.2 million acres of Forest Stewardship Council-certified state forestlands, we are working with primary and secondary manufacturers and distributors to channel certified products towards growing market demand. A number of privately and publicly owned Pennsylvania institutions, including Penn State University's Schools of Architecture and Landscape Architecture, the Children's Hospital of Pittsburgh and branches of PNC Bank, were built using Forest Stewardship Council (FSC)-certified wood.

Up the turnpike in New York, financial giant Goldman Sachs took a stand for green building in the construction of its new 2.1 million square foot world headquarters in Battery Park City. The Rainforest Alliance is working with the company's team of architects and contractors to source FSC-certified wood for the construction and interior design of the high-rise. Goldman Sachs plans to source more than 50 percent of all the wood used in the 50-story skyscraper from FSC-certified forests.



Goldman Sachs' commitment is part of its progressive, new environmental policy that includes an increase in the use of FSC-certified and recycled wood and paper products and compliance with the United States Green Building Council's Leadership in Energy and Environmental Design (LEED) rating system. This year, the firm began printing its annual report, client statements, business stationery and research reports on FSC-certified paper — much of it derived from Rainforest Alliance Certified forestlands.

### CRAFTING A RESPONSIBLE FURNITURE INDUSTRY

The Sustainable Furniture Council guides industry members in their adoption of sustainable practices, promoting appropriate standards for all aspects of the industry — from sourcing responsibly produced raw materials such as Forest Stewardship Council-certified wood to responsible production practices and environmentally sound finishes. As a founding member of the council, the Rainforest Alliance is promoting the production of environmentally and socially responsible furniture and is spreading the word to manufacturers, wholesalers, retailers and consumers. Manufacturers and consumers who are interested in buying from FSC-certified suppliers of wood furniture and furniture components can refer to the SmartGuide to Sustainable Furniture and FSC-Certified Components at [www.rainforest-alliance.org/smartguides](http://www.rainforest-alliance.org/smartguides).

### RAISE A GLASS TO WILLAMETTE VALLEY VINEYARDS

Willamette Valley Vineyards in Turner, Oregon, became the first winery in the world to earn Forest Stewardship Council (FSC) certification for using cork stoppers harvested from responsibly managed cork oak forestlands certified by the Forest Stewardship Council (FSC). Willamette's certification counters a prevailing trend in the wine industry toward the use of screw caps or plastic stoppers. The decline in the use of cork threatens the cork forests of the northern Mediterranean — one of the last natural forest ecosystems in Western Europe — along with an economy and culture that has grown up around cork farming for over a thousand years.

Willamette produces some 100,000 cases of wine each year for distribution in the U.S., Canada and the Pacific Rim. Its corks and bottles both carry the FSC and Rainforest Alliance certification seals. The cork stoppers are manufactured by Portugal-based Amorim & Irmãos S.A., the world's largest cork processor, whose facilities are also certified by the Rainforest Alliance.



*"The English program on computer is helping me learn some words, so I'll have a foundation in the language when I begin secondary school while most of the others won't have that exposure."*

— FAUSTO ALEXANDER AMBROSIO JIMÉNEZ,  
STUDENT AND CLASS PRESIDENT AT THE  
ESCUELA NUEVA GRANADA, GUATEMALA



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A GROWING MARKET FOR  
FSC-CERTIFIED PAPER

In the past year, the Rainforest Alliance worked with several leading companies to step up their commitments to source responsibly-produced paper:

- Domtar — the largest maker and marketer of office and printing paper in North America — made its EarthChoice Office Paper, which originates from FSC-certified forestlands in the U.S. and Canada, available to U.S. consumers through Office Depot’s e-commerce Web site and in retail stores throughout the country, and to business customers through Office Depot’s Business Solutions Division. Domtar has been expanding its FSC-certified paper offerings, from 13 certified product lines in 2005 to 23 lines currently. The company also plans to pursue Chain-of-Custody certification for its newly acquired mills from Weyerhaeuser.
- Scholastic Inc., the world’s largest publisher and distributor of children’s books, used FSC-certified paper in the initial U.S. printing of *Harry Potter and the Deathly Hallows*, the final book in the popular series. At 22 million pounds — 65 percent of all the paper used in the printing — it was the largest single purchase of FSC-certified paper to date.
- National Envelope, the only card and envelope manufacturer in the U.S. to be certified by the Rainforest Alliance as meeting FSC standards, produced a line of holiday cards printed on paper from FSC-certified forests.
- Nordstrom, Williams-Sonoma and Limited Brands (the parent company of Victoria’s Secret) also began using FSC-certified paper in their catalogs and other printed materials.

