



CONNECTIONS

RAINFOREST ALLIANCE
ANNUAL REPORT 2013



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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A LETTER FROM THE BOARD CHAIR AND PRESIDENT

Felicitas Sánchez, 24, is one of the Rainforest Alliance’s youngest allies, working with us to create a world where people can prosper and thrive in harmony with the land. Sánchez, a pensive young woman who switches easily between Spanish and the indigenous Chatino language of her community, serves as a volunteer for the 400-member UNECAFE coffee cooperative in a poor, heavily deforested coastal region of Oaxaca, Mexico. The Rainforest Alliance Certified™ cooperative joined us in a partnership with two local NGOs to create a community forest carbon project that will eventually sell credits on the voluntary carbon market.

The project is unusual because it involves smallholder farmers, rather than an organization or individual with massive landholdings. It is also a study in the connections that undergird our work: By training farmers in reforestation methods, we are helping them stabilize their microclimates in the face of increasingly unpredictable weather patterns. The carbon credits generated by these reforestation activities are expected to create an additional revenue stream, buffering farmers against devastating price fluctuations in the coffee market. And Sánchez and her peers are developing professional skills (including geo-mapping and carbon data collection) in their own communities instead of migrating to northern cities in search

of work—a critical consideration for Chatinos, whose language is on UNESCO’s endangered list.

“I’m very happy to be part of the carbon-coffee project, given that I grew up in the countryside,” Sánchez told us. “The project will benefit the entire community as well as future generations...when they grow up, they will still have trees, because we are conserving them now—so that in the future these trees will provide clean air for our planet.”

Young people like Sánchez inspire us. And we are proud to report that a growing number of companies around the world have committed to supporting communities like hers by sourcing Rainforest Alliance Certified coffee, tea, chocolate and other crops. In the following pages, you will read about many other ways in which the Rainforest Alliance is helping to build an economy that values people and nature at least as much as it does prosperity. The very survival of our species—indeed, of 80 percent of all living beings on Earth—depends on healthy forests for survival. We invite you to join our movement and walk with us toward a brighter future for all.



Daniel R. Katz
DANIEL R. KATZ
BOARD CHAIR



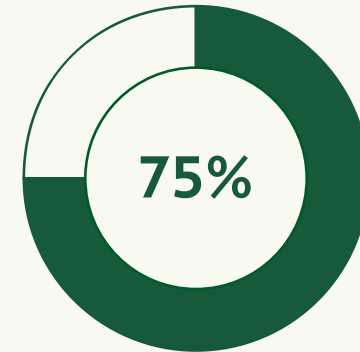
Tensie Whelan
TENSIE WHELAN
PRESIDENT



LIVELIHOODS

Recognizing that the desperation of poverty fuels deforestation, the Rainforest Alliance promotes economic opportunities through sustainable agriculture, forestry and tourism. We create incentives for farming and forest communities to protect our most precious ecosystems.

ECONOMIC IMPACTS ON CERTIFIED COFFEE FARMS IN BRAZIL, COLOMBIA, GUATEMALA, EL SALVADOR & PERU



REPORTED
GREATER
EFFICIENCY &
PROFITABILITY

ACCESS TO CREDIT ON CERTIFIED FARMS

■ CERTIFIED FARMS ■ NONCERTIFIED FARMS

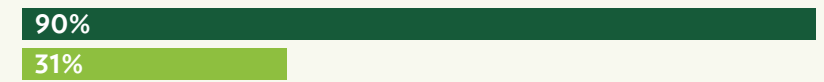
AVERAGE DOLLAR VALUE OF LOANS



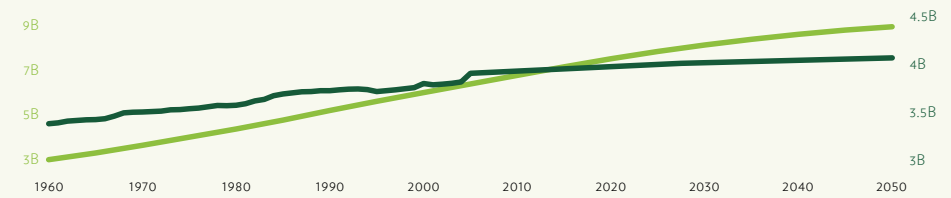
AVERAGE NUMBER OF LOANS RECEIVED PER YEAR



KEEP BASIC RECORDS THAT IMPROVE ACCESS TO CREDIT



GLOBAL POPULATION (■) VS ARABLE LAND IN ACRES (■)



1.6 billion
PEOPLE DEPEND ON FORESTS
FOR THEIR LIVELIHOODS WORLDWIDE

GLOBAL POPULATION EMPLOYED BY AGRICULTURE

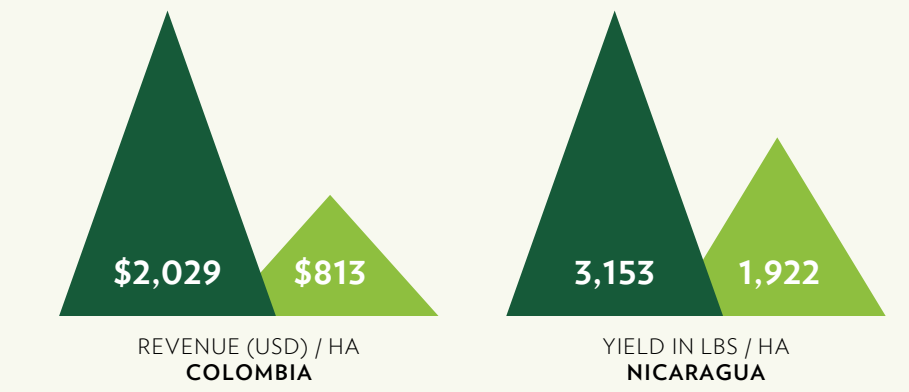


PERCENTAGE OF PEOPLE IN DEVELOPING COUNTRIES
LIVING IN RURAL AREAS WHERE AGRICULTURE IS THE
LARGEST SUPPORTER OF LIVELIHOODS



REVENUES & YIELDS ON CERTIFIED COFFEE FARMS

■ CERTIFIED FARMS ■ NONCERTIFIED FARMS



Data sources: see inside back cover

GUARDIAN OF THE AMAZON

Home to the Ese'ija and Shipibo indigenous communities, the Madre de Dios region is Peru's gateway to the Amazon, whose rainforest is essential to regulating Earth's climate. The Rainforest Alliance began working with leaders from the region's Tres Islas community in 2009 to conserve 76,000 acres (31,000 hectares) of land through the development of forest-based enterprises, including the sustainable production of Brazil nuts, timber and the fruit of native oil palms.

Soon afterward, however, the community was besieged by an influx of unscrupulous gold miners

who rapidly destroyed forestland in the region, as they have elsewhere in the Amazon. "There was always mining here, but it got to the point that there were miners here 24 hours a day," recalled Juana Payaba Cachique, who joined with other community leaders to fight a successful three-year legal battle to close the road used by illegal miners. In 2012, the case reached Peru's Supreme Court, which reaffirmed the land rights of the Ese'ija and Shipibo, providing an important precedent for Peru's 1,500 indigenous tribes and legal support for sustainable economic growth in Madre de Dios.



