



Rainforest
Alliance

2008 ANNUAL REPORT





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

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Look up the definition of the words “stable” and “sustainable” and you’ll find they are virtually synonymous: to support, hold, endure. It is more than mere coincidence that the world’s economic stability and environmental sustainability are simultaneously facing unprecedented challenges. Gobble up more resources than you can sustainably produce and it is a prescription for the entire system—both economic and environmental—to come crashing down.

While governments, economists, banks and businesses frantically search for ways to shore up our depleted great global coffers and scientists doggedly pursue evidence of any number of species that at any moment may forever vanish from the face of our planet, the Rainforest Alliance continues to persevere on the path toward economic and environmental sustainability.

Joined by farmers, foresters, hotel owners, tourists, shoppers, manufacturers, publishers, printers, supermarket owners, coffee drinkers, tea sippers, banana buyers and chocolate fans the world over, we continue to help people who draw their livelihoods from the land to do so without compromising vital resources; to promote methods that provide for the health and welfare of their families and communities; to protect biodiversity and above all, to ensure that everyone, everywhere can participate in the building of a more environmentally, economically and socially stable and sustainable planet.

Farmers in Latin America, Africa and Asia are becoming inoculated against the vagaries of increasingly volatile climates—both weather- and market-related—as they adopt measures to ensure the sustainable production of crops. In Côte d’Ivoire, the world’s former cocoa capital, farmers still recovering from the depredations of a protracted civil war must contend with poor soils, aging trees, inefficient management methods, low productivity and a lack of marketing information. But those like Ouarmé Atome—who recently learned ways of increasing his livelihood and nourishing his lands in Rainforest Alliance-

led workshops—are enjoying newfound optimism. “I am more convinced than ever before that the adoption of best practices will result in higher yields and better conservation of the environment,” reflects the 51-year-old owner of two cocoa farms. After learning new and improved methods for crop cultivation, Atome recently harvested 4.5 tonnes of beans as compared to last year’s yield of 3.5 tonnes.

Atome’s homeland region of Issia, like many of the places we work, is fabulously rich in biodiversity but stunningly impoverished economically. It is precisely at this fertile intersection where economic and human capital converge that the Rainforest Alliance is sowing the seeds of a new Green Revolution. The following pages provide an overview of where we have met with unprecedented success this year. Here are just five highlights from our sustainable forestry work:

- In Aceh, Indonesia, after the devastating 2004 tsunami followed on the heels of violent political upheaval, we are providing communities with economic incentives to keep their forests intact, enabling them to earn credits for the carbon stored in their trees.
- In rural Morocco, we are finding ways for communities that rely on forests for food, medicine and income to generate alternative revenue sources by laying the groundwork for the certification of cork.
- In China, where the demand for wood and other resources is reaching stunning proportions, we are training thousands of government officials, entrepreneurs, scientists and students to protect their forests by adopting responsible harvesting methods.
- In Quebec, where deer, wild salmon and caribou are finding less free range to roam, we are guiding small forest owners—not only industrial-sized businesses—along the path to sustainability.
- In Nicaragua, we are working with local communities to restore five million acres (two million hectares) of coastal forestland that was devastated by Hurricane Felix in 2007.

Just as the financial crisis has reached epic proportions requiring great global solutions, the loss of biodiversity, soil erosion, water pollution and a myriad of other environmental challenges are intricately intertwined with one another and ultimately with us all. Drink *un café* on the Rue de Rivoli, and you could be helping a farmer in Peru plant trees to shade his coffee plants. Those trees, in turn, may provide habitat for a family of sloths, who host entire ecosystems in their algae-laden coats. Buy a table in Tulsa and you could be supporting sustainable forestry in Bolivia. As you read this year’s highlights, know that each results from the contributions of thousands upon thousands of ecosystems of individuals and communities—an entire planet’s worth of small villages, societies, individuals and communities committed to shaping a better future for themselves and their children.

Tensie Whelan

Tensie Whelan
Executive Director



Daniel R. Katz

Daniel R. Katz
Board Chair



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By promoting farm and forest management methods that have proven successful elsewhere in the world, the Rainforest Alliance is working to reverse the disturbing trends that have led to widespread deforestation throughout the African continent.

AFRICA

A photograph of an African savanna landscape. In the foreground, there are several acacia trees with their characteristic flat-topped canopies. The ground is dry and covered with low-lying vegetation. In the background, a large, snow-capped mountain, likely Mount Kilimanjaro, rises against a blue sky with scattered white clouds. The word "AFRICA" is overlaid in large, white, bold capital letters at the bottom of the image.

Ethiopian coffee regions are a biodiversity hotspot, and here more than anywhere else we are combining coffee production, forest conservation and biodiversity protection. This is not only in Ethiopia's best interest but in the collective interest of the world.

Assefah Tigneh, Rainforest Alliance Technical Representative, Ethiopia

While African nations possess a vast wealth of natural resources, they also face a host of challenges including poverty, political instability and environmental degradation—the result of damaging logging and farming. Sixty-five percent of Africa's population subsists on less than \$1 a day, and according to the United Nations, the continent lost the highest percentage of forests of any region on Earth during the last 30 years, resulting in the loss of tens of thousands of plant and animal species. By providing the tools and economic incentives to manage the land sustainably, the Rainforest Alliance is helping to conserve Africa's precious biodiversity while increasing the livelihoods of some of the world's most impoverished people.

Growing Support for African Farmers

In Ethiopia, the Rainforest Alliance Certified™ seal was first awarded to coffee farms in 2006. In addition to helping these farmers run their operations more sustainably and efficiently, we have been working with businesses that sell Africa-originated Rainforest Alliance Certified products and cultivating relationships with international food companies forging links between consumers in developed economies and producers in Africa. Certification brings continuous improvements to environmental protection, farm management and worker welfare, as well as enabling growers to obtain higher prices for their harvest.



Coffee: In Ethiopia, coffee is grown on small farms, tended alongside subsistence crops including avocados, bananas and beans. Enticed by the promise of short-term gains, farmers are clearing their lands to produce charcoal and create pastureland. To put a stop to these environmentally destructive practices, which are threatening Ethiopia's coffeelands, and help farmers cope with ongoing problems such as aging trees and water shortages, the Rainforest Alliance is introducing sustainable growing techniques and, through certification, providing smallholder farmers with an economic incentive to conserve their farmlands.

In Ethiopia, 9,500 small-scale coffee producers farming 34,600 acres (14,000 hectares) have earned the Rainforest Alliance Certified™ seal. Tanzania, where most coffee is also grown by small-scale farmers as one of several subsistence and cash crops, now has two Rainforest Alliance Certified coffee farms.

Forest Elephant

African forest elephants are a distinct species from the more commonly known African bush elephants. Small and stocky with rounded ears and relatively straight tusks, an estimated 100,000 of these stalwart mammals have managed to evade the relentless pursuit of poachers who are decimating the population of this endangered species. To ensure the survival of forest elephants in Central and West Africa, the Rainforest Alliance is establishing controlled hunting procedures, installing anti-poaching eco-guards in concession and park buffer areas, defining and delineating high-conservation value forests and educating local villagers about protected species. And by promoting and facilitating the development of sustainable, income-generating activities in these areas—such as responsible forestry—we are reducing pressures on many species of local fauna, including forest elephants.



Cocoa: Smallholder farmers in West Africa are improving the way they cultivate cocoa—along with bananas, vegetables and dried beans—and finding new markets for their produce, thanks to our work with a consortium of nonprofit groups. Based on the success of our cocoa program in Ecuador and Côte d'Ivoire, we are developing sustainable cocoa production practices in Ghana.

In West Africa, where 70 percent of the world's cocoa is produced, eight cooperatives representing 2,000 cocoa farmers are now Rainforest Alliance Certified.

Tea: Unilever—whose product lines include Lipton and PG tips—has been working with the Rainforest Alliance to certify its own tea estates as well as those of its suppliers in Kenya and Tanzania. The company plans to extend this work to Malawi and Rwanda, in addition to several countries in Asia.