CERTIFIED FLOWERS ADORN  
SUPERMARKET SHELVES

Nearly all of the roses and many other flowers that North Americans share with loved ones are grown in the tropics, especially in Colombia, Ecuador, Costa Rica and Mexico. Rainforest Alliance partner Pronatura Sur began certifying

flowers grown at Finca Argovia in Chiapas, Mexico, and exported to the U.S. by MundoFlowers, a Texas-based company. MundoFlowers plans to feature the Rainforest Alliance Certified™ seal on all company packaging, from boxes to bouquet sleeves.

CERTIFIED COFFEE: A CONTINUING SUCCESS

Since the first coffee farm was certified in Guatemala in 1994, sales of Rainforest Alliance Certified coffee have grown steadily. In 2003, the amount of coffee purchased from certified farms was 7 million pounds; by 2006 the volume had grown to 55 million pounds and on target to break 100 million pounds in 2007. Hundreds of companies, large and small, signed on to sustainability. Here are a few examples in North America:

- Whole Foods Market joined the Rainforest Alliance in a new program, the Whole Trade Guarantee, to ensure that agricultural products from developing countries are produced using socially and environmentally responsible farm practices. Under the program, products including coffee, bananas and chocolate from Rainforest Alliance Certified™ farms will be sold at Whole Foods Market stores throughout the U.S. and Canada.
- Holiday Inn became the largest hotel chain to serve Rainforest Alliance Certified™ coffee when it committed to providing the beverage at all of its nearly 1,000 hotels across the U.S.. At least 30 percent of the beans used to brew the more than 55,000 cups of coffee served at the hotels every day comes from farms that have met rigorous standards including biodiversity conservation, worker protection, healthcare and education for farm workers’ children.
- Sam’s Club, America’s largest warehouse chain, committed to selling a Rainforest Alliance Certified™ coffee brand, Member’s Mark by Marques de Paiva, at all of its 567 outlets across the country. This coffee is roasted by the Brazil-based company Café Bom Dia and is grown in a way that helps conserve Brazil’s Mata Atlantic Forest region, one of the world’s top-10 biodiversity hotspots, where only 7 percent of the region’s original forest area remains conserved.

- As a result of its partnership with the Rainforest Alliance, Minneapolis-based Caribou Coffee Company — the nation’s second largest non-franchised coffee house chain — is supporting sustainably produced coffee and the communities and farms in coffee growing regions. By the end of 2008, Caribou plans to buy half of its beans from Rainforest Alliance Certified™ farms.

NEW PATH TO CERTIFICATION  
FOR U.S. FORESTERS

SmartLogging, a new Rainforest Alliance forestry certification program, granted its first certification to the Maine Master Logger Certification Program (MLC). SmartLogging awards certification to U.S. loggers who adopt best practices for responsible harvesting and undergo annual audits of their procedures. MLC is managed by the Trust to Conserve Northeast Forestlands, a non-profit organization formed by logging contractors that aims to enhance the health of Maine’s working forests and develop market-based incentives for responsible forestry. MLC-certified loggers harvest more than 60 percent of the commercial timber volume in Maine.

BRINGING ECO-AWARENESS TO SCHOOLS

In 2007, the Rainforest Alliance’s Learning Site pages were viewed and downloaded over 1.6 million times, we conducted 49 workshops to train teachers in using our educational resources and worked with four partner schools to help them implement a school-wide, rainforest-oriented curriculum. In our partner schools, science, math, social studies, language arts, music and even physical education were all taught from a “rainforest perspective” as students learned about the importance of forests and the role we all play in resource consumption. Among the past year’s highlights from the four schools:

- This was our first year working with Lafayette Street School in Newark, New Jersey, where first and second graders raised more than \$1,000 to support rainforest conservation in Brazil and Belize. Fifth and sixth grade students designed t-shirts describing the importance of shade-grown coffee. And eighth graders wrote letters to banana farmers in Honduras, urging them to obtain the Rainforest Alliance Certified™ seal.