76,000

ACRES (31,000 HA) IN MADRE DE DIOS
UNDER SUSTAINABLE MANAGEMENT,
EQUIVALENT TO THE AREA OF 57,476
AMERICAN FOOTBALL FIELDS



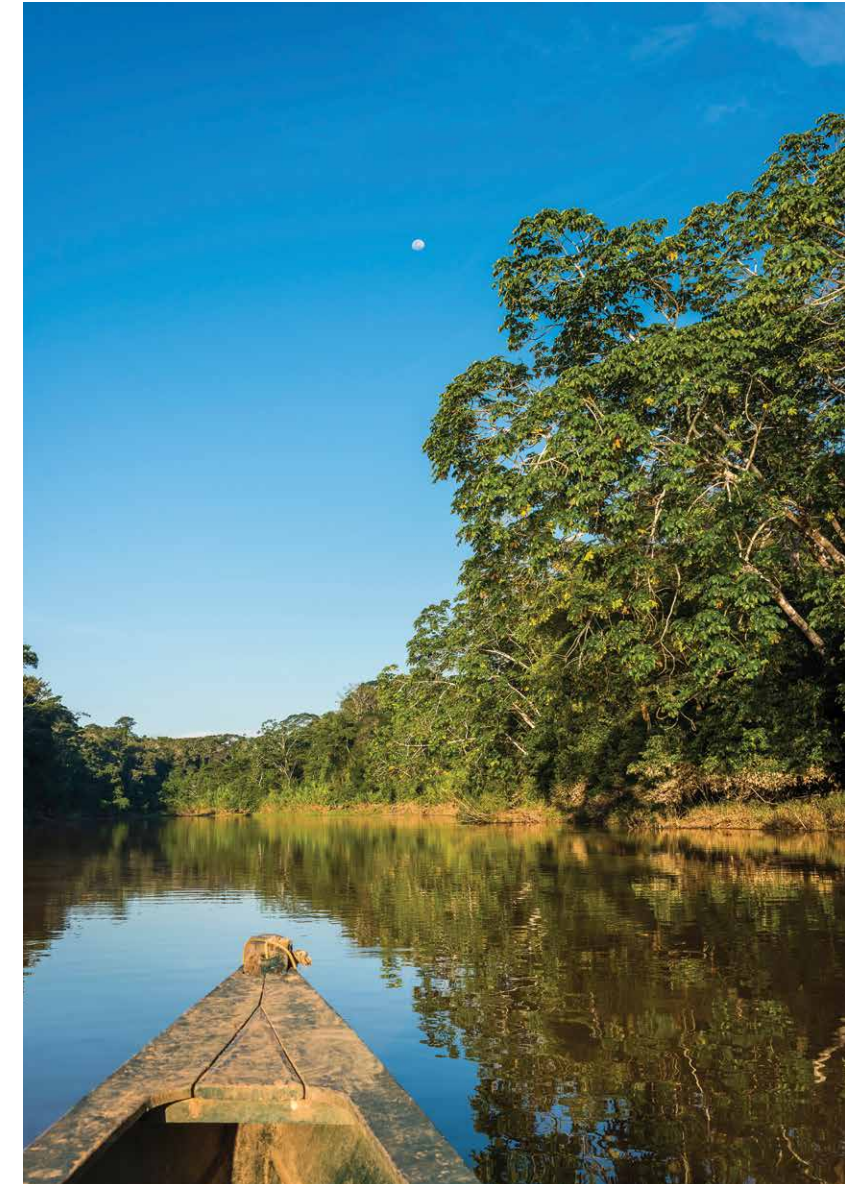
MADRE DE DIOS
PERU

CONSERVATION THROUGH FOREST COMMUNITY ENTERPRISE

Communities that derive their livelihoods from healthy forests are often the first line of defense against deforestation; they are in the best position to monitor, report and fight destructive activities like illegal logging or mining. This is why the Rainforest Alliance works with local communities to develop viable forest businesses and increase their access to local, regional and international markets.

“The miners were
destroying trees
because they didn’t
live here, and they
didn’t care about
the land the way
we did.”

JUANA PAYABA CACHIQUE

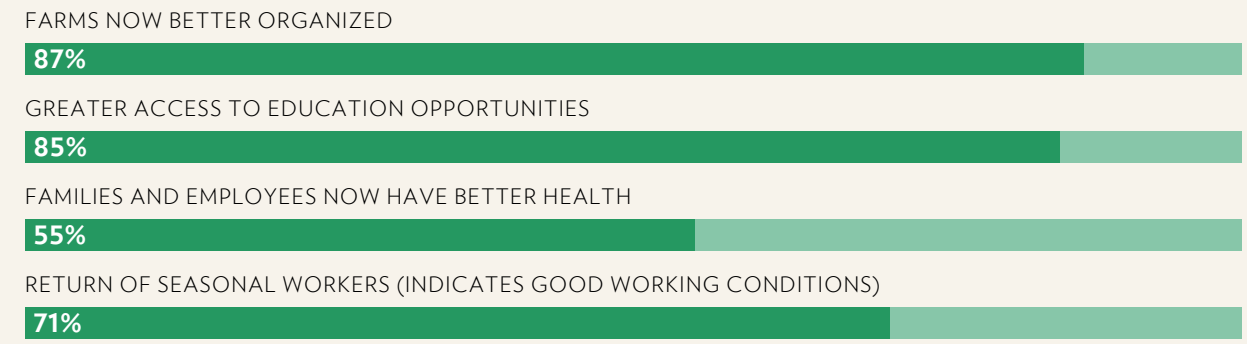




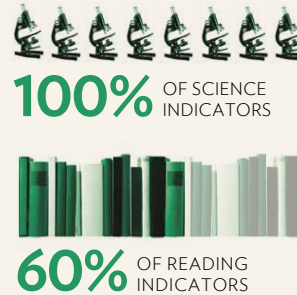
COMMUNITY

The well-being of workers, their families and local communities is central to the Rainforest Alliance philosophy. The farms, forestry enterprises and tourism businesses with which we work provide decent housing, access to health care and safety equipment and training to their workers, as well as educational support and economic development opportunities for local communities.

SOCIAL & COMMUNITY IMPROVEMENTS ON FARMS AFTER RAINFOREST ALLIANCE CERTIFICATION

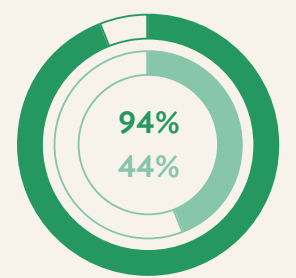


HIGHER TEST SCORES AT OUR PARTNER SCHOOLS IN JACKSONVILLE, FL

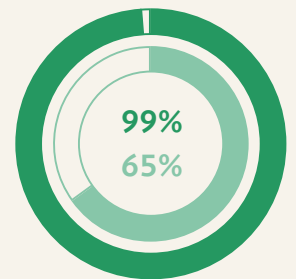


WORKING CONDITIONS ON CERTIFIED FARMS IN NICARAGUA

CERTIFIED FARMS
NONCERTIFIED FARMS

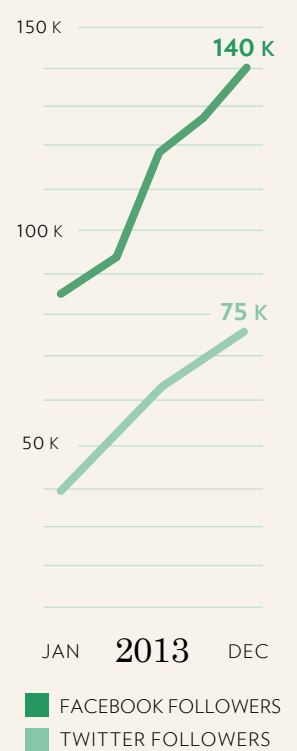


WORKERS PROVIDED WITH HOUSING



ACCESS TO POTABLE WATER

BUILDING A GLOBAL COMMUNITY OF MINDFUL CONSUMERS

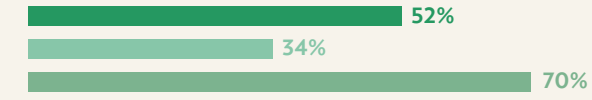


NEW CONSUMER ATTITUDES

"I BELIEVE THAT I HAVE RESPONSIBILITY TO PURCHASE PRODUCTS THAT ARE GOOD FOR THE ENVIRONMENT AND SOCIETY"



"I OFTEN ENCOURAGE OTHERS TO BUY FROM COMPANIES THAT ARE SOCIALLY AND ENVIRONMENTALLY RESPONSIBLE"



ALL MARKETS
DEVELOPED COUNTRIES
DEVELOPING COUNTRIES

"This is a poor area, and there used to be no parks for the children. The company built parks. There are many areas that don't have a library or even books. So the company brought in books for the children. And the community is pleased with the company."