Tea plantations covering 134,600 acres (54,471 hectares) are now Rainforest Alliance Certified.



Stepping Up to Sustainable Forest Management in Ghana

Western Ghana's moist forests provide habitat for chimpanzees, pygmy hippos and forest elephants. Yet five decades worth of indiscriminate and illegal logging have put these animals at risk. Which is why it is so critically important that the Samartex Timber and Plywood Company—which manages 392,730 acres (159,000 hectares)—harvest these lands responsibly. While Samartex was not quite ready for full Forest Stewardship Council (FSC) certification, through SmartStep—a Rainforest Alliance program that helps forestry companies gradually but steadily achieve their sustainability goals—the company plans to apply for full FSC certification by the end of 2009. Meanwhile, Samartex is conserving its forestlands and enhancing the welfare of its 2,500 employees through schools, medical facilities, water and electricity as well as job and youth apprenticeship programs.

Certifying Cork and Argan Oil to Conserve Moroccan Forests

Morocco's rural communities rely on forests for vital resources and services including timber, fuel wood and watershed protection as well as honey, mushrooms, berries and medicinal plants. But illicit logging, livestock overgrazing, forest fires and the over-collection of firewood are rapidly destroying Morocco's forests. To provide rural people with the incentive to keep their forests intact and help them generate an alternative source of income, the Rainforest Alliance and partner organizations are laying the groundwork for the certification of cork and argan oil, a product extracted from the fruit of the argan tree (*Argania spinosa*) and used in cosmetic and culinary applications.

In Morocco, the Rainforest Alliance has begun developing regional certification standards and training local auditors and has carried out FSC pilot certification tests on about 11,120 acres (4,500 hectares) of cork oak and argan lands.

Rainforest Alliance Certified farms conserve wildlife habitat, soil and waterways. They protect the rights and well-being of workers, their families and communities. And they have the tools and techniques they require to operate efficiently.



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Threatened by exploitation, overgrazing and soil erosion, the argan tree is essential to the ecological health of southwest Morocco, where two million people depend on its nutritious oil for their livelihoods.

In 2006, the Rainforest Alliance began working with cocoa producers in Côte d'Ivoire. By 2008, 2,000 producers had earned the Rainforest Alliance Certified seal. A study by the German Technical Cooperation (GTZ) found that these producers saw benefits in the following areas.

Economic

- Growing interest from new buyers
- Price premium of \$280,000 for 986 producers during second cocoa distribution
- Stricter quality control and higher quality product

Social

- New awareness regarding child labor
- Improved housing
- Increased hygiene
- Increased school enrollment rate

Environment

- Increased number of shade trees
- Measures for protecting waterways
- Increased awareness of alternatives to agrochemicals



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To ensure that Asia's biodiversity and wildlife habitats are conserved and that local communities retain their ability to earn a living from the land, the Rainforest Alliance is expanding our work throughout the continent.

ASIA

Aceh is serious about leading the world into a sustainable future by implementing an integrated green approach to land and forest management and by curtailing illegal logging.

Irwandi Yusuf, governor of Aceh, where the Rainforest Alliance verified a carbon project intended to conserve the largest remaining bloc of unprotected Sumatran forests, ensure that local people benefit from the sale of carbon credits and mitigate the effects of global warming.

Asia is a repository of natural wealth, including one quarter of the world's tropical forests and half of its biological species. It is also home to millions of people whose way of life is intricately intertwined with these forests and who rely on them for their survival. But these natural resources and the lives they sustain face enormous challenges that are caused, in part, by rapid economic growth. The skyrocketing demand for wood products from China—now the world's fourth-largest economy—signals that Asia's forests are likely to face ever-increasing pressures. To ensure that the continent's biodiversity and wildlife habitats are conserved while local communities retain their ability to earn a living from the land, the Rainforest Alliance continues to expand our forest and chain-of-custody certification efforts throughout the region, particularly in China. We are working with farmers cultivating tea and coffee and building new markets for agricultural and forest products sourced from certified land. We have also begun to work on the verification of carbon-offset projects as a means of combating global warming and providing income to local people in exchange for the sustainable management of their forestland.



Fighting Global Warming Through Forest Conservation

In Indonesia's Aceh province on the island of Sumatra, widespread illegal and industrial logging and the conversion of forests to palm oil plantations are causing rampant deforestation. As forests are lost, enormous quantities of carbon dioxide—the greenhouse gas most responsible for climate change—are released into the atmosphere. The Rainforest Alliance served as an independent auditor for a project promoting the conservation of a 1.8 million-acre (750,000-hectare) forest that we validated as having met the carbon mitigation, environmental and social standards of the Climate, Community & Biodiversity Alliance (CCBA). This international standard for land-based projects aims to curb climate change worldwide through the production of verifiable carbon offsets.

The FSC/Rainforest Alliance certificate gives credibility to KHTL because the world believes and agrees that we are managing the forest sustainably.

Abdul Harris Tamburaka, head of Koperasi Hutan Jaya Lestari (KHJL), a cooperative of certified teak farmers in Sulawesi, Indonesia.



Sumatran Orangutan

Aceh's tropical forests on the island of Sumatra are among the richest and most diverse on the planet, providing habitat for rare and endemic wildlife including elephants, tigers, leopards and the endangered Sumatran orangutan. Rapacious logging and the increased conversion of forestland to palm oil plantations have sent these animal populations plummeting. The tree-climbing Sumatran orangutans, which live up in the branches, traveling from one tree to the next, are running out of habitat. According to Indonesia's Ministry of Forestry, an area of orangutan habitat half the size of Switzerland is lost each year. Some scientists believe the orangutan—a Malay word that means "man of the forest"—is nearing the brink of extinction. The primate's population, which numbered an estimated 85,000 in 1900, is down to a critically endangered 6,600 animals. The very survival of the species rests on forest conservation and the sustainable production of certified timber, which is what makes the Rainforest Alliance's carbon conservation work in Indonesia so vitally important.





Through our first validation of a carbon-offset project, the Rainforest Alliance is helping to ensure that the residents of Aceh, Indonesia receive financial incentives to protect their resources.

The project in Aceh gives local residents the incentive to protect their forests by enabling them to earn proceeds from carbon credits sold on the international carbon exchange market to companies aiming to offset their emissions. The additional income allows Aceh communities to develop alternative livelihoods such as sustainably managed small-scale forestry businesses and farms. Such investments are vital to the economic recovery of Aceh, which is still rebuilding after years of violent political upheaval and the 2004 tsunami that left hundreds of thousands of people dead or homeless.

Guiding China Along the Path to Sustainable Forestry

China's explosive economic growth over the last decade has made it one of the biggest global manufacturers of wood products—the country is now the world's leading furniture exporter and plywood producer. But much of the wood is imported from environmentally destructive—and often illegal—sources in Southeast Asia, Russia and Africa. To encourage the conservation of forests, the Rainforest Alliance...

- Co-sponsored a major international conference in Beijing on sustainable forestry and the benefits of certification that was attended by more than 240 conservation experts, investors, and government and business leaders from around the world.
- Has been promoting FSC certification, training over 8,000 government officials, entrepreneurs, scientists and students in sustainable forestry since 2005.
- Established the only professional forest certification Web site in China, in partnership with the Chinese Academy of Forestry and WWF China.

The number of FSC Chain-of-Custody certificates issued in China has jumped by over 400 percent over the past three years; the number of FSC forest management certificates has increased by 200 percent; and the acreage of FSC-certified forestland has increased by 70 percent.

By transforming logging concessions into conservation areas and community forestry zones that permit limited and carefully managed harvesting, the carbon project in Aceh, Indonesia aims to reduce the deforestation rate by 85 percent over 30 years. This will conserve more than 711, 000 acres (288,000 hectares) of forestland—thereby avoiding the emission of more than 3.3 million tons of carbon dioxide annually, **which is about equivalent to the annual emissions of 150,000 Americans (or 300,000 Europeans).**





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Businesses throughout Western Europe are responding to consumer pressure for sustainably produced goods, while in Eastern Europe the Rainforest Alliance is using certification as a tool to combat the illegal logging that is endangering species including wild boar, elk and lynx.

