

Rainforest Alliance

Annual Report 2018

A STRONGER ALLIANCE





FOR PEOPLE

AND NATURE



A BOLDER, LOUDER FORCE FOR GOOD

The Rainforest Alliance is an international non-profit organization working at the crossroads of agriculture, forests, and business.

By bringing diverse allies together, we're catalyzing change on some of the most pressing social and environmental issues of our day.

We work along the entire supply chain to make responsible business the new normal: amplifying the voices of farmers and forest communities, improving livelihoods, protecting biodiversity, and helping people mitigate and adapt to the global climate crisis.

Armed with the expertise and longstanding partnerships of two leading international sustainability organizations that joined forces in early 2018—the Rainforest Alliance and UTZ—we're implementing proven and scalable solutions on the ground while testing innovative ways to drive change.

- 1 We work with farmers and forest communities to advance environmentally, socially, and economically sustainable practices.** These include climate-smart agriculture, community-based sustainable forest enterprise development, financial planning, improved working conditions, and the conservation of vital natural resources.
- 2 We support farmers and forest communities with innovative training, data tools, and technical assistance** so they can meet our rigorous sustainability standards, based on these best practices. We are working with our partners to re-imagine certification as a journey of continuous, data-informed improvement rather than a binary pass/fail model.

- 3 We guide companies and consumers along the entire supply chain on their sustainability journey:** transforming business practices, cultivating consumer demand for more sustainable products, and incentivizing farmers and foresters to adopt best practices.

Our alliance needs you, whoever you are and wherever you stand. By joining forces with farmers, companies and consumers, we can transform our relationship with the land and forests we rely on. We can make that relationship work better for all. 🌱

OUR IMPACTS

32

years working to protect nature and improve livelihoods around the world

60 +

countries with sustainability programs and/or certified producers

2 MILLION +

certified farmers following our standards, designed to improve livelihoods and protect the environment



7 MILLION +

hectares of farmland globally certified against our sustainability standards



17%

of the world's cocoa farms are Rainforest Alliance and/or UTZ certified¹

“We work with more than 18,000 farmers in two districts here in Lampung. I love when I see that coffee farmers are benefiting from the training we provide. It’s exciting to see the big and small impacts on how they manage their farms and lives.”

Intan Fardinatri
Rainforest Alliance Coffee Manager, Indonesia



“When you follow the training of the Rainforest Alliance, your cocoa will grow and flourish. It can bring you a better life.”

Adrien Koffi Kouadio
Smallholder cocoa farmer, Côte d'Ivoire

\$191 MILLION +

earned by rural producers and indigenous communities participating in our sustainable development initiatives across Latin America, Asia, and Africa²



130 +

countries where you can buy products with the Rainforest Alliance Certified™ seal or UTZ label



3,500 +

companies work with the Rainforest Alliance to source certified ingredients and improve their business practices

Companies buy enough Rainforest Alliance or UTZ certified coffee, tea and cocoa to make:³



200 MILLION

cups of coffee every day



300 MILLION

cups of tea every day



75 MILLION

bars of chocolate every day

UTZ and the Rainforest Alliance merged in 2018, taking the name Rainforest Alliance. The UTZ and Rainforest Alliance certification programs continue to run separately until the transition to our new certification program begins in 2020. All data accurate as of December 2018. Certification data includes both Rainforest Alliance and UTZ Certified farms, with totals calculated using estimates of how many farms are certified by both programs.

¹ Based on the Cocoa Barometer 2015's estimate of a global total of 5.5 million cocoa farmers.

² As of September 2018, with the baseline established in 2011.

³ Calculated based on first buyer sales volumes 2016–2018. 120,000 cups of coffee per metric ton, 500,000 cups of tea per metric ton, 25,000 100g bars of milk chocolate with 40% cocoa content per metric ton.

BETTER TOGETHER

Like many of you, I've been troubled by the increasingly dire reports about the challenges affecting people and nature across the globe.

Yet I'm also encouraged to see growing attention on the world's farmers and forest communities, who produce commodities that are essential to daily life for billions of people around the world. As the leader of an organization that works at the intersection of agriculture, forests, and business, I am hopeful that the world is finally waking up to how the destructive cycle of rural poverty, deforestation, and climate change affects us all.

For an organization like the Rainforest Alliance, the call to action is clear: we must mobilize our global alliance to respond in the biggest, boldest way possible. Now more than ever, it is clear that the pressing social and environmental challenges of our time cannot be solved by a single government, NGO, scientist, or corporation—let alone the farmers and forest communities on the front lines who are already struggling to make a living from the land. Take, for example, cocoa: a sector with deeply entrenched challenges, including a global supply chain that traps farmers in poverty, rapidly intensifying climate stress on a fragile crop, and unfavorable government policies (or weak enforcement of favorable policies). To ask cocoa farmers to do the heavy lifting



Han de Groot
CEO

of sustainability transformation under these conditions is grossly unfair when, as we know, there is often no market reward for doing so.

This is why we are now working diligently to reimagine certification, a critically important tool for change on a big scale. We want to ensure that sufficient incentives are in place for the producers we work with, because they must invest time, money, and years of hard work to see this change through on the ground.

Reimagining certification—a system used by millions of farmers, thousands of companies, and an untold number of consumers seeking to make better choices at the supermarket—will be no easy feat. But no matter how steep or complex the journey ahead, we must persevere. The forested landscapes where cocoa (and many other commodity crops) are grown are far too valuable, and farmers who invest in sustainability deserve to earn a better income. To create a better system, we're bringing everyone involved to the table to agree upon a shared vision—and then collaborate in pursuit of that vision with all of the creativity, effort, and resources our alliance can summon. Indeed, it was this desire to catalyze greater collaboration that drove the merger between the Rainforest Alliance and UTZ at the beginning of 2018.