HECTOR CHAVARRÍA GUZMÁN
FORESTRY WORKER FOR THE FSC® / RAINFOREST ALLIANCE CERTIFIED PINE FOREST FARM RESFORESTADORA EL GUÁSIMO IN YARUMEL, COLOMBIA

INVESTING IN A NEW GENERATION OF CONSERVATIONISTS

Bolstering local conservation expertise is an imperative in South Sulawesi, Indonesia, where rampant deforestation threatens the island’s astonishing wealth of endemic species, including the nearly extinct babirusa (a pig with four tusks) and the crested black macaque, a critically endangered primate. Yet many of Indonesia’s most promising forestry and agriculture graduates find it difficult to secure jobs in their fields for lack of real-world experience.

In 2013, to give this local talent the field experience that can launch their careers, the Rainforest Alliance trained more than 20 students like

Neny Sartika to teach farmers about composting, sanitation and how to protect delicate cocoa trees from the sun. At the same time, students learned to gather the baseline data on farm productivity needed to evaluate the economic benefits of our training initiatives.

“I learned about public speaking, working with the local government, and educating adults and children about the importance of conservation,” Sartika said. After graduating, she went on to work in Sulawesi for the Sustainable Cocoa Production Program of Swisscontact, a Swiss NGO.



A NEW GENERATION OF SUSTAINABILITY AMBASSADORS

Our research initiative gives agriculture students firsthand knowledge of the Sustainable Agriculture Network standard—against which Rainforest Alliance Certified farms are audited—and teaches them how to collaborate successfully with farmers and village leaders. Training initiatives like this are particularly important for female students, who are often relegated to office jobs after graduation. Half of the women participating in our Sulawesi program were later hired to work in jobs directly related to their field of study or went on to pursue advanced degrees—preparation to become leaders of a new generation of committed sustainability ambassadors.

50%

OF WOMEN PARTICIPANTS GAINED JOBS IN THEIR FIELD OR CONTINUED THEIR STUDIES TO EARN ADVANCED DEGREES



“During the Rainforest Alliance field study, we all shared the same important roles as we navigated the learning process and gained experience together.”

ANDI MEEGA MUSTIKA
FORESTRY RESEARCHER FOR
THE INDONESIA MINISTRY OF FORESTRY



EMPOWERING WOMEN FARMERS

Mojisola Enitan Oluyeye, the Rainforest Alliance's lead agricultural trainer in Nigeria, is on a personal mission to empower female cocoa farmers. The number of women participating in our training programs in Nigeria's cocoa-growing region grew significantly in 2013; in Oluyeye's area alone, 50 new female farmers from a single community participated. More women also participated in specialized training for agricultural technicians and co-op administrators: in the final seminar of the year, women comprised one-third of the participants.

Increasing the number of women in sustainable agriculture is essential to the economic health and social stability of farming communities in the Africa's most populous country. Studies show that women who produce cocoa as a cash crop typically spend a much higher proportion of their earnings on household food needs than men do. These spending patterns demonstrate that women serve as a vital link between healthy landscapes and thriving communities.

"The more women I am able to bring into sustainable production, the more able I am to help take households out of poverty and food insecurity."

MOJISOLA ENITAN OLUYEYE
RAINFOREST ALLIANCE LEAD AGRICULTURAL TRAINER, NIGERIA



ONDO STATE
NIGERIA



SMALLHOLDER FARMERS PROVIDE

80%

OF FOOD CONSUMED IN
ASIA & SUB-SAHARAN AFRICA

OUR WORK IN COCOA

The Rainforest Alliance has been strengthening the position of smallholder cocoa farmers since 2006 by training them to conserve natural resources, secure a decent income, increase productivity and gain access to the growing global market for sustainably produced cocoa. With the support of

locally based technicians and group administrators who help prepare farmers for certification, hundreds of thousands of cocoa farmers around the world have achieved certification. They are safeguarding the health of 1.86 million acres (750,000 hectares) of land and building a better economic foundation for future generations.

OUR CURRICULUM MAKES THE GRADE

One of the most anticipated moments for the students in Jacksonville, Florida, who participate in the Rainforest Alliance education program comes at the end of the year, when they meet their counterparts in Guatemala via a videoconference, organized by our educational partner Creative Connections, after trading letters and artwork. In one recent exchange, a New York student asked about a colorful quetzal, and the Petén student who had drawn the bird replied, “It has a beautiful tail with lots of colors. It’s an endangered species that lives in the mountains.”

Local-to-global connections are fundamental to the Rainforest Alliance’s educational curricu-

lum, which has helped the Jacksonville district engage more than 14,000 students in experiential learning. In 2013, a study of Florida test scores by the Bach Center, an educational consulting firm, observed that students attending our partner schools scored higher on 100 percent of the science indicators and 61 percent of the reading indicators than their peers at demographically similar schools. More substantial gains were noted among schools that have a high percentage of low-income students. Although additional research is needed to further substantiate these preliminary results, early indicators of the impact of our curriculum are indeed promising.



UNITED STATES
& GUATEMALA

TEACHING KIDS TO THINK LOCALLY AND GLOBALLY

The Rainforest Alliance has been an environmental education pioneer since 2002, when we launched our online Learning Site featuring our free interdisciplinary curriculum for grades Pre-K through 8; the site receives an average of three million annual page views. We also provide direct training nationally and internationally for teachers, who then go on to teach their colleagues. Our curriculum emphasizes community action and ongoing dialogue with students locally and abroad, preparing children to become responsible global citizens in a rapidly changing world.