EUROPE

It's business-driven sustainability. We're making money; the farmers are making money. We think it's the only way forward.

Elizabeth Wenner, director of sustainability for Kraft Foods

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The proliferation of the Rainforest Alliance Certified seal on coffee, cocoa, tea and wood and paper products has reached an all-time high in Europe, where the message to shop certified has struck a resounding chord with consumers. On the ground, we are working in both Spain and neighboring Portugal to conserve cork forests—one of the last natural forest ecosystems in Western Europe. And in Eastern Europe, the Rainforest Alliance is partnering with the nonprofit group NEPCo to ensure that wood is harvested legally and meets standards for Forest Stewardship Council (FSC) certification.

Sustainability Sweeps the Continent

The number of major European companies selling Rainforest Alliance Certified agricultural and wood products continues to grow apace, in response to the increasing demand for sustainably produced goods from consumers in the UK and continental Europe:

- In Western Europe, consumer goods giant Unilever started selling certified tea under its Lipton Yellow Label, Lyons and PG tips brands, and the company continues to work toward its goal of sourcing all of its tea sold in Western European markets from Rainforest Alliance Certified farms by 2010. In addition, Unilever has pledged that by 2015 all Lipton Yellow Label tea bags, regardless of where they are sold, will contain only tea harvested from certified farms. This means that those farmers who support the rights and welfare of workers and demonstrate their respect for wildlife and forests—like those who work at the Kericho Estate in Kenya, the first Rainforest Alliance Certified tea estate in the world—will be rewarded for their efforts by obtaining higher prices for their leaves. As part of a campaign to raise awareness about PG tips' commitment to using sustainable sources for its entire tea supply, the



company launched the short film *A Tale of Two Continents*, which follows the brand's beloved mascot Monkey on a fun-filled journey through time, tracing the history of tea from ancient China to the Rainforest Alliance Certified farms of today.

- The Weatherspoon pub chain began offering ¡Tierra! coffee at all of its outlets throughout the UK. Established in 2004, ¡Tierra!—an initiative of Luigi Lavazza, S.p.A., Italy's preeminent coffee firm, in collaboration with the Rainforest Alliance—helps communities of small coffee growers in Honduras, Peru and Colombia to improve their living and working standards and become more competitive in the marketplace through the construction of local coffee processing and drying facilities and the restoration and building of homes, schools and hospitals.
- Costa Coffee, the UK's largest, fastest-growing chain of coffee shops, pledged to source its entire coffee supply from Rainforest Alliance Certified farms. Thirty percent of the coffee sold at all Costa Coffee shops is now Rainforest Alliance Certified, and the company has committed to reaching 100 percent by 2010.
- British Airways now serves Rainforest Alliance Certified coffee to passengers on all of its flights.
- Tchibo, Germany's best-known coffee company, launched a major television and print advertising campaign to promote more than 20 of its coffee products that now carry the Rainforest Alliance Certified seal.



- B&Q, the UK's largest home improvement retail chain and a founding member of the Forest Stewardship Council, earned FSC chain-of-custody certification. The decision assures B&Qs customers that every item bearing the FSC logo incorporates wood from well-managed forests, did not damage forest ecosystems or jeopardize the future of the people whose lives depend on the forest. Because B&Q stocks thousands of products containing solid wood, the company's new certification lends a considerable boost to the demand for FSC-certified products.
- As part of a comprehensive company-wide "Eco Plan," Marks & Spencer, one of the UK's most prestigious retailers, began working with the Rainforest Alliance toward the goal of sourcing all of the wood used in its furniture from FSC-certified sustainably managed forests.



On the Spanish island of Gran Canaria, located 130 miles African coast, 21 landowners help to conserve the island's unique biodiversity by complying with FSC/Rainforest Alliance certification standards.

- McDonald's commitment to sourcing Kraft/Kenco coffee from Rainforest Alliance Certified farms has now extended to more than 20 European countries. In the UK, where the commitment was first launched, the company is also serving Lipton tea from certified farms. The growth in popularity of the frog seal in McDonald's has extended as far as Australia and New Zealand, which launched coffee from certified farms in June 2008.

Raising a Glass to Certified Cork

Spain's Bodegas Dagón became the first winery in Europe to use FSC-certified cork stoppers in all of its bottles. The stoppers are made with cork harvested from FSC-certified forestland in Castellon, Spain. Bodegas Dagón is the latest in a line of European companies to begin using FSC-certified cork products; Espadan Corks of Spain and Amorim Group in Portugal are also working with the Rainforest Alliance to promote the use of cork stoppers. By promoting the use of certified cork, we are helping to conserve one of the last natural forest ecosystems in the Mediterranean as well as a time-honored way of life on the Iberian Peninsula—where most of the world's cork originates and where its harvesting dates back many hundreds of years.

Iberian Lynx

The increasing use of synthetic wine bottle stoppers has created a drop in demand for cork, which in turn is leading to the destruction of Spain and Portugal's cork forests. These forestlands not only provide the basis for the economic and cultural survival of cork farmers, but the habitat of the world's most endangered species of cat: the Iberian lynx. It is estimated that fewer than 150 of these felines remain in the wild, and of that dwindling number only 30 are breeding females. To provide local communities with the incentive to maintain the integrity of their natural ecosystems instead of turning to less sustainable forms of agriculture and forestry, the Rainforest Alliance is certifying cork forests and processing plants throughout the Iberian Peninsula





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Throughout North America, the Rainforest Alliance works to green the practices of companies, cooperatives and individuals—helping to bring a new era of sustainability to the continent

NORTH AMERICA

It's wonderful for students to be completely immersed in a subject because they are not only talking about it in class, but when they are in the hallway it's everywhere around them.

Laura De Costa, Vice Principal of Chancellor Avenue School in Newark, New Jersey where the Rainforest Alliance curriculum has been adopted on a school-wide basis.

Throughout North America, we work with forestry companies and loggers to ensure that temperate and boreal forestlands are responsibly managed. We work with paper product companies, publishers, furniture manufacturers and others to source wood and pulp from these responsibly managed forestlands. And we work with businesses of all types to incorporate responsible sourcing policies. Which means that a wide array of products from Rainforest Alliance Certified farms and forests is finding its way to store shelves, coffee houses, restaurant tables and hotel dining rooms. Much of our work across the continent—and particularly in the United States—is focused on education in the broadest sense of the term. We educate businesses and consumers about the benefits of procuring responsibly produced goods and services. We educate architects, builders and printers about responsibly produced wood products. And we educate companies and consumers about the availability of green goods.

Leading the Way to Sustainability

Throughout North America, it is easier than ever for consumers to find sustainably produced food, paper, furniture and other goods, thanks to a growing number of industry-leading companies that are working with the Rainforest Alliance:

- At the more than 100 Whole Foods Market stores throughout the US and Canada, the number of items from Rainforest Alliance Certified farms continues to grow under the retail chain's Whole Trade Guarantee program, which ensures that agricultural





The value of wood products from Forest Stewardship Council-certified forestlands is about \$20 billion globally; the Rainforest Alliance, in collaboration with our partners NEPCo and IMAFLORA, has certified about 44 percent of those forests.

To make this work in the long run, there has to be a market for wood products that come from responsibly managed forests. If there's no economic incentive to leave the forest standing, it will be cleared for other uses. That's why we're trying to educate clients and consumers about what certification means.

Francisco Roda, president of CIMAL/IMR, a Bolivian timber company that produces wood for Jensen Leisure Furniture, an Australia-based manufacturer of high-end outdoor furniture that sells their products in the US.

products from developing countries come from socially and environmentally responsible farms. Whole Foods' customers can look for the certification seal on orange juice, bananas, chocolate, coffee and flowers.