- At Newark’s Ann Street School, which helped pilot our school partnership model, fourth grade students took part in a scrapbook exchange with students in Colombia, Panama, Guatemala, Mexico and Belize. During a surprise phone call, students in New Jersey and in Guatemala were able to ask each other questions and learn more about each other’s lives. When the Ann Street students learned that their Guatemalan friends were in need of books, they held a book drive to help their Central American neighbors.
- Quitman Street Community School, also in Newark, helped students explore different venues for rainforest protection, including recycling campaigns and water conservation. The school held a fundraising campaign and made a special donation to our Adopt-A-Rainforest program to help stop rainforest destruction.
- At Madison School in Bridgeport, Connecticut, fourth graders held a chocolate festival celebrating the most delicious food to originate in rainforests. Fifth graders held a Rainforest Alliance Certified™ coffee sale. And first graders wrote letters to staff at the Toledo Institute for Development and the Environment, our Sustainable Agriculture Network (SAN) partner in Belize, thanking them for their efforts to protect the manatees and other animals in the Maya Mountain Marine Corridor.







# FUNDERS

*Gracias. Danke schön. Merci. Obrigado. Thank you.*

Around the world, we use so many words to express our gratitude for the support of individual members, foundation and government funders, corporate partners and in-kind donors. As we celebrate 20 years of accomplishments, we are especially grateful to you who make our progress possible.

## CONTRIBUTIONS \$1 MILLION +

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## CONTRIBUTIONS \$100K-999,999

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Valley View Middle School  
Janet M. Vasiluis  
Deidra Wager  
Martha Wales  
Wellesley Middle School  
Magnes Welsh  
Richard T. and Karen Whitney  
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Tom Wirtshafter  
Dennis Wise  
Gerry Wright  
Grace Yu and Nikolas Makris  
Vance Zavela and Jean Schiro-Zavela

## CONTRIBUTIONS LESS THAN \$1,000

Anonymous (2)  
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Adelphia Elementary School  
The AEG Family Foundation  
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AHQ Inc.  
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Shelley Cohen  
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Margaret Decker  
Paula Demoulin  
John L. Dentler  
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Helen M. Dunlap  
Douglas Dunn  
Kent L. Dyer  
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Ellington School  
Hamilton Emmons  
Eureka Middle School  
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William Faulkner

Audrey Faust  
Carol Felton  
John P. Fette  
Tom Finholt  
Sandra C. Finn  
Barry Flicker  
Cecil F. Foster  
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Mr. and Mrs. Brian Frost  
Ellen K. Fujikawa  
Donna Fuller  
Marge Gardner  
Carol and Phillip Gellos  
Jeff Gilliland  
Global Impact  
GlobalGiving  
Fred W. and Diane Glover  
Carlyn E. Goetsch  
Gold River Discovery Center  
Jeffrey B. and Ellen Gracer  
Robert Green  
Brendan Greene  
Neal Grondin  
Martha Groom  
Susan Gudaitis  
Catalina Haha  
Dina and Ted Hartley  
Edward Hastreiter  
Michael Helbein  
William Talbott Hillman Foundation  
Arthur L. Hilt  
Wolfgang Hoehenwarter  
Robert L. Hoguet  
Stephen Hopkins  
Horace Mann Laboratory School



Chic Horn  
William Howenstine  
Hubbard Memorial Library  
Richard I. Hurley  
IBM Corporation - Matching Grants Program  
Intercall, Inc.