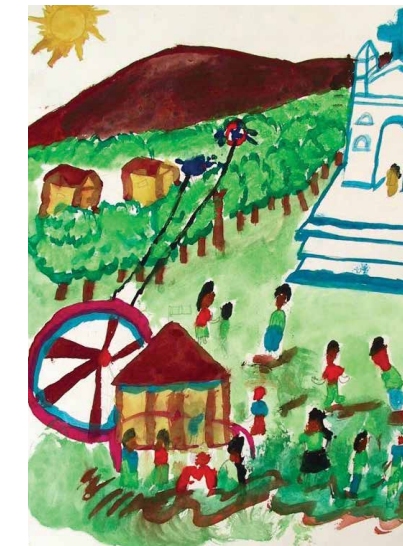
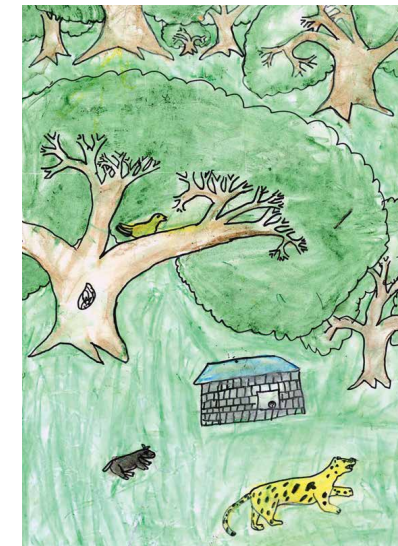
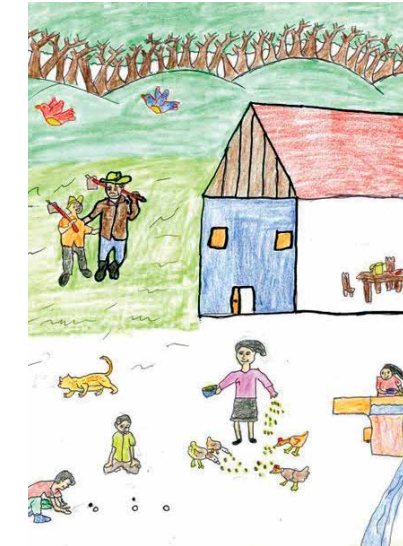
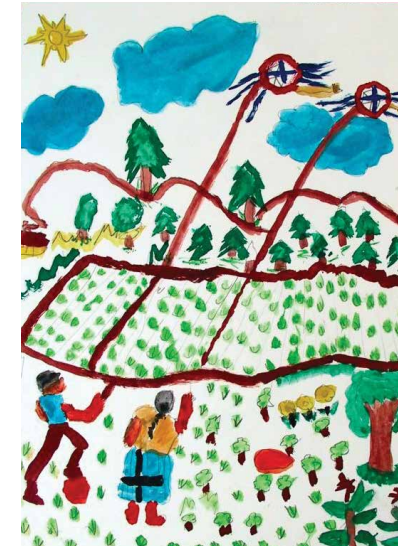
PARTNER SCHOOL TEACHERS & ADMINISTRATORS

“RAINFOREST ALLIANCE PARTNERSHIP HELPS BUILD ENVIRONMENTAL VALUES AMONG OUR STUDENTS”

90%

“The Rainforest Alliance program really helped the kids to connect what we know about our own state and region with conditions globally.”

SHANNON HARTER
JACKSONVILLE 4TH GRADE
MATH AND SCIENCE TEACHER



Students in Guatemala exchange artwork with students at partner schools in the United States, providing a window into daily life in their local communities.

BIODIVERSITY

The Rainforest Alliance works with farmers, foresters and tourism businesses around the world to conserve habitat for threatened species. Restoring degraded landscapes, reestablishing biological corridors for migratory animals and reducing overall ecological impact are all fundamental elements of our approach.

THREATENED WITH EXTINCTION IN THE NEAR FUTURE

1 IN 4
MAMMALS



1 IN 8
BIRDS



1 IN 4
CONIFEROUS
TREES



1 IN 3
AMPHIBIANS



15,000
INDIGENOUS
TREES
PLANTED
AT A CERTIFIED
MALAWI TEA
FARM BETWEEN
2011 & 2013

FARMERS ON ENVIRONMENTAL BENEFITS OF CERTIFICATION

NOW MORE COMMITTED TO TAKING CARE OF THE ENVIRONMENT

95%

SAW MORE TREES ON THEIR FARMS

77%

REPORTED OBSERVING THAT ANIMALS HAD RETURNED

72%

30%
OF GLOBAL LAND
AREA IS FORESTED

FOREST BIRD SPECIES FOUND ON
RAINFOREST ALLIANCE CERTIFIED
COFFEE FARMS IN THE APANECA
BIOLOGICAL CORRIDOR IN EL
SALVADOR



RUFIOUS SABREWING



BLUE-CROWNED
MOTMOT



BUSHY-CRESTED JAY



ELEGANT TROGON



RED-LEGGED
HONEYCREEPER



BAR-WINGED ORIOLE

ARTHROPOD SPECIES FOUND ON CERTIFIED FARMS IN COLOMBIA (ARTHROPOD RICHNESS IS AN INDICATOR OF SOIL HEALTH)



COLEOPTERA



FORMICIDAE



HYMENOPTERA



HEMIPTERA



DIPTERA



ARANEA



COLLEM-
BOLA



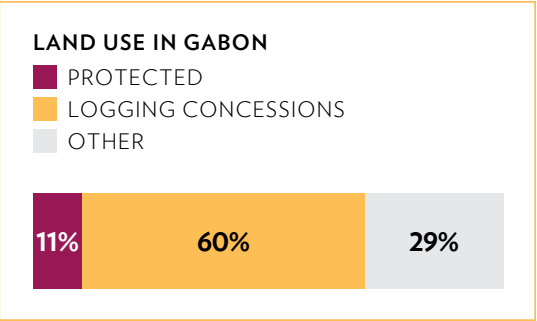
ACARI

A SAFE HAVEN FOR GREAT APES



For the western lowland gorillas of Gabon, sustainable forest management can mean the difference between life and death. The same is true for the other critically endangered primates in the region—including chimpanzees and mandrills—that make their home in Gabon’s tropical rainforests. Only a fraction of this important forestland is legally protected, and enforcement to keep out illegal loggers is weak to nonexistent. Meanwhile, irresponsible timber companies working in logging concessions surrounding the country’s national parks and reserves are recklessly logging without consideration of their environmental impact.

One FSC/Rainforest Alliance Certified timber company, however, protects these majestic animals through habitat conservation, using selective harvesting and low-impact logging techniques while enforcing strict bans on hunting. Rougier Gabon manages more than 2.16 million acres (877,251 hectares) in various parts of the country—the largest area of FSC/Rainforest Alliance Certified forestland on the African continent. A recent World Wildlife Federation study found “healthy populations” of critically endangered gorillas and chimpanzees on FSC certified logging concessions in the Congo Basin, one of many reports to document the biodiversity benefits of FSC certification.



CERTIFICATION AND WILD-LIFE HABITAT CONSERVATION

Without sustainable management, logging concessions pose an imminent threat to wildlife around the world: rampant deforestation destroys vital habitat, while logging roads provide poachers with direct access to critically endangered animals. FSC/Rainforest Alliance Certified forestry concessions, however, are required to protect nesting areas, fruit-bearing trees, habitat and food stores for gorillas, chimpanzees and other endangered species.



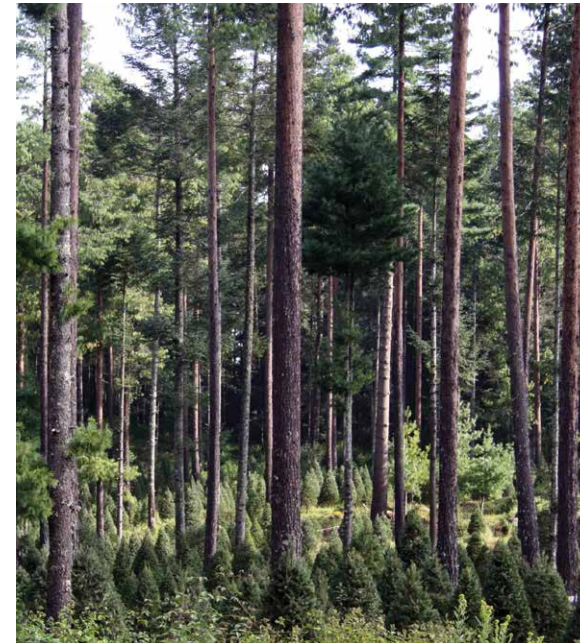
“The forestlands under Rougier Gabon’s stewardship are managed in order to maintain their core habitat characteristics, and it’s rewarding to know that these majestic apes can find refuge there.”