- Since 2003, the Rainforest Alliance has partnered with Canadian giant Domtar — North America's largest manufacturer and marketer of office and printing paper — to encourage responsible paper production and fiber sourcing. Domtar EarthChoice Office Paper is now sold at Staples and Office Depot stores.
- Domtar joined Gibson Guitars and Time Inc. in making a commitment to the Clinton Global Initiative (CGI) — an international nonprofit that brings together leaders from all walks of life to design innovative solutions to global challenges and to define and commit to a specific new initiative. As part of the company's participation in CGI, Domtar pledged to increase its use of Forest Stewardship Council (FSC) certified wood and paper products over five years. The Rainforest Alliance is helping Domtar and other companies reach their goals by recruiting additional forestry operations for FSC certification, certifying 170 million additional acres of forestland, increasing support for small- and medium-sized certified businesses, developing markets for certified products and helping to ensure that existing suppliers meet FSC standards or are working toward FSC certification.
- Hotels are playing a major role in the tourism industry's move toward sustainability, starting with the coffee they serve to guests. The Marriot Renaissance and JW Marriott brand hotels in the US and Canada; Hyatt Hotels; The Breakers Hotel in Palm Beach, Florida; Holiday Inn hotels in the US; Delta Hotels in Canada; and Intercontinental Hotels Group, which owns Intercontinental Hotels & Resorts, Crowne Plaza Hotels & Resorts and Hotel Indigo are all serving Rainforest Alliance Certified coffee.

The Maple Leaf Goes Green

Canada is home to 10 percent of the world's forests, a rich array of flora and fauna and a large number of First Nations communities that have resided in the country's temperate and boreal forests for centuries. This northern giant can lay claim to more certified forest acreage than any other nation in the world. At the same time, a growing number of Canadian companies are selling products from certified farms and forests. Eco-conscious Canadian consumers have more ways than ever to demonstrate their support for sustainable business practices by purchasing these products:

- Over 30 percent of the beans in every can of Kraft's Nabob coffee, Canada's largest premium roast and ground coffee brand, comes from Rainforest Alliance Certified farms, and Nabob uses FSC-certified paper in its new composite packaging. The company has also committed to source all of its coffee from Rainforest Alliance Certified farms within the next several years.
- Zeller's, Canada's second-largest chain of mass merchandise department stores, began selling coffee from Rainforest Alliance Certified farms in all of its in-store restaurants.
- Timothy's World Coffee, Mother Parker's Tea & Coffee and other leading Canadian coffee roasters are selling increasing amounts of certified coffee to their clients and retail customers.
- Xerox Canada earned FSC chain-of-custody certification for the paper used in its printers, which can be found in many large corporations throughout the country.
- The Toronto area's Atlantic Newsprint became the first North American recycled pulp and paper mill to earn FSC/Rainforest Alliance certification.
- In Quebec, three groups of small forest owners in the Lower St-Lawrence region earned FSC/Rainforest Alliance certification. Each of these three groups includes hundreds of landowners who individually own from one to 25 tracts ranging in size from five to 200 acres (81 hectares). These certifications cover an area that includes high conservation value forests that are home to deer, wild salmon, rare stands of cedar and the endangered Gaspésie caribou.

Grizzly Bear

Driven nearly to extinction in the US, grizzly bears in Canada are endangered by clear-cutting, logging road construction and sport hunting. While the range of a female grizzly may be relatively limited, males forage for plants, berries and wild salmon across wide-ranging networks of watersheds that can span 600 to 1,000 miles. At one time, 50,000 to 100,000 of these powerfully built mammals roamed North America's forests. But grizzlies now occupy less than two percent of that range. In British Columbia's East Kootenay region, FSC/Rainforest Alliance certification is conserving grizzly bear feeding grounds by providing for buffer zones along avalanche chutes and by requiring that foresters protect bear habitat in high conservation value forests.





Does Certification Pay Off?

- A new study by the Rainforest Alliance and two academic researchers found that between 2001 and 2006, FSC-certified forests in Pennsylvania earned 10 percent more in revenue (\$7.7 million) than they would have generated in the absence of certification.
- The proportion of timber sold to FSC-certified buyers and the dollar value of those sales has increased dramatically since the state forests were first certified in 1998.
- By 2006, FSC-certified buyers accounted for nearly two-thirds of the dollar value of all state forest timber sales, up from less than 15 percent in 1998.
- The percentage of timber volume going to FSC-certified buyers increased from less than 10 percent in 1998 to over 40 percent in 2006, while the total acreage producing wood sold to FSC-certified buyers increased from 7 percent to nearly 30 percent over that time period.

Rainforests Bloom in New Jersey Classrooms

Rainforests flourished in New Jersey schools, where classes adopted Rainforest Alliance-designed curricula. During month-long units, students at the Chancellor Avenue School in Newark learned about the biodiversity of rainforests, animal habitats and the origins of cocoa, and compared their lives with those of children living in Latin America. At the nearby Oliver Street School, students built dioramas of shade-grown coffee farms, learned how coffee and cocoa are cultivated and calculated the distance a banana travels from the field to the supermarket. And at the First Avenue School, students initiated a “no vehicle idling” campaign aimed at parents and bus drivers.

SmartLogging in the South

“Logging can have a significant impact on the environment, and loggers are the life-blood of forest-based communities,” says Rainforest Alliance senior vice president and vice president of forestry Richard Donovan. “For too long, loggers have only been seen as the problem rather than as a part of the solution. SmartLogging certification offers them the opportunity to increase their influence on the quality of forest management practices around the globe.” With standards developed with input from loggers, environmental groups and the government, SmartLogging standards require loggers to have a harvest plan that protects wildlife habitat, provides for occupational health and safety and conserves water and soil. This year, the Rainforest Alliance awarded a SmartLogging certificate to the Louisiana Forestry Association, a 3,500-member nonprofit organization that promotes sustainable forestry in Louisiana and Mississippi.

Scholastic Campaign Encourages Literacy and Environmental Awareness

To increase environmental awareness among students while motivating them to read, Scholastic Book Clubs and the Rainforest Alliance teamed up for a special green edition of Scholastic’s Classrooms Care campaign. The children’s book publisher asked classes around the country to commit to reading 100 books before Earth Day. In exchange, Scholastic adopted 100 acres of Ecuador’s Chocó forest—one of the country’s last remaining forested coastal regions, which provides habitat for an estimated 9,000 plant and animal species. More than 207,000 classes participated in the program, reading nearly 21 million books.

Chinook Salmon

Found along the West Coast, from the Bering Strait to Southern California, the silvery grey Chinook is the largest type of salmon. Spiritually significant and economically important for a number of Native American tribes, the Chinook have completely disappeared from several US rivers, and populations in other areas are threatened or endangered due to poor land use practices, hydroelectric dams and other projects that disrupt water flow and make traditional spawning grounds unsuitable. By certifying forestlands to FSC standards, which specifically address forest management practices that protect water quality and riparian habitats, the Rainforest Alliance is helping to provide for the needs of salmon and other wildlife species.



A vibrant, close-up photograph of a tropical forest. The scene is dominated by large, feathery green ferns in the foreground and midground. Several tree trunks, some with reddish-brown bark, are visible, partially covered in moss and smaller green plants. The background is a dense wall of green foliage, creating a sense of depth and a lush environment. The lighting is bright, suggesting a sunny day, with some light filtering through the canopy.

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Latin America provides habitat for an estimated 27 percent of the world's mammals, 34 percent of its plants, 37 percent of its reptiles, 43 percent of its birds and 47 percent of its amphibians.

LATIN AMERICA

People are seeing that the product is selling well, so they're all trying to take care of the forest. With this deal, I think the forest will be better cared for.

Esmeraldo Acosta, president of the Miraveza cooperative in Honduras' Río Plátano Reserve, where the Rainforest Alliance has brokered purchasing agreements that help the cooperatives sell their sustainably-harvested mahogany for the manufacture of guitars and furniture in the US.