We know from experience that collaboration is a key indicator of success, as well as a big reason for hope. In Ghana, for example—a country where cocoa is both a vital cash crop and a major driver of deforestation—we've been working with partners across business, government, traditional leadership structures, civil society organizations, and cocoa farming cooperatives to restore degraded landscapes and boost farmer livelihoods through climate-smart farming. In the Juaboso-Bia region, cocoa farmers from 36 communities who live across an area covering 29,000 hectares formed land management boards to implement sustainable, climate-smart agroforestry techniques—including an ambitious tree-planting effort—with support from the public and private sectors. In addition to increased harvests, they achieved something truly remarkable: a stream that had gone dry for half of the year now flows year-round.

This inspiring outcome, along with many others we've celebrated across the world, is the result of deep cooperation with civil society organizations, governments, companies, and the technical experts in our alliance. Such an approach takes time and careful planning, but it is essential. Our collective future depends on it. 🌱



LET'S CALL IT WHAT IT IS: A CLIMATE CRISIS



Daniel R. Katz
Daniel R. Katz
Board Chair

In 1987, the Rainforest Alliance hosted the first international conference on rainforest destruction. The title was *Tropical Rainforests: Interdependence and Responsibility*. The premise was that our lives are fully intertwined with rainforests—and that we have a responsibility to conserve them for future generations.

What didn't we talk about at our 1987 conference? Remarkably, we neglected to discuss our changing climate. In fact, another year passed before I first learned about climate change—in a dark basement in Washington, D.C., where a young Al Gore (then a US senator) gave a sparsely attended slideshow on the topic. Gore foretold everything that is playing out today, and he encouraged bold and immediate action on the topic. The earliest staffers of the Rainforest Alliance took his message to heart, and we threw ourselves into addressing the part of the climate solution we believed we could impact most: transforming how business is conducted at the intersection of forests and farming.

To be honest, 32 years ago, I thought for certain we'd be a lot further along than we are right now. Report after report shows that we are losing biodiversity at rates never before witnessed. Today, greenhouse gas

emissions are at 408 parts per mill, up from 347 per mill in 1989, and we will soon reach a very dangerous precipice. In the midst of what scientists are calling the sixth mass extinction, it is imperative for businesses, consumers, and producers alike to embrace both our interdependence and our collective responsibility.

This effort depends in large part on fostering a common understanding of the challenges we face. For this reason, I'm joining forward-thinking scientists, news organizations, and non-governmental organizations in making an intentional effort to replace the innocuous-sounding term *climate change* with something that better reflects where we are: climate crisis. Not only is this term a more accurate reflection of our situation—a neuro-analytics research group found that it causes a much stronger reaction for most people.

This shift in the debate is welcome news for those who work with the farmers and forest communities on the front lines of the crisis. For one thing, it helps mobilize valuable partners in our alliance who can facilitate and support our efforts to implement natural climate solutions, like climate-smart agriculture and forest conservation, in the world's most vulnerable landscapes.

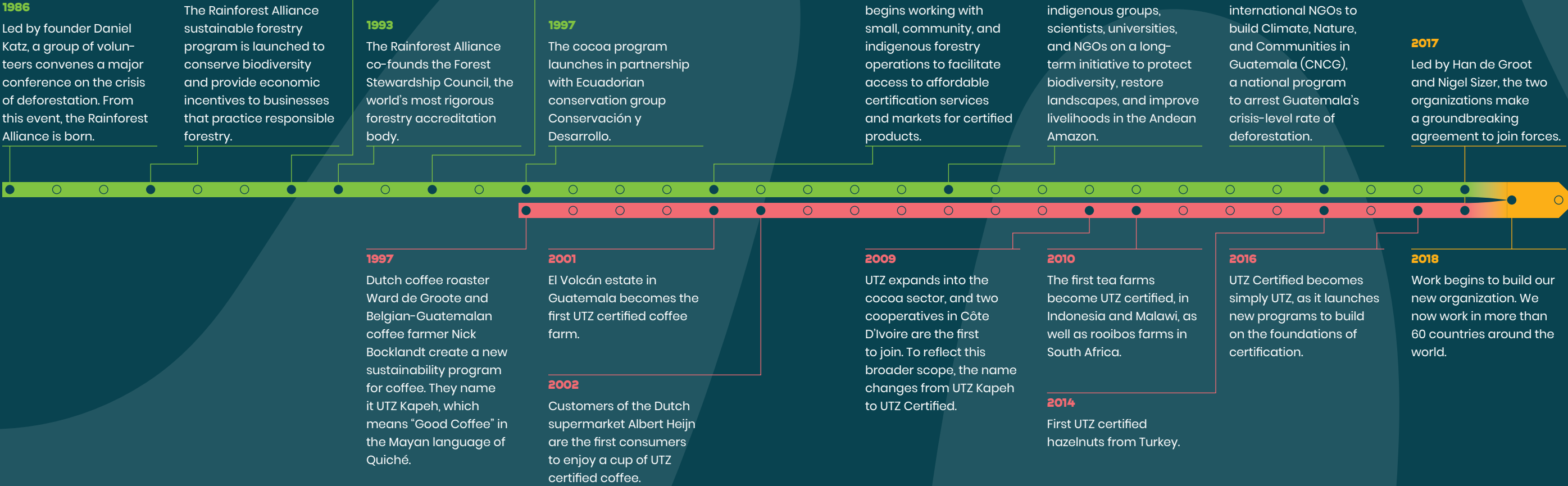
In this way, rural producers can increase their resilience to climate impacts like drought, floods, and increased pests—as well as their resilience to the financial pressures that drive deforestation.

