

2019 ANNUAL REPORT OUR ALLIANCE IN ACTION



The Rainforest Alliance is an international non-profit organization working in more than 70 countries at the intersection of business, agriculture and forests. We are building an alliance to create a better future for people and nature by making responsible business the new normal.



CONTENTS

FOREWORD FROM THE BOARD CHAIR	3
OUR GLOBAL REACH	6
Meet the Team	9
Where We Work	10
We Thrive Together	12
JOINING FORCES WITH FARMERS AND FOREST COMMUNITIES	14
Indonesian Farmers Act to Save Lake Poso	16
Using Technology for Better Farming	17
Our Response to the Amazon Fires	18
MAKING RESPONSIBLE BUSINESS THE NEW NORMAL	22
Reimagining Certification: At the Heart of our Strategy	26
ADVOCATING IN SUPPORT OF RURAL COMMUNITIES	28
Our Sector Partnerships Program: Building Capacity for Change	30
Reviving Kenya’s Coffee Industry	31
RAISING AWARENESS ABOUT SUSTAINABILITY ISSUES AND SOLUTIONS	32
Who Makes Up Our Alliance?	35
FINANCIAL SUMMARY	36
How the Rainforest Alliance is Funded	38
DONORS	39
ACKNOWLEDGMENTS	42

FOREWORD FROM THE BOARD CHAIR

The year 2019 drove the urgency of our climate crisis to the forefront of global public awareness. Only a hermit living on the remotest mountaintop could have avoided the news that average global temperatures reached the second highest levels on record; that droughts around the world brought one-fourth of humanity dangerously close to running out of water; or that millions of schoolchildren were striking weekly for their right to a livable future. And then in late July, man-made fires engulfed massive swaths of the Amazon before our very eyes, ravaging Indigenous communities and stealing away one of the world’s most vital carbon stores.

The fires were a devastating planetary setback that could have pushed even the most optimistic among us to give up hope. Yet remarkably, the opposite happened. The fires incited an unprecedented outcry across the globe—and a massive crisis mobilization by members of our alliance far and wide. Together, we raised USD \$1.2 million for front-line organizations across Brazil, Peru, and Colombia. The groups in this new Amazon alliance worked together to coordinate their emergency response and continue to share information in preparation for the next fire season.

One positive outcome of the tragedy is a heightened global awareness of the importance of rainforests and biodiversity, and the ongoing threats to their very existence. Accordingly, we intensified our efforts to educate the broader public about the destructive cycle of poverty, unsustainable agriculture, human rights abuses, and deforestation—the very challenges that led to the birth of the Rainforest Alliance more than 30 years ago. Since then, as activists have built critically important action networks to mount sustained pressure campaigns, we have created an alliance of farming and forest communities, companies, and consumers to transform destructive systems from within. All along, our approach has centered rural communities in vulnerable production landscapes. After all, the health of an ecosystem and the well-being of those who live in and around it are inseparable.

Our capacity to accelerate positive systemic change grew immensely in 2019, the second year after the merger between the Rainforest Alliance and UTZ. The successful inte-





gration of these two organizations is a remarkable accomplishment that we attribute, with deepest gratitude, to Han de Groot, who skillfully led this complex process during his two-year tenure as CEO of the newly merged organization. The achievements outlined in this report are a testament to how Han's leadership enhanced our mission, our strategy, and the effectiveness of our talented and deeply passionate staff.

As an organization we are focused on achieving systemic change, which means, in part, making responsible business the "new normal." Achieving this goal requires nothing less than a major paradigm shift—one that has finally begun to take hold—supported by clear pathways and benchmarks to guide businesses in an accelerated journey to sustainability. In 2019, we published the Accountability Framework in partnership with several leading environmental and human rights organizations; the framework serves as a roadmap for companies seeking to eliminate deforestation and human rights abuses from their supply chains. The Accountability Framework has become an important element of our corporate advisory work with companies to help them achieve their sustainability goals.

Independent, third-party certification has proven to be one of the most

powerful tools available to motivate widespread change across supply chains and production landscapes. Our decades of experience have shown us that a good system must adapt to changing conditions in business, as well as on the ground. We worked throughout the year to draft our new, unified standard—the first step in our journey to reimagine certification. Our certification and assurance experts convened two rounds of extensive public consultation with companies, farm groups, and others who play important roles in global supply chains; their efforts will culminate in the publication of our new standard in June 2020.

In our experience, certification is most effective as part of a broader effort to cultivate thriving and sustainable rural economies across vulnerable landscapes. Throughout the year, we supported farm groups and forest communities in implementing land management strategies that address common concerns affecting their livelihoods and community well-being, such as watershed conservation. We also developed technology for better farming. Our newly expanded FarmGrow initiative, for example, uses mobile devices to deliver individualized farming plans to thousands of cocoa farmers to help them increase their yields as much as three-fold.