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We founded the Rainforest Alliance in response to the dire need to conserve tropical forests in Latin America, and while our reach is now global, our commitment to Latin America remains unwavering. Deforestation, pollution and uncontrolled development impact not only plants and wildlife but the local and indigenous communities that rely on forest resources for their survival. Our work in forestry, agriculture, tourism and education continues in earnest even as we expand our training efforts and explore new areas such as palm leaf certification and the verification of carbon offsets.

Working to Regain Ground in Nicaragua

In the early 1990s, approximately 40 percent of Nicaragua was covered by forests. But since then, nearly one-fifth of this forestland has been converted to farms and cattle pastures. In 2007, Nicaragua suffered another devastating blow when Hurricane Felix flattened or damaged 2.5 million acres (over one million hectares) of broadleaf and pine forests on the country's northern Caribbean coast. In Felix's wake, the Rainforest Alliance developed a strategy to help local community forestry operations restore their forests and salvage fallen wood. Under the plan, communities and enterprises work to earn FSC Controlled Wood certification—which guarantees that the wood is legal, did not come from threatened and/or high-conservation value forests and was not harvested in violation of a community's civil and traditional rights—making it easier for them to sell the wood to national and international buyers. The Rainforest Alliance is also training community leaders in value-added processing and business management as well as helping them establish partner-





Native to the Neotropics, bromeliads are like small, self-contained ecosystems; animals such as tree frogs, snails, flatworms, tiny crabs and salamanders might spend their entire lives inside one.

For 20 years the main source of income for the families with whom we work was clear-cutting and deforestation. We have convinced people to return to cocoa cultivation to make their living and conserve the environment.

Felipe Noboa, with Rainforest Alliance's Ecuadorian partner organization Conservación y Desarrollo

ships with investors and buyers for long-term recovery of affected forests.

Bolivia Turns a Deeper Shade of Green

SumaPacha, which means “good omen” in Aymará, a local indigenous language, manufactures and distributes high-quality FSC-certified outdoor furniture made from tropical hardwoods. Thanks to a new agreement with the Rainforest Alliance, the Bolivia-based company is increasing the amount of wood it buys from FSC-certified forests, bringing nearly 100,000 acres (40,000 hectares) of additional forestland up to FSC standards. The agreement directly benefits SumaPacha's 500 employees as well as the many indigenous communities that supply raw materials for SumaPacha furniture. SumaPacha is helping these communities obtain FSC certification, which will give them better prices for their wood and access to new markets. Demand for FSC-certified products currently outstrips supply, and until now, SumaPacha has been unable to meet this demand. As the company ramps up its production, large American retailers like Home Depot, which already buys more than 70 percent of SumaPacha's production, will be ready to increase their purchases.

With more than 130 million acres (53 million hectares) of forestland, Bolivia is home to a wealth of biodiversity that includes more than 40 percent of all bird species in South America. More than five million acres (two million hectares) of this land is FSC-certified—making Bolivia second only to Brazil in area of FSC-certified tropical forest.

The Amazon Basin Provides Fertile Ground for Environmentally Friendly Forestry & Farming

To conserve the Amazon Basin's fragile and complex ecological balance, the Rainforest Alliance is working with the Initiative for Conservation in the Andean Amazon to guide local organizations and communities down a path toward long-term sustainability in farming, forestry and tourism.

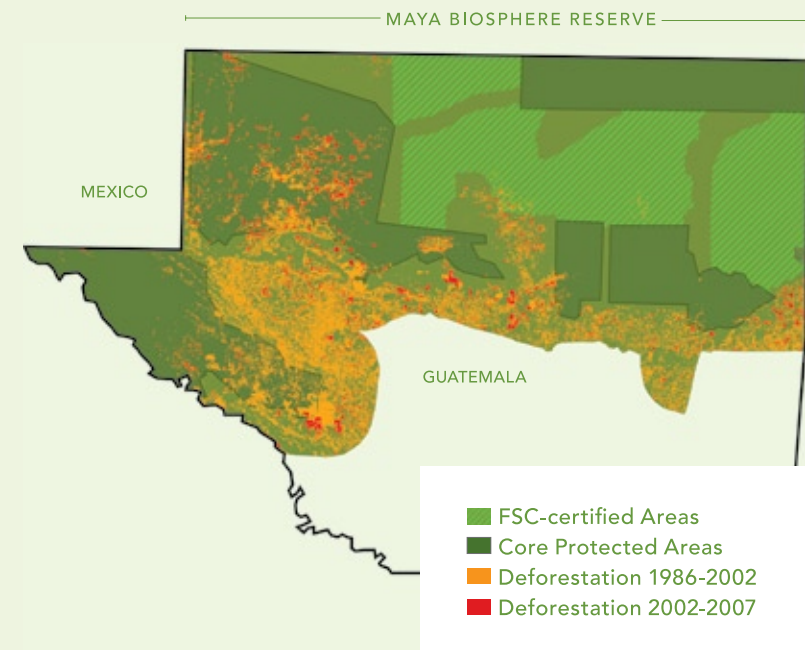
- In Bolivia, where certified forestlands include a range of endangered ecosystems, such as Amazonian forest and Chiquitano dry forest, we are continuing to promote sustainable forestry and biodiversity conservation, helping foresters to earn certification and helping forestry operations adopt responsible business practices.
- In Peru's Madre de Dios, we are helping a number of forest concessions work toward eventual FSC certification. Within five years, we aim to have certified 494,200 acres (200,000 hectares) of forestland and to be in the process of certifying an additional 494,200 acres (200,000 hectares).
- In Ecuador, where we have been working with our partner group Conservación y Desarrollo since 1997 to support the country's traditional cocoa farmers, we trained an additional 400 local farmers to grow their cocoa in harmony with the environment and to provide workers with decent living conditions. More than 3,000 cocoa growers in six communities have improved their farming practices, upgraded their drying and fermenting technology and sold Rainforest Alliance Certified cocoa at a premium price.

First Palm Leaf Businesses Certified

In Guatemala's tropical state of Petén—home to the 5-million acre (2.1-million hectare) Maya Biosphere Reserve—the Rainforest Alliance is teaching members of local forest communities to sustainably and efficiently gather xate, a palm leaf sold in the US and Europe for use in floral arrangements. Responsible harvesting techniques protect the habitat of wildlife such as howler monkeys and sloths and the additional income provides community members with an incentive to keep their forests standing. This year, three xate harvesting businesses became the first in the world to achieve FSC certification.

Guatemala's FSC-Certified Forests Fare Better Than Protected Reserves

According to a new study by the Rainforest Alliance, certification has been more effective than strict protection in conserving rainforests in Guatemala's Maya Biosphere Reserve. The study found that FSC-certified forests in the 5 million-acre (2.1 million-hectare) reserve, where local communities are involved in protecting the land, have seen twenty percent less destruction and forest-fire damage than those areas of the reserve that are in protected areas. The Rainforest Alliance has been working in the area for more than a decade, training foresters, certifying land, supporting community enterprises and building links between FSC-certified businesses and markets, toward the goal of helping communities conserve their forests even as they increase their profits.