These are perilous times. Yet we have tremendous faith in our allies, and we are heartened that scientists are finally recognizing the power of forests as a natural climate solution. Still, I'm urging you to do even more—to go out on a limb, take risks, be bold, and refuse to settle for a slow sustainability journey.

In the words of the wise teen climate activist Greta Thunberg, "It's time to act like the house is on fire. Because it is." 🌱



OUR HISTORY



OUR GLOBAL REACH

Although the seeds of our organization were first planted in Central America, our programs quickly spread to other parts of the world. Today we work in more than 60 countries, collaborating with partners from the public and private sectors to improve livelihoods and enhance climate resilience—while protecting threatened landscapes. Here are a few highlights from 2019.

A BANNER YEAR IN MEXICO

The Rainforest Alliance has been working to foster the self-determination, economic stability, and environmental sustainability of rural and indigenous forest communities in Mexico for almost three decades. In 2018, we made significant strides in connecting communities to markets—both global and national—and we convened a far-ranging alliance to scale up our efforts.

CATALYZING A RENEWABLE ENERGY TRANSFORMATION IN KENYA

Most of Kenya's 3 million smallholder tea farming families rely on charcoal and firewood for heating and cooking, but the smoke from these fuels is highly dangerous to the human health. Tea factories also use vast amounts of firewood for processing, which takes a huge toll on forests. The Rainforest Alliance, with support from the IKEA Foundation, is working to catalyze a shift to renewable energy.

HARNESSING TECHNOLOGY FOR BETTER FARMING

Today, farmers even in the most remote locations can connect across vast distances, thanks to mobile technology. Our expanded digital innovation programs make the most of these new networks to deliver individualized, data-driven farm plans and detailed coaching to farmers.

BOOSTING FARMERS' EARNING POWER

Although Indonesia's longstanding national policy required companies to buy fermented cocoa beans locally, cocoa farmers didn't have the capacity or equipment to do so. We worked with a local organization to train and equip farmers—and to influence actors all along the supply chain—to make this policy a reality.

REIMAGINING CERTIFICATION

Our new certification system is being designed to incentivize a consistent flow of information along the supply chain—a kind of “smart meter” rather than a diploma of compliance. This way, producers and companies can learn from the successes and challenges of their peers.

ACCOUNTABILITY FRAMEWORK

A coalition of leading environmental and social organizations, including the Rainforest Alliance, created the Accountability Framework initiative (AFi) to provide companies with guidance, benchmarks, and methods for measuring supply-chain transformation as they work to halt deforestation, protect natural ecosystems, respect human rights, and support producer and community livelihoods.



MEXICO

A holistic approach and powerful alliances connect smallholders to markets

GHANA

Digital technology and satellite imagery help farmers increase their yields

KENYA

A renewable energy initiative protects forests and public health

INDONESIA

A strategic partnership with a local organization improves the earning power of cocoa farmers



GLOBAL

The Accountability Framework helps close the gap between commitment and action

GLOBAL

Reimagining certification to effectively meet the urgent environmental and social challenges facing our world today

WHERE WE WORK:

-  Rainforest Alliance offices
-  Country with Rainforest Alliance sustainability programs or certified producers



FUNDERS

CONTRIBUTIONS \$1,000,000 & ABOVE

Global Environment Facility (GEF)
Gordon and Betty Moore Foundation
IKEA Foundation
International Climate Initiative (IKI) of the Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB), Germany
The International Fund for Agricultural Development (IFAD)
Millennium Challenge Account – Indonesia (MCA-I)
The Multilateral Investment Fund (MIF), a member of the IDB Group
Netherlands Ministry of Foreign Affairs
Norwegian Ministry of Climate and Environment (KLM)
Rockstar Games
United Kingdom Department for International Development (DFID)
United Nations Environment Programme (UNEP)
United States Agency for International Development (USAID)
World Bank

CONTRIBUTIONS \$100,000–\$999,999

Anonymous
Comic Relief UK

Critical Ecosystem Partnership Fund (CEPF)
The David and Lucile Packard Foundation
Food & Agriculture Organization of the United Nations
Ford Foundation
GoodWeave International
Dorothy Hines
Dan and Krystyna Houser
Humanist Institute for Development Cooperation (HIVOS)
International Center for Tropical Agriculture (CIAT)
International Institute for Tropical Agriculture (IITA)
ISEAL Alliance
Elysabeth Kleinhans
Maggie Lear and Daniel R. Katz
Mitsubishi Corporation
Foundation for the Americas
Mitsubishi Corporation Fund for Europe and Africa
The Overbrook Foundation
Panaphil Foundation
responsAbility
The Sustainable Trade Initiative (IDH)
Swedish Postcode Lottery
Symantec Corporation
Technoserve
Tinker Foundation Inc.
TUI Care Foundation
United Kingdom Department for Environment, Food & Rural Affairs (Defra)
United Nations Development Programme (UNDP)
W.K. Kellogg Foundation
Walmart Foundation USA