JAMAL KAZI
RAINFOREST ALLIANCE FORESTRY AUDITOR

LIVING CONNECTIONS

At the heart of the Rainforest Alliance's approach is the understanding that the health of the land is inextricably connected to the well-being of those who depend on it for their livelihoods. Our approach includes training and certification that promotes environmental conservation and social justice in some of our most vulnerable ecosystems. By linking forward-thinking farmers, foresters and tourism entrepreneurs to the growing global demand for responsibly produced goods and services, we harness the power of the market to build a better future for us all. The Rainforest Alliance is a leader in the movement to build a truly ethical global market—one that sees farmworkers and companies, animals and foresters, and communities and consumers as part of an interconnected whole.

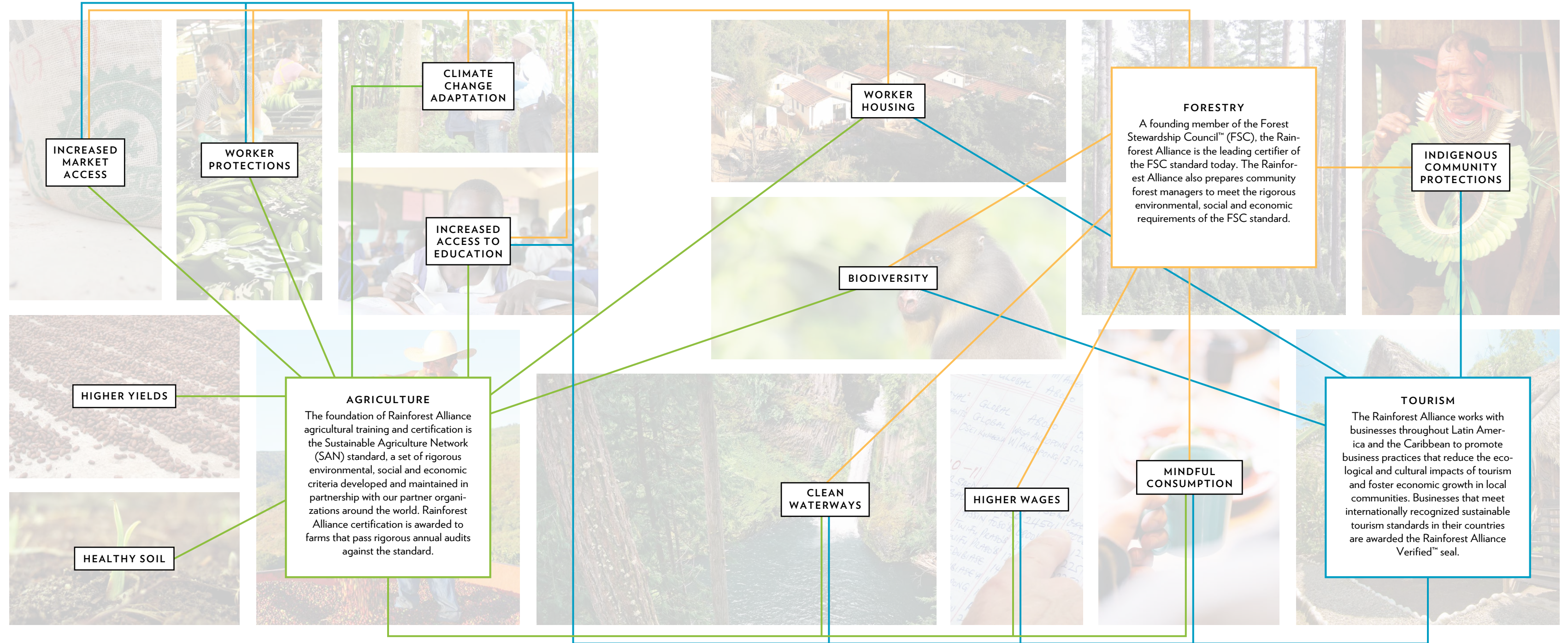
Use the transparency to explore the connections in our work.



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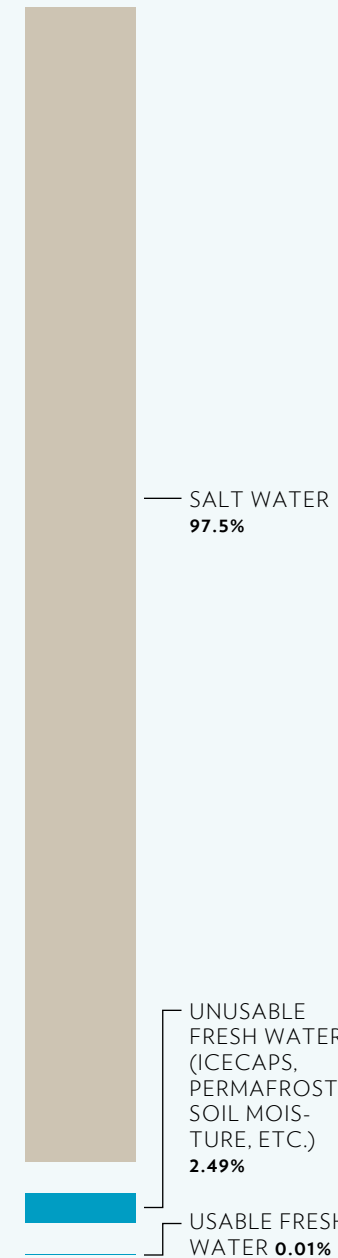
Use the transparency to explore the connections in our work.



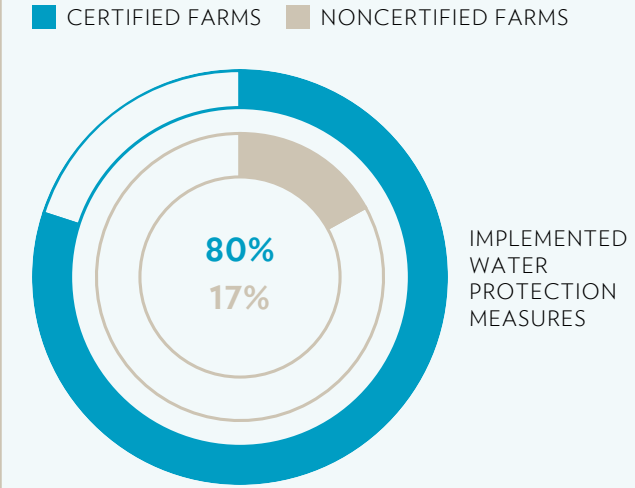
WATER

Since water is the lifeblood of all life on the planet, the Rainforest Alliance works to protect streams, rivers, lakes and oceans around the world. We teach farmers, foresters and hotel owners methods that conserve and protect local waterways, for the benefit of workers, surrounding communities and nearby ecosystems.