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Floyd L. Judd  
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Katherine and Jacob Greenfield Hebrew  
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Dennis and Joanne Keith

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Elizabeth L. Kiriazis  
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Mark Klingbail  
George Labalme  
Parris Lampropoulos  
Charles Law

Marta J. Lawrence  
Donald and Rosanne Le Baige  
Sean Lee  
Legacy Commercial Real Estate, Inc.  
Jona Lehrer-Graiwer  
Linda W. Li  
Liberty Bell Elementary School  
Lincoln Center Elementary School  
Linden Park Elementary School  
Gloria J Linder-Kosierowski and  
Walter J. Kosierowski  
Yuri Litvin  
Peter and Cheryl Lloyd  
Marjorie A. Lulay  
Mr. and Mrs. Laurance L. Mackallor  
Mamaroneck High School  
David G. Farragut High School  
Sara J. McInnis  
Menlo-Atherton High School  
Millbridge School  
Philip and Iliana Mindlin  
Linda M. Monfornoso  
Montclair Cooperative School  
Montessori School of Covington  
Laura Moore and Gregory Olsen  
Shozo, Maryellen and Jonathan Mori  
Angela H. Morris  
Scott Morrissey  
Ruth Morton  
Mrs. C's 5th Grade Class  
MTA New York City Transit  
Lisa Mulligan  
Miriam R. Murdock

Rosalie A. Nielsen  
Hans Noll  
Oak Crest Village  
Ryan O'Hara  
Janet Owen  
Parker Montessori Educational Institute  
Parkmont Elementary School  
Kelley Pelzer  
Geoffrey Peters  
Ellen and Eric Petersen  
Academy of King Edward  
Evan Pivnick  
Sue Plumley  
Pomfret School  
Joseph A. Popper  
Poughkeepsie Day School  
Richard G. Pritzlaff  
R. B. Pruitt  
Leslie and David Puth  
Quogue School  
Prasad Ramnath  
Lauren Ratner  
David A.F. Raynolds and Sharon Bolles  
Bethany A. Reed  
Francis Renzler and Ann Marcus  
Richmond Hill SAFE Club  
Caroline Robbins  
Rochester Area Community Foundation  
Rodef Shalom Family Center  
J. Rogers  
Jonathan Rose  
Mr. and Mrs. Bryan K. Rutledge  
Sacred Heart Second Graders  
Salisbury Middle School  
Stephane Samuel  
Jay and Linda Sandrich  
Reema Sanghvi  
James and Carol Schmoock  
Karol Schulkin  
The Schwab Fund for Charitable Giving  
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Paul C. Schwartz  
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Christine Semenkeno  
Naina Sharma  
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Ted P. and Mary Jo Shen  
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Barry Slosberg  
Ronald and Sharan Soltau  
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St. John The Evangelist School  
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Shaler Stidham  
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The Thanks Giving Circle  
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Christopher D. Tower  
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Randy and Diane Twist  
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Ronald J. and Paula P. Withrow  
Blaikie and Robert Worth  
Kelvin Yen  
Elisabeth Zall  
Dewey K. Ziegler

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59E59 Theaters  
Acqua Beauty Bar  
Alcan Inc.  
Alexander Hamilton House,  
The Stone Barns Center and  
Blue Hill at Stone Barns  
Ali Budiardjo, Nugroho, Reksodiputro  
American Symphony Orchestra

Art Wolfe, Inc.  
Arthur Murray Dance Studio,  
Yonkers, NY  
Bamm Hollow Country Club  
Barnes & Noble Booksellers  
Basking Ridge Country Club  
Bird & Bird (Amsterdam)  
Bird & Bird (London)  
Bradford Renaissance Portraits  
Bufete Aguirre  
Cambridge Beaches  
Christopher Herrmann and Joseph Lorino  
Continental Airlines  
Craftbar  
Dahon California Inc.  
Dallis Coffee  
Domtar  
Doral Golf Resort & Spa  
Ecoventura/Galapagos Network  
EDUN  
Eileen Fisher  
Eric Rothenberg and Catherine Ludden  
Garrigues  
Gettysburg Convention & Visitors Bureau  
Gibson Foundation  
Global Abogados  
Goldman, Sachs & Company  
Gotham Comedy Club  
Harris Lithographics  
Holland & Knight LLP  
Horizontes Nature Tours  
J. Henry Fair  
Karen Dodds  
L.L. Bean, Inc.  
L.P. Thebault Company  
Lapa Rios  
LÁRABAR®  
Leshem Loft  
Loomstate  
Lorna Auerbach and Lawrence Alan  
Wheat  
Maggie Lear and Daniel R. Katz  
Magnolia Flowers & Events LLC  
Mannic Productions  
Marc Jacobs  
Marci Zaroff / Under the Canopy  
Martin Guitar  
Mary Williams  
Mayora & Mayora, S.C.  
Morgan & Finnegan LLP  
Morgan, Lewis & Bockius  
Morgan's Rock  
Nassar Abogados