CONTRIBUTIONS \$10,000–\$99,999

Anonymous
Rachel and Adam Albright
The Battery
The Benevity Community Impact Fund
Fritz Beshar and Peter Lehner
Bloomberg Philanthropies
Chantecaille
Alex Cohen
craigslist Charitable Fund (CCF)
David and Katherine Moore Family Foundation Fund
Roger and Sandy Deromedi
Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Thao N. and Jerome L. Dodson
EarthShare
Frances Lear Foundation
General Mills, Inc.
German Federal Ministry for Economic Cooperation and Development (BMZ)
Wendy Gordon and Larry Rockefeller
Gramenstetter Marital Trust
Kaphan Foundation
Leah Keith
Catherine A. Ludden and Eric B. Rothenberg
The Mancheski Foundation, Inc.
Michelle Gibson and Deborah Meem
Meridian Institute
Mitsubishi Corporation
Nedelman Family Fund
Lida Orzeck
The Overbrook Foundation
Richter Farms
Laura and David Ross
George W. Schmidt, Jr. Living Trust
Peter M. Schulte
Joanne Sheridan
Kerri and Drew Smith
John F. Swift
Laney Thornton / Flora L. Thornton Foundation

Towards Sustainability Foundation
Toyota Environmental Activities Grant Program
Annemieke Wijn and Helmut Detken

CONTRIBUTIONS \$1,000–\$9,999

Anonymous (5)
Omar Abboud
Abilene Zoological Society
Garrett Albright
Dee Claire Anderson / The Gramma Ama Neenah Nature Donor Advised Fund at the Nature Conservancy
Linda Beale
Maxine Bédard
Catherine Bell
Shiva and Brad Berman
James Birney
Michael Bouska
Robin Boyer
Lisa Brenskelle
The Buckmaster Foundation
Butterfly Wonderland Foundation, Inc.
Scott Campbell
Carl F. Bostrom Estate
John Caulkins
Yvon Chouinard
Dan Claessens
Brigitte and Daniel J. Couvreur
Emily Crader
Christine Curtis
Janis Totham-Davies and Ronald Davies
Sheryl and Doug Dawson
Praveen Dayalu
Emilia and Amaury de Poret
Gregory DePasquale
Kristin Dessau
Amanda and Mark DiRienzo
Wena W. Dows
Kathleen C. Doyle
Carly Drake
Helen M. Dunlap
Elliott Badgley Foundation
Ellis Family Foundation

Karen Evans
 Laura Fetzner
 Sandra C. Finn
 Jaime Flaherty
 Simon Fogdebo
 Anne Ford
 David Frieling
 Andrew Frost
 Veronica Geary
 Kevin Giles
 Elizabeth Ginsberg and
 Robert Weinstein
 GlobalGiving
 Lynn Gorguze and Scott Peters
 Phyllis Green and
 Randolph L. Cowen
 David Grill
 Janet Grossman and
 Howard Mechanic
 Birgit and Grant Grundler
 Sigrid Hepp-Dax
 Marilú Hernández and
 Luis Bosoms
 Leona Hubatch
 Sibyl James
 Jeffery Jens
 John J. Moller Family Foundation
 John H. Deknatel Family Fund /
 Boston Foundation
 Alexandra Jones
 The Joseph & Catherine
 Johnson Family Foundation
 Jeanie and Murray Kilgour
 Nobuhisa Kobayashi
 Carl W. Kohls
 Barbara and Jim Korein
 Margaret and Tad Kramar
 Carolyn Lenz
 Mike Levy
 George Lewis
 Johnathan Love
 Laura Lubin
 Lila L. Luce
 Tom Wallace Lyons
 M. House Family Fund at The
 San Diego Foundation
 Tom Maguire
 Edward Mallinckrodt
 Tara Marchionna and
 Timothy Messler
 Christine Marie

The Martin Family Charitable
 Foundation Inc
 Maynard P. and Katherine Z.
 Buehler Foundation Fund
 Richmond Mayo-Smith
 Al Mckenzie
 Diana and Mark McNabb
 Wilbur Mellema
 Peter Mensch
 Edward M. Juda
 Nova and Roy Molina
 MOO Printing & Design
 Steven Morrow
 Frank Muehlenkamp
 Melanie and David Mustone
 Vivienne Myler
 Names in the News
 Network for Good
 The New York Community Trust
 Lisa Nix
 Leslie O'Loughlin
 O'Melveny & Myers LLP
 PayPal Giving Fund
 Eric Piesner
 Jill Pliskin and John Steinberg
 David Porteous
 Leslie and David Puth
 Monique Rampono
 Thomas O. Randon
 Eleanor and William Revelle
 John Riecker
 Lorenzo Rios
 The Robert Owen Bussey and
 Ellen Levy Bussey Charitable
 Fund
 Robert W. and Amy T. Barker
 Foundation
 Charles Ruedebusch
 S.L. Safferstone
 Saint Mary's Catholic Church
 and School
 Kirk Scarbrough
 Lori and David Schnadig
 Alice Scovell
 David Shapiro
 Claudia Shaum
 Eleanor Sherrard-Smith
 Silicon Valley Community
 Foundation
 Patricia Simpson
 Mary and Douglas Sphar

Randolph Stadler
 Meredyth and William Stern
 Ellen and Daniel Strickler
 Karanjot Sundlass
 Maryhelen Sweet
 Richard Tait
 Cathy Taub and Lowell Freiberg
 Norelle and Lee Tavrow
 Julie Taymor
 The Thomas R. And Deborah A.
 Davidson Foundation
 Jan Thompson
 Emma Trejo and Douglas
 Bender
 Susan Tressler and Fabio Corsi
 Carlo Treviso
 Erika Tull
 John Tyler
 Uroboros Fund at the New York
 Community Trust
 Goran Visnjic
 Martha and Fred Wales
 William Waller
 The Walt Disney Company
 Foundation
 Diana Wege and Tim Sherogan
 Emily White and Richard White
 Thomas and Linda Wicks
 Charitable Fund
 William Wozencraft
 Penelope and Philip Wright
 Grace Yu and Nikolas Makris