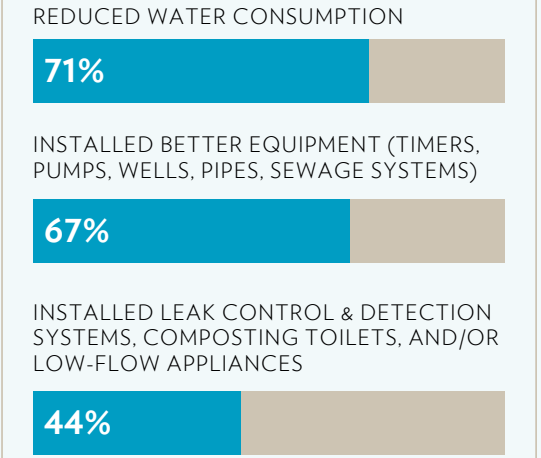
TOTAL VOLUME OF WATER ON EARTH



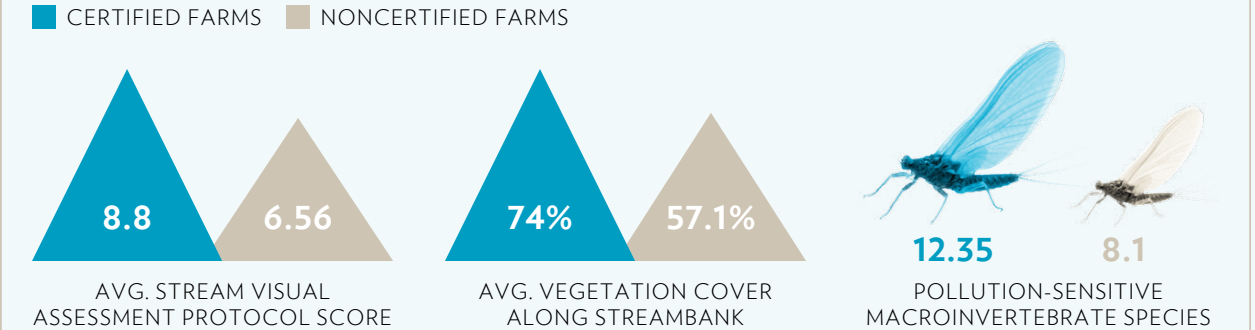
WATER PROTECTION IN CÔTE D'IVOIRE



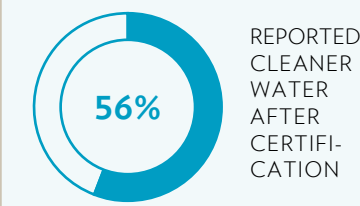
WATER CONSERVATION AT VERIFIED TOURISM BUSINESSES IN LATIN AMERICA



WATER QUALITY IN STREAMS ON COFFEE FARMS IN CUNDINAMARCA, COLOMBIA



SURVEY OF COFFEE FARMERS IN LATIN AMERICA



PROJECTED WATER AVAILABILITY BY 2025



PROTECTING PRECIOUS AQUIFERS

Decades of unchecked development have irrevocably altered the once-pristine coastline of Mexico's Riviera Maya. All-inclusive megaresorts loom over powdery white beaches, while cruise boats transport visitors from all over the world to the area's fragile karst landscape. Wastewater from these tourism businesses has an especially destructive ecological impact on the Yucatán, due to the area's unique geology: freshwater in the northern half of the peninsula comes not from

rivers but from *cenotes*, subterranean aquifers and caverns connected by underground waterways.

Contaminated groundwater seeps through the limestone and spreads via underground rivers, transporting polluted water to other aquifers and eventually to mangroves and the offshore coastal reef system. Runoff from land-based pollution has contributed to the destruction of more than 50 percent of the Yucatán's coral reefs since the 1990s.

To curtail this grave threat to the ecosystem, AMResorts, a company with 18 Rainforest Alliance Verified properties across Mexico, has implemented strict water-protection measures in its 10 Yucatán hotels. Wastewater treatment systems and strict water-conservation measures protect the water supply for the human population and reduce damage to the peninsula's interconnected aquatic ecosystems.



YUCATÁN
MEXICO

WASTEWATER MANAGEMENT AT RAINFOREST ALLIANCE VERIFIED HOTELS IN MEXICO

BEFORE RAINFOREST ALLIANCE TECHNICAL ASSISTANCE

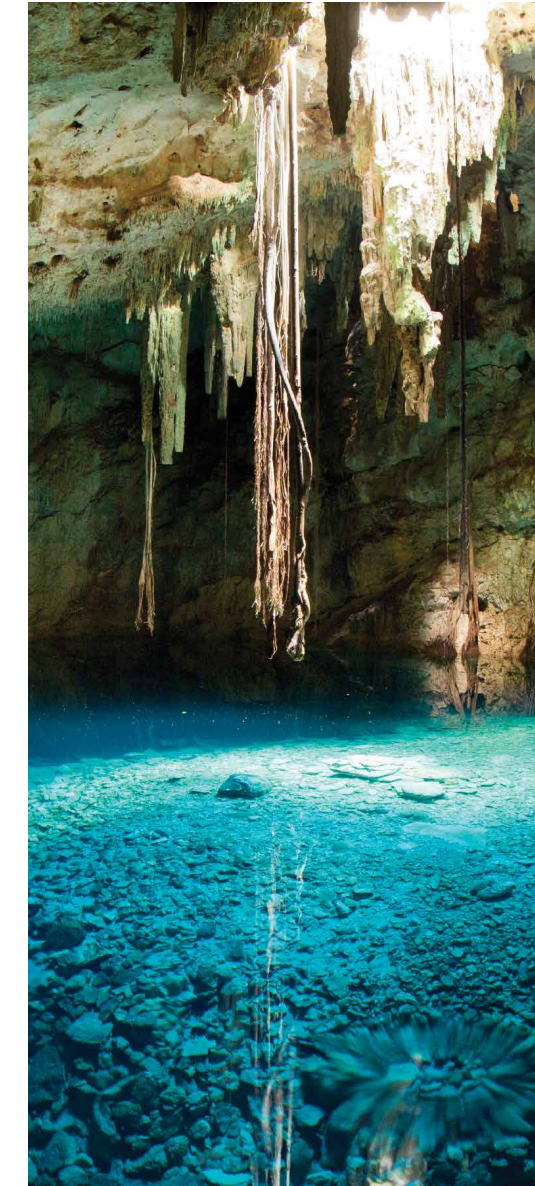
56%

AFTER RAINFOREST ALLIANCE TECHNICAL ASSISTANCE

80%

CREATING A LIGHTER FOOTPRINT

The Rainforest Alliance works throughout Latin America and the Caribbean to protect some of our planet's most breathtaking landscapes and make tourism truly sustainable. In addition to training hotel and resort staff in methods that lighten the ecological footprint of tourism, we also promote the provision of decent housing, health care and educational opportunities for workers, as well as economic opportunities for indigenous communities in high-tourism areas.





“We hope to serve as a role model to other farms, demonstrating the benefits that certification brings to the environment, workers and our livelihoods.”

YUNYAN HUANG
CO-OWNER & PRESIDENT, GREEN FOUNTAIN TEA ESTATE

A WATERSHED MOMENT FOR CHINESE TEA



Nestled in the rugged mountains of Lincang, one of the most striking landscapes in Yunnan Province, the Rainforest Alliance Certified Green Fountain Tea Estate is a testament to Yunyan Huang’s vision. Huang, president and co-owner of the 2,400-acre (1,000-hectare) farm that produces tea for Unilever (the owner and manufacturer of Lipton), began to prepare for certification in 2009 with characteristic determination. She hired an independent consultant to train her employees on the rigorous requirements for certification, and the estate became China’s first Rainforest Alliance Certified farm in 2013.

Green Fountain Tea Estate is a model of water stewardship in a region with a highly variable microclimate that has been plagued by periods of drought in recent years. The farm management eschews the irrigation of tea gardens, does not use water during processing and abstains from agrochemicals that could pollute streams and waterways. These measures have helped the estate achieve a stable and abundant level of production, growing more than a million pounds (half a million kilograms) of tea annually.



YUNNAN
CHINA

AN OPPORTUNITY FOR GROWTH IN CHINA

With the expansion of our work in China, we have the potential to spread our vision of sustainability among the world’s largest population. China’s tea sector alone covers millions of acres of tea-growing land and involves 80 million workers. The Rainforest Alliance has worked carefully to establish a tea program in line with Chinese regulations, local cultures and environmental considerations specific to various regions.