Carbon Farmers Reap Rewards for the Climate

Well-managed forests—particularly in the tropics—absorb carbon dioxide emissions, and the sale of carbon credits by sustainable forestry operations can provide further economic incentive for good land stewardship—particularly to small communities who rely on these natural resources as their sole means of support. During the past year, the Rainforest Alliance has been active in a range of carbon-related initiatives throughout Latin America, both as a verifier and by bringing together parties to facilitate the development of new projects:

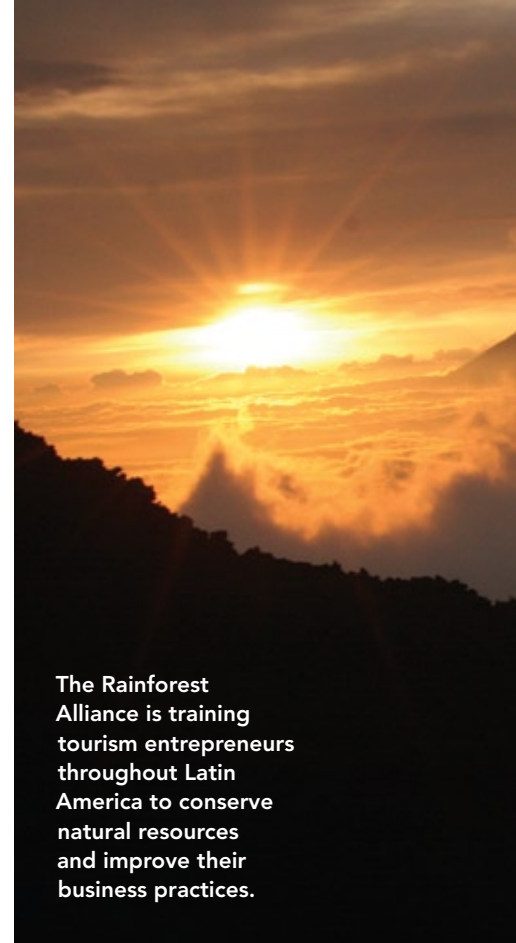
- On Nicaragua's Pacific coast, the Rainforest Alliance served as an independent auditor to verify a reforestation project spearheaded by Paso Pacífico. The nonprofit organization plans to use the sale of carbon credits to finance reforestation efforts and provide economic benefits to neighboring communities. In collaboration with local landowners, the group is planting more than 200,000 trees in Rivas Province—an area that provides habitat for toucans, nesting sea turtles and sloths. The project is expected to offset an estimated 170,000 tons of carbon dioxide.
- Masisa Forestal S.A., a FSC/Rainforest Alliance Certified forestry company with plantations in Venezuela, Brazil, Argentina and Chile, was the first Rainforest Alliance verification to the Chicago Climate Exchange (CCX) for commercial forestry.
 - In Guatemala's Maya Biosphere Reserve, located in the biologically diverse Petén region, we have been leading the development of a pilot project involving 1.15 million acres (470,000 hectares) of community-managed forestland that have the potential to offset an estimated 2.5 million tons of carbon dioxide per year while generating revenue for more than 1,000 families and creating jobs for unemployed and under-employed workers.



Green Macaw

Like frogs, the great green macaw is an indicator species that reveals forest health. It is also one of just two macaw species found in Costa Rica. But even in this conservation-conscious country, the government has been unable to prevent the powerful logging industry from cutting down the towering *almendro* trees that provide both food and nesting sites for this highly endangered bird. Rainforest Alliance certification requires that farms protect special ecosystems and critical habitats. On several of its farms in Costa Rica, Chiquita has been careful to identify and protect vitally important *almendro* trees.

The Rainforest Alliance is training tourism entrepreneurs throughout Latin America to conserve natural resources and improve their business practices.





We have to continue tending the Earth. We have to plant fruit trees. We have to make the land green again with chicozapotes, pepper and cericote. We have to plant the future.

Ángel Luna, a veteran Selva Maya farmer and forester, who helps with local economic development projects, including a xate plantation that has been tended since February 2002 by a group of more than 30 children.

Responsible Tourism in Latin America

To combat the pollution, deforestation, destruction of coral reefs and other problems that result from irresponsibly managed tourism development, the Rainforest Alliance is providing hotels, lodges and other tourism businesses throughout Mexico and Central and South America with the tools and techniques to function more efficiently and responsibly:

- In Mexico's Yucatan Peninsula, we are teaching hoteliers how to contribute to local development and implement measures that conserve energy, manage waste and reduce negative impacts on the environment. The training prepares businesses to meet the certification requirements of various local organizations and shows them how to market their conservation efforts to an increasingly eco-savvy clientele.
- Hoping to attract responsible travelers, more than 50 lodge owners in Nicaragua attended Rainforest Alliance workshops, where they learned to reduce resource consumption, responsibly dispose of waste and contribute to local community development in Rainforest Alliance workshops. In addition, 13 local tour operators committed to promote these workshops to hoteliers and encourage them to adopt Rainforest Alliance-recommended methods.
- In recognition of the tourism workshops that the Rainforest Alliance has been conducting in Central America, the Costa Rican Association of Tourism Professionals presented us with its "Friends of Nature 2008" award.

To measure the impact of our sustainability workshops, the Rainforest Alliance studied the progress of five hotels in Costa Rica's Sarapiquí region. On a scale of one to 10, the hotels improved from an average pre-training score of 4.5 to an average post-training score of 7.8.

Protecting the World's Natural and Cultural Patrimony through Tourism

As part of a United Nations Foundation initiative—led by the World Heritage Alliance—many of our tourism training efforts have focused on areas located in and around United Nations-designated World Heritage Sites, including the Andean city of Cusco, where we are training professionals from area hotels and restaurants to ensure that the tourist

trade does not damage Incan landmarks or the rich biodiversity of the area's rainforests. In the Galápagos archipelago, a critical destination for sustainable tourism development, 13 Galápagos hotels and five ships have taken Rainforest Alliance-led workshops, where they've learned to make more responsible purchases, reduce their use of water and energy and prevent pollution.

Bringing Conservation into Guatemala's Classrooms

Teachers in Guatemala's Maya Biosphere Reserve learned techniques for bringing conservation into the classroom through a series of workshops conducted in partnership with the Guatemalan Ministry of Education, Agriculture and Natural Resources, Project Learning Tree, the Wildlife Conservation Society, Creative Connections and the Council for National Protected Areas. Through seminars, hands-on activities and nature-based art projects, we illustrated the benefits of sustainable production and certification on communities, wildlife and the environment.



We need more education to spread awareness and to form a united front so that future generations inherit a healthy environment with natural resources for today, tomorrow and always.

Ramón Zetina, education specialist in the Selva Maya





Our Global Reach

Environmental problems transcend national boundaries and in an increasingly globalized world, the solutions to these challenges require an equally broad outlook. While much of the Rainforest Alliance's day-to-day work takes place on the ground, in local communities and forests around the world, we never lose sight of the big picture.

This past year, the total area of Rainforest Alliance Certified™ farmland surpassed one million acres (414,000 hectares) around the world. The total number of farms that have been certified according to the environmental, social and economic standards of the Sustainable Agriculture Network (SAN) grew to 25,731—an increase of 143 percent over the previous year.

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A Rosy Future for Certified Flowers

Ninety percent of the cut flowers and ferns imported into the US come from Latin America and the demand for these products in the US, Canada and Europe continues to grow. While the floriculture boom has been an economic boost for flower-producing countries such as Colombia and Ecuador, it has compromised the well-being of workers and ecosystems. Growers often use liberal doses of agrochemicals and the regulations governing their application tend to be looser than they are for food production. When in June Costco's US stores began to only source roses from Rainforest Alliance Certified farms, it provided farmers throughout Latin America with an added incentive to work toward adopting the Sustainable Agriculture Network's standards that protect ecosystems and wildlife habitats, conserve water and soil and promote safe working conditions for their employees. Companies like the recently certified Plantas y Flores Ornamentales of Costa Rica—which has planted almond and bay leaf trees as buffers, created organic compost from tree waste and experimented with natural plant barriers to control insects—now have preferential access to large, eco-savvy buyers like Costco.

Ensuring that Biofuels are Produced Sustainably

The urgent need to reduce carbon emissions and find alternatives to fossil fuels led to an ill-considered dash to biofuels derived from crops such as corn, sugar and oil palm. The biofuel gold rush is stimulating rampant clearing of forested areas in the tropics, especially for oil palm. Since deforestation contributes 20 percent of greenhouse gas emissions, biofuels have aggravated one of the problems they were supposed to help solve. Together with the Forest Stewardship Council and our partners in the Sustainable Agriculture Network—a leading coalition of Latin American conservation groups—the Rainforest Alliance has developed standards for the responsible production of oil palm and sugar cane. We are also contributing to key policy debates to ensure that wildlife, workers' rights and the rights of indigenous and local communities are protected and that sustainability remains the centerpiece of all international standards developed to regulate the production of biofuels.