CONTRIBUTIONS \$500-\$999

Anonymous
 Pamela Altman and
 Guy Johnson
 AmazonSmile
 Jodi Anderson
 Rowena Archibald
 Arpin Charitable Trust
 Fiorella Arredondo
 Rachel Atkinson
 Axel Ayala
 Tasso Azevedo
 Julia Barr
 Diane Bastian
 Ashley Beall
 David Beeman

Clare Bernstein
 Michael Bier
 Deborah Blankenberg
 Betty Blumenkamp
 Boeing
 Andrew Bonner
 Grant Booth
 Jan Booth
 Valerie Brackett and
 Nikolaos Monoyios
 John Bradley
 Valentin Bravo
 Douglas Brenner
 Susan Brown
 John Bulfin
 Kelly Burke
 The Burt Family Foundation
 Edward Burtynsky
 Todd Carpenter
 Geoffrey Chen
 Nabi Chowdhury
 Christian Christensen
 Joanne Cirocco
 Timothy Cliffe
 Marguerite Coats
 John Collings
 Community Foundation of East
 Central Florida
 Sonila and David Cook
 Elyn Corey
 Gretchen Corkrean
 Carla Corwin
 Matthew Cubbage
 Alice Valder Curran and
 Charles Curran
 B. Davis
 Barbara Davis
 Robert Diebold
 BreeAnne Doehring
 James K. Donnell
 Conor DuBois
 John Egbert
 Paola Fagioli
 Lloyd P Fetterly
 Patrick Foley
 Ellen Forwalk
 Wendy Franks
 Bill Galioto
 Steven Goldberg
 Jeffrey B. Gracer
 Lumina Greenway

Michael Haddon
 Karen L. Hagen
 Tim Halloran
 Nina Hamilton
 Meredith Hartley
 Margaret Hayden
 David Hillert
 David Hillman
 Alex Hixenbaugh
 Hazel and Michael Hobbs
 Donna and Peter Hollinger
 Honest Kitchen
 Katherine Horn
 Daniel Hunziker / Pachamama
 Festival
 Jane Illades
 Robin Ingersoll
 Jambo International
 Garlyn Jenniskens
 Rebecca and Kris Johnson
 Valerie Johnston
 Pankaj Kanwar
 Donna Kaplan
 Kittamaquundi Community Inc.
 Susanne Kramer
 Corbett Kroehler
 Shihyu Kuo
 Wilson Liu and Xiaolin Zhang
 Jillian Lomanno
 Martin Lyngbo
 Jane Mann
 Fernando Martins
 The Masters School
 Chase McCain
 Miranda and Ryan McCullagh
 Michael Messinger
 Marissa Miller
 Robert Moore
 Jeanne Morency
 Michael Moreno
 Amy Morton and Rob Milburn
 Margaret Myers
 Patricia Nagamoto
 Liana K. and Gebhard Neyer
 Joyce and Roger Nussbaum
 Linda and John O'Hara
 Morgan Page
 Andrew Michael Parrucci
 Henry Perkins
 Pledgeling Foundation
 Caleb Pollack

Dianne Pratt
 Dexter Quiggle
 Steven Rabinowitz
 Jeremy Reichmann
 Allen Reitz
 Sara Richelson
 Forrest Rode
 Root Capital
 Andrew Rostaing
 Jill and Bryan Rutledge
 Joseph Salgado
 Anastasia Sares
 Kira Schabram
 Benjamin Schachter
 Christine Semenenko
 Timothy Sheffield
 Sherwood Forest Elementary
 Margaret Siber
 Jeffrey Simms
 Edwin Sisson
 Gail Slifka
 Maureen O. Smith
 Society of the Transfiguration
 William Specklerbottom
 Silda Wall Spitzer
 Michael Steffen
 Elizabeth Steig
 Sten Stemme
 Raymond Stewart
 Abby Stubb
 Angela Tassoni and
 Schuyler Thomson
 Bradley Tepaske
 Robert Tipp
 Rebecca Tobojka
 Julian Tokarev
 Barbara J. Tomasovic
 Caleb Townsend
 Edward Wachtel
 Justin Walker
 Walking Stick Family Fund
 Ricki Weinberger
 Judith Weis
 Elissa Weissman
 Lisa Wersal
 CiCi Wilson
 YourCause Paying Agent for
 Corporate Giving Program
 Helen Zenon

JULY-DECEMBER 2017
In addition to our 2018 funders listed above, the Rainforest Alliance would like to acknowledge these funders who donated between July 1, 2017-December 31, 2017. (Our previous 2017 Annual Report covered the period of July 1, 2016-June 30, 2017.)

CONTRIBUTIONS \$100,000-999,999

Alstom Foundation
 Citi Foundation
 Jean-François Brusselmans
 Charles R. O'Malley Charitable
 Lead Trust
 Talia and Seth Cohen
 The Eric and Joan Norgaard
 Charitable Trust
 Etienne B. Gabel
 Mary Kay and Gene Gardner
 Sarah Kennedy
 Anne Leone and Daniel Ludwig
 Daniel Maltz
 The Robert P. Rotella Foundation
 Mimi and Barry Sternlicht
 Steven Leuthold Family
 Foundation

CONTRIBUTIONS \$1,000-9,999

Kristen and Labeeb M. Abboud
 Ben Allen
 Audubon Society of Kalamazoo
 Kenneth Berger
 Betty A. Lewis University
 Environmental Charitable
 Trust
 Lisa Bogut
 Danielle Bol-de Greve
 David and Django Bonderman
 Melissa Bruce
 Susan Carey