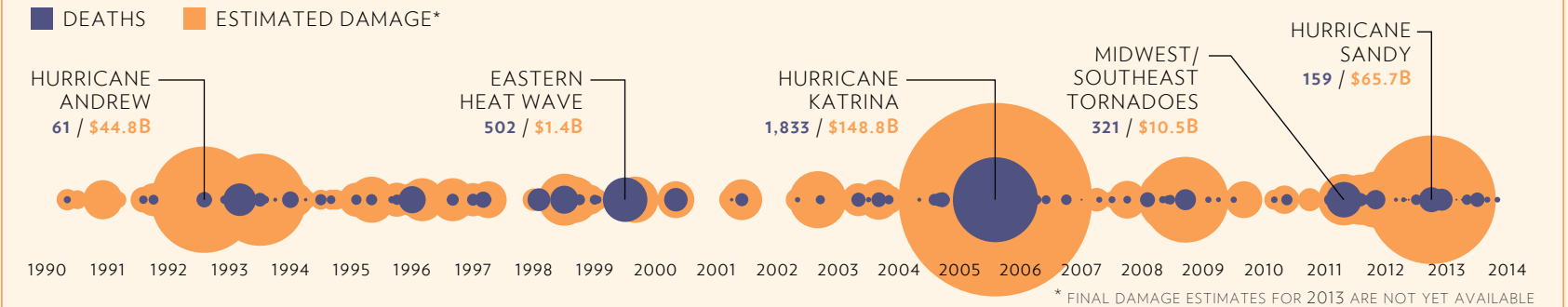
1.1 million

POUNDS (500,000 KG) OF TEA PRODUCED
ANNUALLY BY GREEN FOUNTAIN, ENOUGH FOR
250 MILLION CUPS OF TEA

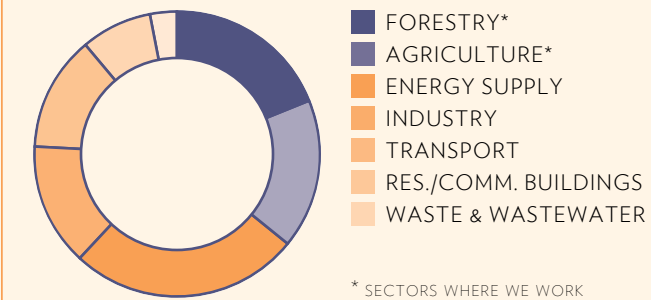
CLIMATE CHANGE

Because many of the farmers with whom we work are already contending with the effects of climate change—including hotter temperatures, changing growing seasons and unpredictable rainfall—we've trained them in climate-smart agricultural methods to help them adapt to these challenges. The Rainforest Alliance is also one of the world's leading auditors of forest carbon projects designed to conserve and restore high-value forests.

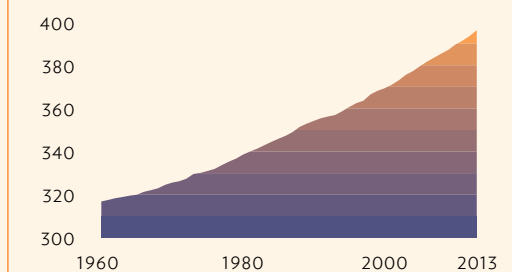
MAJOR WEATHER/CLIMATE DISASTERS IN THE UNITED STATES



GLOBAL GREENHOUSE GAS EMISSIONS BY SECTOR



ATMOSPHERIC CARBON DIOXIDE, IN PARTS PER MILLION



PROFILE: MAKIRA FOREST PROTECTED AREA PROJECT



LOCATION
NORTHEAST MADAGASCAR

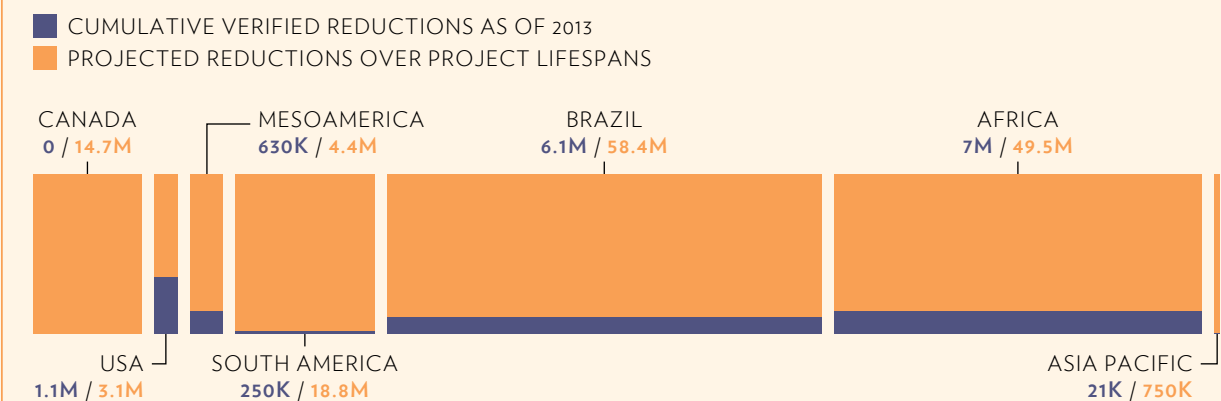
PROTECTED AREA
920,393 ACRES (372,470 HA)

PROJECT LIFESPAN
30 YEARS

ESTIMATED TOTAL EMISSIONS REDUCTIONS
38,016,930 METRIC TONS

- GOALS
- REDUCE DEFORESTATION TO <100 HA/YEAR
 - ENSURE CLEAN WATER FOR 250,000 PEOPLE
 - ALLOCATE 50% OF CARBON REVENUES TO IMPROVE LIVELIHOODS OF 50,000 LOCAL PEOPLE

VERIFIED & PROJECTED EMISSIONS REDUCTIONS BY CARBON PROJECTS EVALUATED BY THE RAINFOREST ALLIANCE, IN METRIC TONS





CARBON OFFSETS SUPPORT COMMUNITY FORESTRY IN MAINE

Black bears, moose, bald eagles and loons thrive in the rich forests of Maine’s Downeast Lakes region. Visitors come to the area to fish, paddle and hike during warm months, while hardier souls venture onto the frozen lakes in winter for ice fishing. Local communities depend on this vital tourism revenue, as well as sustainable timber harvesting, for their economic health.

The forests of Downeast Lakes are also essential to the region’s carbon cycle, absorbing greenhouse gases and stabilizing the microclimate. To advance its conservation goals, the Downeast Lakes Land Trust (DLLT), which manages an FSC/Rainforest Alliance Certified forest, has partnered with the private company Finite Carbon to create the Farm Cove Community Forest carbon project. The project has sequestered more than 240,000 metric tons of CO₂ emissions in its first two years—equivalent to the annual greenhouse gas emissions of more than 50,000 passenger cars. The revenue that DLLT earns from the sale of these carbon offsets will go toward the purchase of an adjacent tract of land for conservation, contributing further toward the economic and environmental future of the region.



MAINE
USA

800,000

METRIC TONS OF CO₂ TO BE ELIMINATED OVER FARM COVE’S 100-YEAR LIFESPAN, EQUIVALENT TO THE ANNUAL EMISSIONS OF 168,421 CARS

FOREST CARBON VERIFICATION

The Rainforest Alliance audits forestry and agroforestry projects against the six leading global carbon standards. To date, the Rainforest Alliance has verified 15.1 million metric tons of sequestered CO₂ emissions globally. Projects that have earned Rainforest Alliance carbon verification for reducing greenhouse gas emissions can sell carbon credits on voluntary markets and earn revenue to support their conservation goals.