Red-Eyed Tree Frog

The red-eyed tree frog, like all frogs, is an indicator species that provides evidence of an ecosystem's health or impending vulnerability. Chemical contamination from pesticide use, acid rain and fertilizers, the introduction of foreign predators and increased UV-B exposure from a weakened ozone layer that may damage fragile eggs are all contributing to a general decline in the world's amphibian populations. Though the red-eyed tree frog itself is not endangered, its Central and South American rainforest home faces constant threat. By working with farmers, foresters and tourism businesses to conserve the rivers and ponds where the red-eyed tree frogs lay their eggs, the Rainforest Alliance is working to ensure the survival of this unofficial rainforest mascot.



A New Online Pathway for Migratory Species

As migratory species—such as birds, sea turtles, butterflies and whales—travel across national borders, well-coordinated international cooperation is necessary to ensure their conservation. The Western Hemisphere Migratory Species Initiative (WHMSI), comprised of NGOs and government ministries from more than 35 countries, aims to conserve migratory species, their key habitats and migratory routes. In 2008, the Rainforest Alliance launched a revamped version of the WHMSI Pathway (www.whmsi-pathway.org), a Web site that provides a virtual meeting place where government representatives, NGO leaders and other stakeholders throughout the hemisphere can share their ideas about conserving migratory species.

The WHMSI Pathway is part of the larger Eco-Index (www.eco-index.org) Web site, an online database created by the Rainforest Alliance to share detailed information about biodiversity conservation and sustainable development projects throughout the Americas. Since its launch in 2001, the Eco-Index has become the premiere vehicle for sharing project results, lessons learned, and best practices. The site now includes more than 1,250 listings and represents the work of over 900 government ministries, conservation NGOs, and research institutions throughout the Americas.

Transforming the Global Tourism Industry

Tourism is more than a popular pastime. It's the world's largest industry and an important source of income for people living in biodiversity-rich areas. To ensure that tourism benefits local communities and the environment, the Rainforest Alliance has been promoting two new initiatives.

Managed sustainably, tourism can help conserve biodiversity and provide sustainable livelihoods for people living in environmentally sensitive areas. Through our efforts, more than 4,000 small and medium-sized businesses as well as indigenous and community groups in Latin America have been introduced to sustainable tourism practices.





- A Rainforest Alliance-led collaboration between the United Nations Foundation, the United Nations Environment Programme, the World Tourism Organization and dozens of other nongovernmental organizations and industry groups, the Sustainable Tourism Stewardship Council (STSC) will be launched in 2009 to make sustainable tourism certification programs more reliable and responsible by requiring that they meet specific accreditation requirements.

- To begin establishing STSC guidelines that focus on maximizing tourism's social, cultural and economic benefits while reducing its negative impacts, over 30 organizations—including the Rainforest Alliance—developed and launched the Global Sustainable Tourism Criteria (GSTC). The GSTC's 37 criteria will provide a minimum standard that any tourism business should aspire to reach in order to protect and sustain the world's natural and cultural resources while ensuring tourism meets its potential as a tool for poverty alleviation.

A Guide to Green Travel in Latin America

Go Green! A SmartGuide to Sustainable Travel in the Americas, a publication of the Rainforest Alliance and the Sustainable Tourism Certification Network of the Americas (STCNA), is a resource for tourists, travel agencies and tour operators, providing them with information on more than 200 businesses in Latin America. All featured businesses have been certified by a STCNA member for demonstrating their commitment to natural and cultural resource protection and community development. The guide is available for download at www.rainforest-alliance.org/smartguide_tourism.

Rainforest Alliance Recognized for Sound Financial Management

Charity Navigator, America's largest and most utilized independent evaluator of charities, awarded the Rainforest Alliance a four-star rating, making us one of the top-rated non-profit organizations in the US. The nonprofit evaluating group recognized us for managing our finances efficiently and effectively—further proof of the Rainforest Alliance's longstanding commitment to working toward global sustainability in a fiscally responsible manner.



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Domtar Distribution Group
Frank A. Dottori
Daniel Doucette and
Scottye Lindsey
Santiago Dunn
Pierre duPont
ENVIRON International
Corporation
Family Management
Corporation
The Forestland Group, LLC
Lisa M. Giunta

Eugene and Emily Grant
Family Foundation
John J. Grymes
Seth and Katie Hendon
Tara Hermann
Jeffrey T. Hinson
The Home Depot
Dennis R. Hughes
Jensen Leisure Furniture
Max Jensen
John Johnson and
Susan Short
The Johnson Foundation
Malcolm Pirnie
Diane Jukofsky and
Chris Wille
Barbara Korein
Lara Koritzke
Ruth Lagerberg
Roger A. Lang, Jr.
Kate Lear and
Jonathan LaPook
Christine M. Leas
The Peter Jay Sharp
Foundation
Mary Stuart Masterson
and Jeremy Davidson
Peter and Carlin Masterson
David and Anne Via
McCollough



Jeff Mendelsohn
Midler Family Foundation
David and Diane Milich
Mitsubishi International
Corporation
Patrick Morris and Katie White
Robert G. Morris
A. J. Agarwal and
Roswitha Mueller
NatureAir S.A.
Neenah Paper
Jonas Norr
Holly and Dieter Nottebohm
O'Melveny and Myers, LLC
Perf-Go Green
O'Connor Davies Munns
and Dobbins LLP
Andrea Picard
Patrick Planché
PT Sari Bumi Kusuma
Rabobank International
Linda Recupero
The Rosenstiel Foundation
Rothfos Corporation
S and D Coffee, Inc.

Sandy Alexander, Inc.
Elena Sansalone and
Jan Van Meter
Clare F. Saperstein
Scholastic, Inc.
Peter M. Schulte and
Katie Carpenter
Eytan Shapiro and
Lesley-Anne Gliedman
John and Isabelle Silverman
Sive, Paget and Riesel, P.C.
Lise Strickler and
Mark Gallogly
Judith Sulzberger, M.D.
Martin Tandler
Cathy Taub and
Lowell Freiberg
Turner Foundation, Inc.
UCC Ueshima Coffee
Company, LTD
Tensie Whelan
Annemieke Wijn

EVENTS \$500-\$999

Jai Imbrey and Robert Apfel
Susan M. Babcock
John Balint MD
Luiz and Bridget Castro
Shelley Cohen
Pamela Cummings Rice
Earth Share
eBay Giving Works
FSC Global Fund
Monica Garvey
Janet M. Grimm
Roland Higgins
David Hirschfield
Mark Keegan
Joan and Paul Kopperl
Karin Kreider
MetLife
Ashley Miller
mindSHIFT Technologies
Jeffrey Nedelman
New Leaf Paper
Jennifer Phillips
Melissa Reinke
James J. Rorimer
David Ross
Elizabeth Speer
Jefferey T. Struble
Addie Webster
Wechsler Foundation
Magnes Welsh
Roger and Miriam Widmann