The Chris and Melody
 Malachowsky Family
 Foundation
 Clif Bar
 Climate Ride
 Laurie Conley
 Mark Donovan
 Camille Dull
 Joel Eckhaus
 Lillian and Hamilton Emmons
 Beni and Michael Fein
 Tui Fleming
 Franklin Philanthropic
 Foundation
 Fuller Family Trust
 Josiane Gabel
 Gairel Gandrud
 Mary Garton
 GCC Group
 Louis Gilbert
 Green Hotels Association
 Hamilton Family Giving Fund
 Mary W. Hoddinott
 Phillip Johnson
 Shauna Johnson
 Anne Jones
 Emily Jorgensen
 Laura Kirk
 Jackie and Andrew Klaber
 Kenneth Knowles
 Maria Lee
 Sean Lew
 Robin Lustig
 Linda Matthews
 Anne S. and Brian K. Mazar
 Diana McCargo and Peter Swift
 Luc Missorten
 MOCIUN
 Natali Morris
 Lex Niarchos
 The Oelman Foundation
 Martin Prince
 Richard G. Pritzlaff
 Mark Pruett
 R.M. and T.Y. Brown Foundation
 Polly and Kenneth Rattner
 David Roberts
 Raymond Roccaforte
 Ron Beasley Fund
 Lisa Rosenfield
 Jeanne Rosenmeier

Deborah and Chuck Royce
Ronald Ruggiero
Lawrence Safran
Sounds True Inc.
Supreme Cores, Inc.
Ginny Sycuro
Thunderbird Junior Golf
Foundation
The Tom Fund
Michel Vandekerckhove
Kenneth Vogel
Roger Waghorn
Callae Walcott-Rounds and
Ed Rounds
John and Lacey Williams
Yvette Young and Robert Aron

**CONTRIBUTIONS
\$500–\$999**

Eric Bernum
Eric Bessette
Judith Brody
Susan B. Colwell
Deanna Dawson
Margaret Decker
Rohit Dinakar
Tom Dorsey
Elisa Duggan
Edmund Optics, Inc
Michael Ekblad
Nicholas Etches
Douglas Falls
Colleen Fitzpatrick
Autumn Fleck
Martin Gaehwiler
Dawn and Brian Gonick
Grupo Ferroso, S.A.
Ujval Gummi
Julester Haste
Alik Hinckson
Mani Iyer
Sharon Johnston
Brigitta Jones
Michael Julian
Karen Environmental and
Social Action Network
Kara Klassen
Courtney Knott
Sondra Kornblatt
Hyung-Il Lee

Barbara and Ken Lin
Barbara Meyer
Daniel Morgan
Tim Morgan
Colette Mullenhoff
Roshan Oberoi
Linda Ohara
Thomas Peng
Richard Pratt
Julien Reinhold
Sara and Eric Richelson
Patricia Rickloff
Esty Schneirsohn
Juliet Schor
Renata and Jack Schwebel
Diana Shannon
Gene Smith
Susan and Margaret Snowdon
Michael Snyder
Pamela Tate
Sivanesh Thavarajan
Vanessa Torti and Mark Wallace
Kristin Tow
Erin Watson
Wesley Webb
Harvey Weiner / Dependable
Distribution Weiner
Carole Whitehead
Ellen Williams
W. Williams
John Winn
Wonderful Giving
David Youngdahl

**COLLABORATORS AT ORIGIN
Our Collaborators at Origin
provide funding for on-the-
ground activities in producing
countries to build capacity and
drive impact and innovation.**

**COLLABORATORS AT ORIGIN
\$100,000 & ABOVE**

Avery Dennison Foundation
Columbia Forest Products
Domtar
Dunkin' Brands Inc.
Fundación Gigante

IKEA Supply AG
The J. M. Smucker Company
Kirin Holdings Company
Mars, Incorporated
Musim Mas
NESCAFÉ
Nestlé Nespresso S.A.*
Staples, Inc.
Teekanne GMBH & Co. KG
TOKS
Unilever

**COLLABORATORS AT ORIGIN
\$10,000–\$99,999**

The Coca-Cola Company
Confiseur Läderach AG
Evergreen Packaging, Inc.
Kimberly-Clark
New Britain Palm Oil Ltd.
VF Corporation

**GLOBAL SUSTAINABILITY
COLLABORATORS
Our Global Sustainability
Collaborators provide funding
to Rainforest Alliance in
exchange for supply chain
advisory services.**

**GLOBAL SUSTAINABILITY
COLLABORATORS
\$100,000 & ABOVE**
Jacobs Douwe Egberts

**GLOBAL SUSTAINABILITY
COLLABORATORS
\$10,000–\$99,999**

Apple Inc.
Asda
Avery Dennison
Colgate-Palmolive
GlaxoSmithKline
Halcyon Agri Corporation
Limited
International Flavors &
Fragrances

Johnson & Johnson*
The Kraft Heinz Company
Mattel, Inc.
Martin Bauer Group
Oriflame Cosmetics
Tetra Pak Danmark A/S

**JUDITH SULZBERGER SOCIETY
The Judith Sulzberger Society
honors those individuals who
have chosen to include the
Rainforest Alliance in their
estate planning.**