TAKING ACTION AGAINST CLIMATE CHANGE



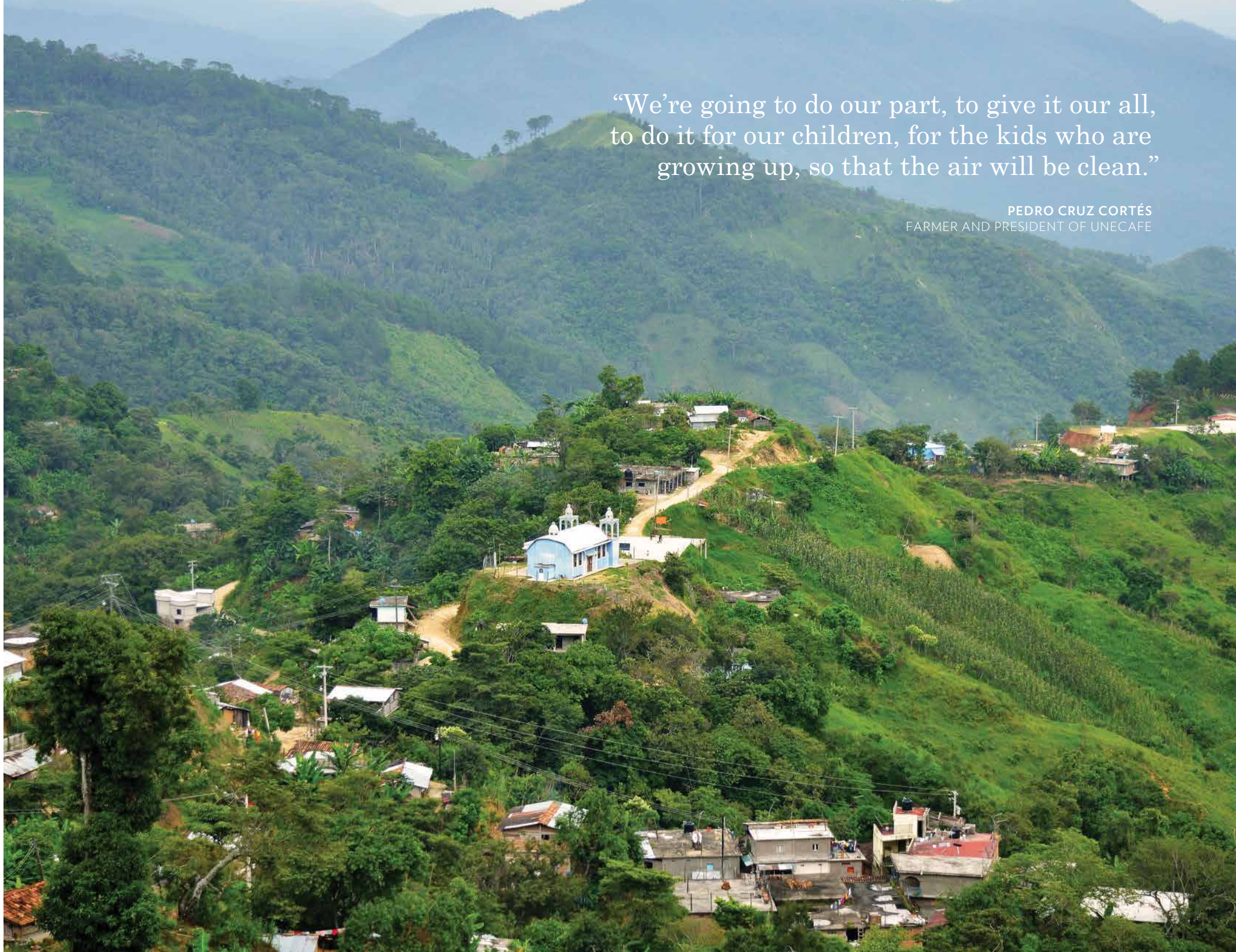
The indigenous Chatino community of Santa Lucía Teotepec, in the southern Mexican state of Oaxaca, is on the front lines of the fight against climate change. “We feel the heat,” says community leader Leandro Salinas. “It doesn’t rain like it used to.” Changing weather patterns pose a serious threat to communities throughout Oaxaca’s heavily deforested coastal region, where smallholder farmers rely on coffee cultivation as their primary source of income. A healthy coffee crop is vital to the Chatino community, whose language is on UNESCO’s “endangered” list.

To improve the ecosystem that supports their Rainforest Alliance

Certified coffee farms and restore their degraded landscapes, Santa Lucía Teotepec and three other communities in the region have developed an ambitious carbon project. The Rainforest Alliance has partnered with more than 400 members of the UNECAFE coffee cooperative and local organizations in Oaxaca to train farmers in climate-smart agriculture. The project also teaches Chatino youth to collect the geographical and carbon data required for the community to eventually sell credits on the voluntary market. In this way, generations work together to create a healthier microclimate and a more promising economic future.



GIVING RURAL COMMUNITIES TOOLS TO HELP THEMSELVES
Few carbon projects engage directly with smallholder farmers. That’s why the Rainforest Alliance and its partners provide rural communities with the technical assistance they need to develop agroforestry projects and secure urgently needed revenue, which helps to buffer against fluctuations in the climate and in the coffee market. Many aspects of these projects—including the ways in which they strengthen community land management—can be replicated by smallholder farmers around the world.



“We’re going to do our part, to give it our all, to do it for our children, for the kids who are growing up, so that the air will be clean.”

PEDRO CRUZ CORTÉS
FARMER AND PRESIDENT OF UNECAFE

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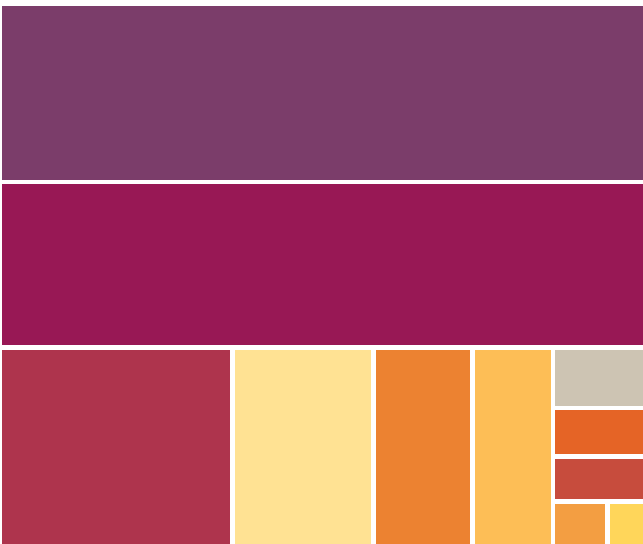
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REVENUE AND SUPPORT	2013	2012
Foundations and Corporate Grants	\$7,715,031	\$6,425,087
Government Grants & Contracts	11,217,661	10,896,468
Contributions & Membership	5,591,388	5,564,484
Special Events – Net	1,300,541	1,352,399
Certification Fees	12,993,003	13,838,314
Participation Agreement	6,913,135	4,911,777
Other	882,891	916,395
Total Revenue and Support	\$46,613,650	\$43,904,924



EXPENSES	2013	2012
Sustainable Agriculture	\$15,114,888	\$11,875,245
RA-Cert	13,979,015	13,673,994
TREES	6,085,400	7,269,621
Sustainable Tourism	547,856	1,553,465
Communications & Education	592,124	921,427
Climate Initiatives	2,586,055	1,000,587
Special Projects	294,163	415,811
Regional Conservation Initiatives	2,096,709	1,234,532
Sustainable Finance	241,137	98,515
Total Program Expenses	41,537,347	38,043,197
Fundraising	3,666,390	2,812,514
Management & General	727,400	513,342

Total Expenses	\$45,931,137	\$41,369,053
Change in Net Assets	+ \$682,513	+ \$2,535,871
Net Assets, Beginning of Year	\$8,944,180	\$6,408,309
Net Assets, End of Year	9,626,693	8,944,180

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