National Envelope  
Nature Air  
Nestlé Nespresso SA  
New York City Opera  
New York Football Giants  
Nicole Miller  
Nina McLemore  
O'Melveny & Myers LLP  
ORONOCO Rum  
Pacific Event Productions  
Pamela Sunday  
Paratore Audio-Visual Inc.  
Paul, Hastings, Janofsky & Walker LLP  
Piedras y Pretties  
Plenty Magazine  
Porto Rico Importing Company  
Quillan Fine Art Sculpture  
R.G.C. Jenkins & Co.  
Rainforest Native  
Rosanna and Kyle Alexander  
Eileen Fisher  
Schneider Vineyards  
Scholastic Inc.  
SeaWorld San Diego  
Sharon A. Gordon, M.Ac., L.Ac.  
Sidney S. Whelan, Jr.  
Silk Studio, Inc.  
Sive, Paget & Riesel, P.C.  
Smith Barney  
Snowshoe Mountain Resort  
SQN Communications Design  
Starbucks Coffee Company  
Stortz Lighting  
Studio Vetriccio  
Sylvia Heisel  
Tensie Whelan  
The Ambrose  
The Estee Lauder Companies Inc.  
The Four Seasons Restaurant  
The Late Show with David Letterman  
The New York Observer  
Tiffany & Co.  
Townhouse Spa  
Tron y Natera S.C.  
Twisted Limb Paperworks  
Verē  
Villas de Guatemala  
Vintage Plantations Chocolates  
Votaw Photography  
White & Case LLP  
Wickaninnish Inn  
Yoga Works  
Zhong Lun Law Firm

SUSTAINABLE BUSINESS FORUM

Gibson Musical Instruments  
Goldman, Sachs & Co.  
Pfizer

RAINFOREST ALLIANCE LEGACY SOCIETY

Lynn Caporale  
Dr. Karl Fossum  
Helene Frankel  
Ilse Holliday  
Elysaabeth Kleinhans  
DeNyse Pinkerton  
Pamela Simonsson

EVENTS \$10,000+

Anonymous  
Alcoa Foundation  
Allegro Coffee Company  
Candlewood Timber Group LLC  
Caribou Coffee Company, Inc.  
The Central National-Gottesman  
Foundation  
Chiquita Brands International, Inc.  
Datterra & Bruzzi LLC  
Roger and Sandra Deromedi  
Domtar  
ECOM / Atlantic (USA)  
The Estee Lauder Companies, Inc.  
Karl Fossum and Martina Leonard  
Fuji Hunt Photographic Chemicals, Inc.  
Gibson Foundation  
Gloria Jean's Coffees  
Wendy Gordon and Larry Rockefeller  
ICF International  
innocent  
JPMorgan Chase  
Maggie Lear and Daniel R. Katz  
Elysaabeth Kleinhans  
Kraft Foods Inc.  
LaSalle Bank  
The Lear Family Foundation  
Mendocino Redwood Company LLC  
Mohawk Fine Papers  
National Envelope  
Nestlé Nespresso S.A.  
O'Melveny & Myers LLC  
Pfizer  
Pictorial Offset Corporation  
Potlatch Corporation  
Rabobank International

Anthony Rodale  
Peter M. Schulte and Katie Carpenter  
SPP Capital Partners LLC  
Tembec  
UBS Investment Bank  
UCC Ueshima Coffee Company, LTD  
Weber Shandwick Worldwide  
Ann Ziff