Anonymous (3)
Sara Burgess
Dr. Lynn H. Caporale
The Carlos Roberto Fernández
and Evelynne Adler Trust
Christian Oliver Stjerna
Degner-Elsner
Helene Frankel
Eliot M. Girsang
Chris and Bill Holmes
Elysabeth Kleinhans
Corinne Konrad
Maxine Mansor
Elizabeth McBrady
Susan Ellen Nicolich
Judith Perlman
Julie M. Reilly
William L. and Linda K. Richter
Gloria Ripple
Abigail Rome
Scottology Trust
Pamela Simonsson
Randolph Stadler
Mary J. Williams

**EVENTS
\$10,000 & ABOVE**

AMResorts
APRIL Group
Avery Dennison Corporation
Bloomberg Philanthropies
The Central National-
Gottesman Foundation

Chiquita
CMPC
Colombian Coffee Growers
Federation
Roger and Sandy Deromedi
Domtar
Fibria
Wendy Gordon and
Larry Rockefeller
Marilú Hernández and
Luis Bosoms
Dan Houser / Rockstar Games
Elysabeth Kleinhans
Lavazza
Lear Family Foundation
Maggie Lear and Daniel R. Katz
Catherine A. Ludden and
Eric B. Rothenberg
Mars, Incorporated
Richmond Mayo-Smith
McDonald's Corporation
Mitsubishi Corporation
(Americas)
Nestlé Nespresso
O'Melveny & Myers LLP
The Original Bradford Soap
Works, Inc.
Laura and David Ross
Peter M. Schulte
Alan Wilzig
Nyasha Zimucha

**EVENTS
\$500 – \$9,999**

Anonymous
Appvion, Inc.
Balzac Brothers and Co.
Bank of America Merrill Lynch
Fritz Beshar and Peter Lehner
C.F. Martin & Co., Inc.
Coex Coffee International, Inc.
Brigitte and Daniel J. Couvreur
Davis Wright Tremaine LLP
Han de Groot
Jamie Denburg Habie
Dunkin' Brands Inc.
Dennis Dunn
The Forestland Group, LLC.
Robin Foster
Cristina Gil

Susan Heaney
The Hilaria + Alec Baldwin
Foundation
Rick Hoffman
InterAmerican Coffee, Inc.
Intercontinental Coffee Trading
La Minita
Kate Lear and Jonathan LaPook
Christopher Loeber
Kiku Loomis
N.J. Douek Uniglobe Coffee
Olam International Ltd.
Olam Specialty Coffee
Leslie Park
Andrea and Mark Picard
Stephen Powers
Polly and Kenneth Rattner
Reunion Island Coffee Ltd.
Ric Rhinehart
S&D Coffee & Tea
Isabelle and John Silverman
Sime Darby / New Britain Palm
Oil Ltd.
Nigel Sizer
Kerri and Drew Smith
SRI Executive Search Limited
Tara Summers-Hermann
Sustainable Harvest Coffee
Importers
Thomson Reuters Foundation
Ton van der Laan
Don Weinbach
Annemieke Wijn and
Helmut Detken
John and Lacey Williams
WithumSmith+Brown, PC

IN-KIND CONTRIBUTIONS

Anonymous
Adnan Kelana Haryanto &
Hermanto
Allegro Coffee Company
Ally Coffee
AMResorts
Arias & Muñoz
Atlantic Specialty Coffee
Barnes & Noble Booksellers
BDS Asesores Jurídicos
Fritz Beshar and Peter Lehner

Bissinger's Handcrafted
Chocolatier
Bufete Aguirre Soc. Civ.
C.F. Martin & Co., Inc.
Chantecaille
Clif Bar
Cole Haan Inc.
Colombian Coffee Growers
Federation
Brigitte and Daniel J. Couvreur
Covington & Burling
Cozen O'Connor
The Daily Show with
Trevor Noah
Davis Polk & Wardwell
Dentons Munoz (Costa Rica)
Domtar
Eagle Creek
Ecoventura – MV Origin
Equinox Fitness Clubs
Fairmont Mayakoba
Fragomen Global
Garcia & Bodan
González Calvillo, S.C.
Google, Inc.
Wendy Gordon and
Larry Rockefeller
Holland & Knight LLP*
Holwell Shushter & Goldberg
Java City
JUST Water
Justin's
Jackie and Andrew Klaber
La Selva Amazon Ecolodge & Spa
Lavazza
Kate Lear and Jonathan LaPook
Mars, Incorporated
Richmond Mayo-Smith
McDermott, Will & Emery LLP
Audra McDonald
McDonald's Corporation
Miranda & Amado Abogados
Mitsubishi Corporation
(Americas)
Morgan Lewis
Euan Morton
Tessie Nedelman
Nestlé Nespresso
New York Pilates
New Jersey Performing Arts
Center

O'Melveny & Myers LLP
The Original Bradford Soap
Works, Inc.
Patagonia, Inc.
Paul Hastings LLP
Perfectly Posh
Plantas y Flores Costa Rica
Farm
Proskauer
Eric B. Rothenberg
Kerri and Drew Smith
Squire Patton Boggs
Taller Maya & Fundación de las
Haciendas del Mundo Maya
Teatulia
Diane Von Furstenberg
Tensie Whelan
White & Case LLP
Wilbur Curtis Co.
Willamette Valley Vineyards