IN-KIND CONTRIBUTIONS

Acme Bar and Grill Inc
Ali Budiardjo, Nugroho,
Reksodiputro
Aloha Bay
The Ambrose
Appleton Coated LLC
Mr. Moís Cherem Arana
Arenas Del Mar Beach
and Nature Resort
Art Wolfe, Inc.
Arthur Murray Dance Studio
Bell Rock Inn and Suites
Big Apple Circus
BLP Abogados
Bufete Aguirre Soc. Civ.
Buttercup Bake Shop
Coffee Lab Roasters Inc.
Crumpler Bags
D'Agostino
The Daily Show with
Jon Stewart
Davis, Polk and Wardwell
Diedrich Coffee, Inc.
Karen Dodds
Dahon California Inc.
Domtar
The EGC Group
The Estee Lauder
Companies Inc.
Estudio Miranda y Amado
Exhale Spa
J. Henry Fair
Fairmont, Alberta Rockies
The Fairmont, Copley
Plaza Boston
The Fairmont Orchid, Hawaii
Fairmont, The Queen
Elizabeth
The Fairmont, Sonoma
Mission Inn and Spa
Eileen Fisher
Fuji Photo Film USA Inc.
Gibson Foundation / Henry
and Catherine Juskiewicz
the girls in the vineyard
Lisa M. Giunta
Global Servicios Legales
Gobo
Goldman, Sachs and Co.
Gotham Comedy Club
Guerrero, Olivos,
Novoa y Errázuriz
Harris LithoGraphics, Inc.
Christopher Herrmann
and Joseph Lorino
Holland and Knight LLP
Jensen Leisure Furniture
John Masters Organics
Maggie Lear and
Daniel R. Katz
Kate Lear and
Jonathan LaPook
LĀRABAR®
The Late Show with
David Letterman
Machado, Meyer, Sendacz
e Opice - Advogados
Macias Gómez Abogados
Plenty Magazine
Magnolia Bakery
Magnolia Flowers and Events
Mannic Productions
Marval, O'Farrell and Mairal
Maravu Plantation Resort
Maxx, New York
Nicole Miller
Miranda and Amado
Abogados
Mohawk Fine Papers
Mohonk Mountain House
Morgan's Rock
Ritch Mueller
Natera y Espinosa, S.C.
National Envelope
The National Football League
NatureAir S.A.
Nestlé Nespresso S.A.
The New York Observer
Nini K. Hats and Accessories
O'Melveny and Myers LLP
Papillote Wilderness Retreat
and Nature Sanctuary
Paratore Audio / Visual Inc.
Lori Parrini-Adamus
Patagonia
Paul, Hastings, Janofsky
and Walker LLP
Javier Perez
Pérez Bustamante and
Ponce Abogados
Recycline Products
R.G.C. Jenkins and Co.
Eric Rothenberg and
Catherine Ludden
S and D Coffee, Inc.
Tereza Sandes
Sandy Alexander, Inc.
Savoy
Schneider Vineyards
Shearman and Sterling, LLP

Silk Studio, Inc.
Sive, Paget and Riesel, P.C.
Spring Street Natural
SQN Communications
Design
Starbucks Coffee Company
Stortz Lighting
suki, inc.
Sylvia Heisel
Tiffany and Co.
Townhouse Spa

Under the Canopy
Vintage Plantations
Chocolates
Votaw Photography
Sidney S. Whelan, Jr.
Tensie Whelan
White and Case LLP
Willamette Valley Vineyards
Tom Wirtshafter
Yogi Tea
Zhong Lun Law Firm

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Cover photo: Art Wolfe

p 1: J. Henry Fair, Maggie Lear

p 2: Tensie Whelan

p 3: Mateo Cariño Fraisse

p 7: Jeff Hayward

p 9: Jeff Hayward

p 11: J. Henry Fair

p 12: Mateo Cariño Fraisse

p 13: Programa de Conservación Ex-situ del Lince Ibérico
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p 15: Public School PS 8, Brooklyn Heights

p 16: D. Brent Young

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p 23: map by David Hughell

p 25: Robert Goodier

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p 26/27: Rainforest Alliance

p 28/29: Robert Goodier

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p 4, 5, 6, 8, 10, 14, 17, 18, 20, 22, 24, 28, 29, 32: stock photos



FINANCIAL SUMMARY

As of June 30, 2008 (with Comparative totals for fiscal year 2007)

Revenue and Support	2008	2007
Foundation	5,756,257	3,488,185
Government	8,598,725	7,097,322
Contributions/Membership	2,530,514	2,597,903
Special Events	1,240,422	1,400,266
Fee-for-Service	8,980,102	5,994,270
Other	750,490	894,579
	27,856,510	21,472,525

Expenses

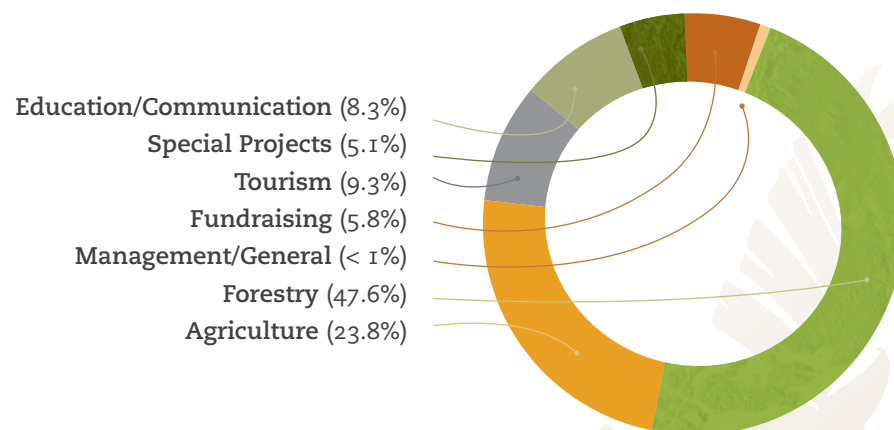
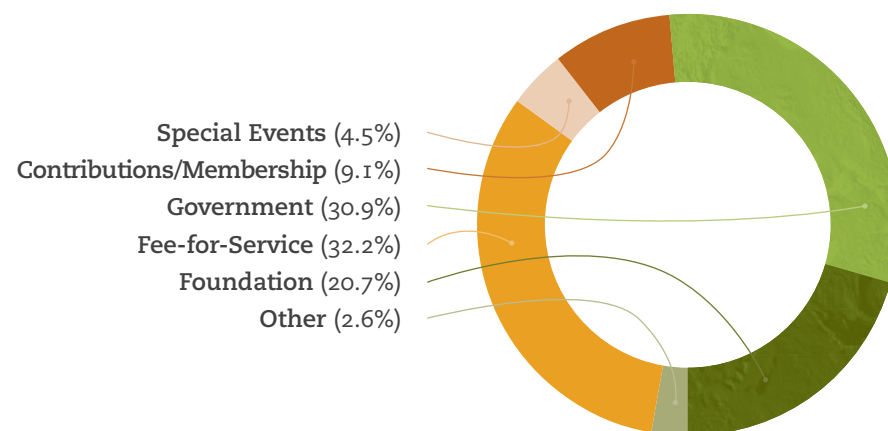
Forestry	12,548,785	9,841,784
Agriculture	6,261,019	4,211,678
Tourism	2,461,474	2,078,994
Education/Communication	2,180,995	1,584,973
Special Projects	1,353,056	665,707
Total Program	24,805,329	18,383,136
Fundraising	1,537,659	1,149,817
Management/General	184,561	395,182
	26,527,549	19,928,135

Change in Net Assets	1,328,961	1,544,390
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Summary of Net Assets

Unrestricted	2,116,567	2,302,597
Unrestricted-Recoverable Grant	(2,391,750)	(2,391,750)
Temporary Restricted	3,359,974	1,844,983

Total Net Assets	3,084,791	1,755,830
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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 (NEPCo), 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.

Bolivia (591-3-332-5042)
Costa Rica (506-2234-8916)
Ecuador (593-2-243-2087)
Guatemala (502-2383-5757)
Indonesia (62-21-7179-0038)
Mexico (52-951-516-1125)
Nicaragua (505-270-8525)
Spain (34-91-69-22-783)
United Kingdom (44-0-207-170-4130)
United States Offices
Minnesota (507-663-1115)
New York (212-677-1900)
Vermont (802-434-5491)



On the cover: Solitary, nocturnal and powerfully built, the wide-ranging leopard is found in sub-Saharan Africa where even in the face of numerous threats—including habitat loss and hunting and trapping by farmers who consider the leopard a nuisance to their livestock—the species has managed to survive due to its inherent adaptability to both climate and habitat. But like all of the wildlife species featured in this annual report, the leopard's existence depends on the survival of its habitat. Through our work conserving forests and other vital natural resources, the Rainforest Alliance is ensuring that wildlife around the world will have a home for generations to come.

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