EVENTS \$1,000 - \$9,999

Labeeb M. Abboud  
Kimberly and Nariman Atkhami  
Cecilia and Santiago Aguerre  
Alcan Inc.  
Lisa and Steve Altman  
Altria Group, Inc.  
American Woodmark Corp.  
Andre Balazs Properties  
Appleton Coated LLC  
Atlantic Specialty Coffee  
Lorna Auerback and Larry Wheat  
Behnam Badiie  
Sherry and Hosey Bahrambeygui  
Kathleen and George Beebe  
Bellstar Marketing, Inc.  
Eric Benson  
Elisabeth Bergan  
Beveridge & Diamond, P.C.  
Boyd Coffee Company  
Cafe Bom Dia International  
Central Lewmar LLC  
Adam and Mary Cherry  
Citigroup  
Coffee Holding Company  
Daniel Cohen and Leah Keith  
Steve Colten  
Valerie and Harry Cooper  
Carol Despres  
Diedrich Coffee  
Domtar Distribution Group  
Santiago Dunn  
Dan Dwyer  
Environ Corporation  
Rocco Fabiano  
Kathy and Mark Fackler  
Jonathan and Marcia Feuer  
The Forestland Company LLC / ATCO  
Bernward Geier  
Mindy Goldberg and Cary Tamarkin  
Goldman, Sachs & Co.  
Kristen Golembesky and Tim Doscher  
Sive, Page & Reisel, P.C.  
Robert M. Hallman, Esq

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John Henderson  
Christopher Herrmann and Joseph Lorino  
Stacy and Paul Jacobs  
Hal and Debby Jacobs  
Jennifer Josephson  
Debbie and David Kahn  
Kanematsu Corporation  
Karen and Howard Clark  
KB Home  
Balzac Brothers & Co.  
Lara Koritzke  
L.P. Thebault Company  
Lapa Rios  
Kim Larson  
Johnson & Johnson  
Kate Lear and Jonothan LaPook  
Peter Lehner  
Jim Lenhoff  
Leon Lowenstein Foundation, Inc.  
Lindenmeyr Munroe  
Luigi Lavazza S.p.A.  
H. W. Lutrin  
Pablo and Mariela Madero  
Malcolm Pimie  
Nasrin Mani  
Masisa  
Carlin and Peter Masterson  
Mary Stuart Masterson and Jeremy  
Davidson  
Lorna Alskne and Chris McKellar  
Marcelo Michelsohn  
The Millstone Coffee Company  
Mitsubishi International Corporation  
The Moore Charitable Foundation  
Patrick Morris  
Gigi Mortimer  
Nathan Moser  
Kathleen Moskal / Verē  
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of Colombia  
Holly and Dieter Nottebohm  
Susan Nowakowski  
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Rafael Pelli  
Javier Perez  
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Christopher and Theresa Petermann  
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Ira M. Resnick  
Alison F. Richard  
Mike and Faye Richardson

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Gary Samuels  
Sandy Alexander Inc.  
Elena Sansalone and Jan Van Meter  
Patricia Scharlin  
Scholastic, Inc.  
Daniel J. Schwartz / Nexvue Information  
Systems  
Andrew Shore  
John and Isabelle Silverman  
Kerri A. Smith  
David and Miriam Smotrich  
Elizabeth Speer  
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Steven Strauss and Lise Wilson  
Elizabeth Talerman  
Martin Tandler  
Cathy Taub and Lowell Freiberg  
Time, Inc.  
Timothy's World Coffee  
Turner Foundation, Inc.  
Tatsushi Ueshima  
Unilever  
Alidad Vakili and Ommid Asbaghi  
VOLCAFE GROUP  
The Waitt Family Foundation  
Wechsler Foundation  
Magnes Welsh  
Sidney S. Whelan, Jr.  
Gregory Wiener  
Diane Jukofsky and Chris Wille  
Mary Williams  
Alan and Karin Wilzig  
Henry Zachary  
Seymour W. Zises  
Smith Barney