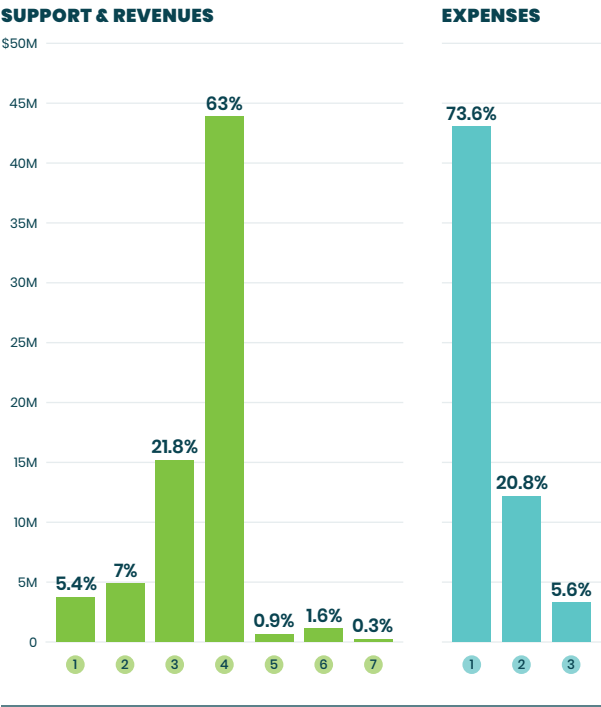
* Funder contributed only
between July–December 2017.

FINANCIAL SUMMARY

CALENDAR YEAR 2018

SUPPORT & REVENUES	
1 Major Donors & Individuals	\$3,748,481
2 Foundations & Corporate Grants	4,887,440
3 Government Grants & Contracts	15,297,077
4 Participation Agreement Revenue	44,173,347
5 Special Events – Net	645,375
6 In-Kind Contributions	1,122,588
7 Other	225,809
Total Revenue & Support	\$70,100,117
<hr/>	
EXPENSES	
1 Program Services	\$43,326,632
2 Management & General	12,233,239
3 Fundraising	3,308,887
Total Expenses	\$58,868,758
<hr/>	
OTHER ACTIVITY	
Foreign Currency Translation	(\$1,112,984)
<hr/>	
DISCONTINUED OPERATIONS, RA-CERT*	
Revenues from RA-Cert	\$7,026,370
Expenses from RA-Cert	(7,773,604)
Gain on Sale of RA-Cert	370,360
Discontinued Operations, Net: RA-Cert	(\$376,874)
<hr/>	
CHANGE IN NET ASSETS	\$9,741,501
<hr/>	
ASSETS	
Net Assets, Beginning of Year	\$24,583,129
Net Assets, End of Year	\$34,324,630

*During 2018, RA sold its assets in connection with its RA-Cert line of business. This sale represented a strategic shift in RA’s operations and as such was recorded as a discontinued operation in the consolidated statement of activities and changes in net assets.



NOTE:
On January 1, 2018, the Rainforest Alliance merged with UTZ, forming a new international non-profit organization registered as Rainforest Alliance Holding, Inc. Rainforest Alliance Holding, Inc. serves as the common parent non-profit corporation providing centralized governance and oversight over Rainforest Alliance, Inc. and Stichting Rainforest Alliance (formerly known as UTZ). This financial summary represents the consolidated revenue and expense for 2018 for the new merged organization. Detailed financials for Rainforest Alliance Inc. and Stichting Rainforest Alliance can be found in their separate annual audited financial statements, published on our website.

ACKNOWLEDGMENTS

BOARD OF DIRECTORS
Daniel R. Katz, *Chair*
Ton van der Laan, *Vice Chair*
Peter M. Schulte, *Treasurer*
Labeeb M. Abboud
Tasso Azevedo
Seth Cohen
Sonila Cook
Daniel J. Couvreur
Roger Deromedi
Wendy Gordon
Nina Haase
Marilú Hernández de Bosoms
Dan Houser
Laura Kirk
Peter Lehner
Nalin Miglani
Stefanie Miltenburg
Paula Nimpuno
Vanusia Nogueira
Juan Esteban Orduz
Anurag Priyadarshi
Eric Rothenberg
Kerri A. Smith
Annemieke Wijn

AMBASSADORS CIRCLE
Members of the Ambassadors Circle are talented individuals from the business, scientific, philanthropic and entertainment industries who can actively support the Rainforest Alliance’s mission in unique ways.

Maxine Bédat
Kim Bendheim
Count Amaury de Poret
Elliott Donnelley
Andrew Klaber
Hemendra Kothari
Lawrence Lunt
Richmond Mayo-Smith
Theresa Nedelman
Jay Pierrepont
Mark Pinho
Alexis Rockman
David S. Ross
Cameron Russell
William Sarni
Bina Venkataraman
Adam Wolfensohn

EDITORS
Beth Hearn
Jungwon Kim

DESIGNERS
Patrick Floyd
Mason Phillips
Joost Voets

CONTRIBUTORS
Laura Jamison
Ryan Thompson

PRINTING
Printed by ColorDynamics in Allen, Texas, using UV inks. ColorDynamics is an FSC®-certified printer.

PAPER
Printed on Cougar® Super Smooth Finish. Cougar is FSC-certified and part of the Domtar EarthChoice family of environmentally and socially responsible papers.

PHOTO CREDITS
front cover Matthew Harmer, Nice and Serious
inside front cover Sergio Izquierdo
p. 3 Mohsin Kazmi
p. 4 tea farm: Suvashis Mullick; cocoa: Sergio Izquierdo
p. 5 beekeepers: Sergio Izquierdo; coffee cherries: Matthew Harmer, Nice and Serious; cocoa beans: David Dudenhoefer
p. 16 Sergio Izquierdo
all others Rainforest Alliance staff



The Rainforest Alliance is an FSC-accredited certifier. FSC® A000520



United States:

125 Broad Street, 9th Floor
New York, NY 10004
tel: 212.677.1900

The Netherlands:

De Ruyterkade 6
1013 AA, Amsterdam
tel: +31 20 530 8000

rainforest-alliance.org