EVENTS UNDER \$1,000

Roshan and Hamid Alavi  
Robert A. Altman  
Jennifer and Rik Armour  
Lori Arnold  
Hooman Asbaghi  
Axis Mortgage Services  
John Balint MD  
Diane and Douglas Roberts  
Debbie Beacham  
Dennis Becker  
Phillip Belpedio  
David and Maggie Bentley  
Michael Billings  
James Boaz

Lissilaa Boutique  
Frederick Buffone  
Daniel Bunn  
Alexander Byers  
Chad and Maureen Carpenter  
Paul Chasen  
Jake and Nikoo Chitayat  
Chrysalis Ventures Foundations  
Karl Coleman and Jennifer Vandersanden  
Michael Coles  
Brian Collins  
Jennifer L. Costley  
Custom Direct, Inc.  
Michael Daly  
Edward Daly  
Malcolm and Angela Davies  
Dominican Sisters  
Daniel Doucette and Scottye Lindsey  
Brian Dougherty  
Ivy Dressler  
Dinesh and Dixie D'Souza  
Luis F. Duchicela  
Emily Einhorn  
Warren and Carol Emblidge  
Briehan Lynch and Alexander Evis  
John and Laleh Ferry  
Danielle Forester  
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William N. Hubbard  
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Michelle Hurst and James Smith  
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Jesse Johnson  
Bret Jorgensen  
Nancy Kaminsky  
Hamid Kazerouni  
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Matt Kelly  
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Drs. Hamid and Melissa Mani  
Rene B. Mares  
MBNA America Bank N.A.  
Timothy McGowan  
Colleen McNally  
Charles McNeill  
Barry Meinert  
Helle Meinertz  
mindSHIFT Technologies  
James J. Mittermiller  
Halef Moghimi  
Alan and Christy Molasky  
Laura Moore  
Marci Morgan  
Shozo, Maryellen and Jonathan Mori  
Shauna Newman  
Kamran Niknejad  
Lisa Norton  
Oberlander Dorfman Inc.  
Matthew C. Osborne  
K. Pahlavi  
Christina L. Pennoyer  
Stan Perry  
Pattie and Larry Pierson  
Stuart Posnock  
Julie Potiker  
Jason M. Pouncy  
Seth Richmond

Kenneth and Nathalie Riis  
Edward Rosen  
Lauren E. Rosen  
Laleh and Alex Roudi  
Harry Rubin  
Mark Rubinstein  
Victoria Sack  
Mohsin Saeed  
Carol Saikhon  
The Susan Sarandon Charitable  
Foundation  
Gary Schneider  
Marla A. Schwartz  
Gina M. Seau  
Jay Short  
Leslie Simon  
Ron G. Soltero  
Alex Sonkin  
Peter Stahre  
W. Justin Suiter  
Moira Sustaeta  
Bill Swoope  
Donald Tash  
Ana Paula Tavares and Andrew Rosen  
Eliot Tubis  
First Republic Bank  
Laura Turner Seydel  
Vintage Plantations Chocolates  
Ed Wakeham  
Jacqueline Walther  
Hans Wasmoeht  
John H. Watts  
Richard Weit  
The Lyme Timber Company  
Miriam and Roger Widmann  
Jill Wolfenzon  
XPEDX  
Jack and Sandy Zemer

## 2007 FINANCIAL OVERVIEW

### SUMMARY OF ACTIVITIES

As of June 30, 2007 (with Comparative totals for fiscal year 2005)

SUPPORT & REVENUE	2007	2006
Foundations	3,488,185	2,657,040
Government	7,097,322	4,876,819
Contributions/Membership	2,597,903	1,586,708
Special Events	1,400,266	833,446
Fee for Service	5,994,270	4,750,927
Other	894,579	709,849
	21,472,525	15,414,789

### EXPENSES

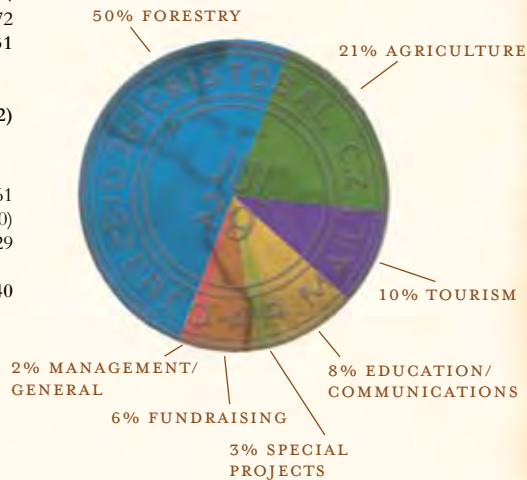
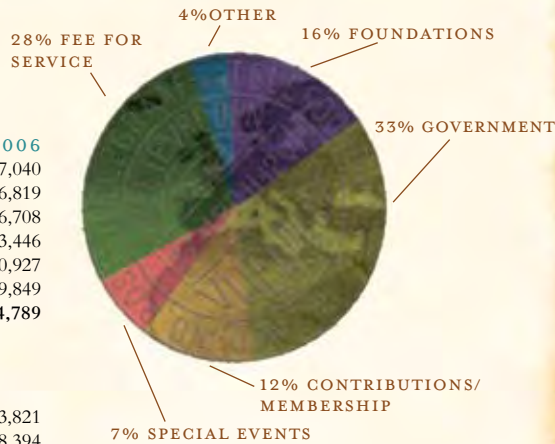
Forestry	9,841,784	8,223,821
Agriculture	4,211,678	3,438,394
Tourism	2,078,994	1,385,886
Education/Communications	1,584,973	1,069,129
Special Projects	665,707	148,655
Total Program	18,383,136	14,265,885
Fundraising	1,149,817	986,874
Management/General	395,182	220,272
	19,928,135	15,473,031

Change in Net Assets	1,544,390	(58,242)
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### SUMMARY OF NET ASSETS

Unrestricted	2,302,597	1,477,461
Unrestricted-Recoverable Grant	(2,391,750)	(2,429,250)
Temporarily Restricted	1,844,983	1,163,229

Total Net Assets	1,755,830	211,440
------------------	-----------	---------



### BOARD OF DIRECTORS FISCAL YEAR 2007

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**Labeeb M. Abboud, Vice Chair**

Bert Aerts  
Dr. Noel Brown  
Karen Clark  
Daniel Cohen  
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Dr. Karl Fossum  
Wendy Gordon  
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Diane Jukofsky\*  
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Eric Rothenberg  
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Martin Tandler  
Annemieke Wijn  
Chris Wille\*  
Mary Williams  
Alan Wilzig

\* non-voting member

### CREDITS

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Design Coordinator: Angela Richards Donà  
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Page 29: all Silk Studios

## 2007 ANNUAL GALA



*Above Left:* Daniel R. Katz, board member; Ann Ziff; Henry Juszkiewicz, board member; Karin Krieder, director of sustainable agriculture.

*Above:* Catherine Crier; Tensie Whelan, president, Rainforest Alliance; R.E. Turner.

*Left:* Bebe Neuwirth; Michael Cole, chairman & CEO, Caribou Coffee.

This annual report is printed on Cougar Opaque, an FSC-certified paper. We thank Domtar for their generous support through the donation of this paper.

The paper used in this report is produced from raw materials that are certified by the Rainforest Alliance, to the standards of the Forest Stewardship Council (FSC). The FSC is an independent nonprofit organization devoted to encouraging the responsible management of the world's forests. FSC sets high standards that ensure forestry is practiced in an environmentally responsible, socially beneficial, and economically viable way. Landowners and companies that sell timber or forest products seek certification as a way to verify to consumers that they have practiced forestry consistent with FSC standards.

Soy-based inks were not used because soybean production is a leading cause of rainforest destruction.

For information about the Rainforest Alliance's programs and achievements, please visit [www.rainforest-alliance.org](http://www.rainforest-alliance.org).

**FPO FOR  
FSC PLACEMENT**





**SQN job no:** 0709010 **Client:** Rainforest Alliance **Project:** 2007 Annual Report **Date:** 30APR08  
**Stage:** Dr10 **Size:** 11 x 8.5 inches **Ink:** 4/4 **Stock:** cream uncoated