The success of all our efforts is greatly enhanced by favorable policies. Our advocacy team works to advance legislation and policies that support farming and forest communities. In Guatemala, for example, we partnered with local groups on a national advocacy effort that yielded a major success in 2019: a 25-year extension contract for the first of nine community forest concessions. These concessions, managed cooperatively by our longtime partner communities in the Maya Biosphere Reserve, have achieved near-zero deforestation and net forest recovery—in tandem with a thriving rural economy. Throughout the year, our advocacy team continued its ongoing local, regional, and international advocacy efforts to advance sustainable forest management, foster shared responsibility across supply chains, and enable climate resilience and economic stability for rural producers.

We share these achievements, along with many others detailed in the following pages, to remind you that despite the overwhelming challenges our world is facing, you are part of a global alliance of visionaries working to create a better future. Your support has helped make all of these accomplishments possible. Together, and only together, we can create a world where people and nature thrive in harmony.



Daniel Katz

DANIEL KATZ
Board Chair



OUR GLOBAL REACH

The Rainforest Alliance has been working to protect nature and improve livelihoods around the world for 33 years. With our staff based in 34 countries across six continents, we're now a truly global organization that has built a powerful, international alliance.

OUR CONTRIBUTION TO THE SUSTAINABLE DEVELOPMENT GOALS

The Rainforest Alliance aligns with and contributes to reaching many of the United Nations' Sustainable Development Goals.

Read more about how exactly we contribute to each of these goals at rainforest-alliance.org/white-papers/sdgs

1

NO POVERTY

2

ZERO HUNGER

5

GENDER EQUALITY

8

DECENT WORK AND ECONOMIC GROWTH

12

RESPONSIBLE CONSUMPTION AND PRODUCTION

13

CLIMATE ACTION

15

LIFE ON LAND

17

PARTNERSHIPS FOR THE GOALS

2 MILLION +

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



2 MILLION

hectares of land covered by integrated landscape management programs* aiming to conserve biodiversity and improve rural livelihoods

** Integrated Landscape Management refers to initiatives that are strengthening landscape governance and connections between local communities and more responsible buyers and other investors, based on environmental sustainability criteria defined for the landscape.*

5 MILLION +

hectares of global farmland certified against our sustainability standards

100 +

projects directly benefiting farmers, forest communities, and nature

5,000

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

44,000

products with the Rainforest Alliance Certified™ seal or UTZ label available for purchase

UTZ and Rainforest Alliance merged in 2018. The UTZ and Rainforest Alliance certification programs continue to run in parallel until the transition to our new certification program begins in 2020. All data is accurate as of December 2019. Certification data includes both Rainforest Alliance and UTZ Certified farms, with totals calculated using estimates of how many farms are certified by both programs.

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



** Totals are calculated based on first buyer sales volumes in 2017–2019. Assumes 120,000 cups of coffee per metric ton, 500,000 cups of tea per metric ton, and 25,000 100-gram bars of milk chocolate with 40 percent cocoa content per metric ton.*

MEET THE TEAM

Rainforest Alliance staff share a common goal: to make positive, systemic changes that will contribute to a world where people and nature thrive in harmony. Yet each of us brings unique talents and experiences to our global team, including expertise in agriculture, climate change, biology, forestry, human rights, law, business, and more. Empowered by a rich diversity of cultural and professional backgrounds, we keep each other inspired, motivated, and optimistic about our future.

CORE VALUES

Our core values are at the very heart of who we are as an organization. Like the points of a compass, they guide us—and our little green frog—toward a better future for people and nature.

- Impact
- Change
- Collaboration
- Openness
- Trust



José Román Carrera • Guatemala



Nina Rossiana • Indonesia



Inge Verburg • Netherlands



Harkirat Sidhu • India



Justin Valdes • USA



Nadège Nzoyem • Cameroon

444

employees

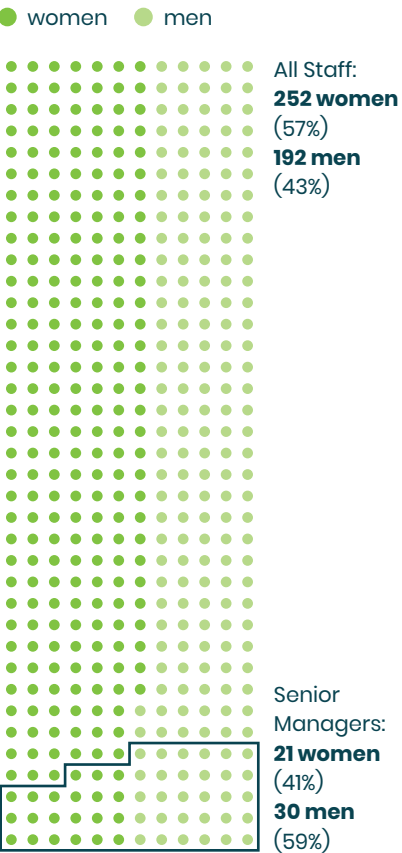
34

countries with Rainforest Alliance employees, on six continents

39

age of the average Rainforest Alliance employee

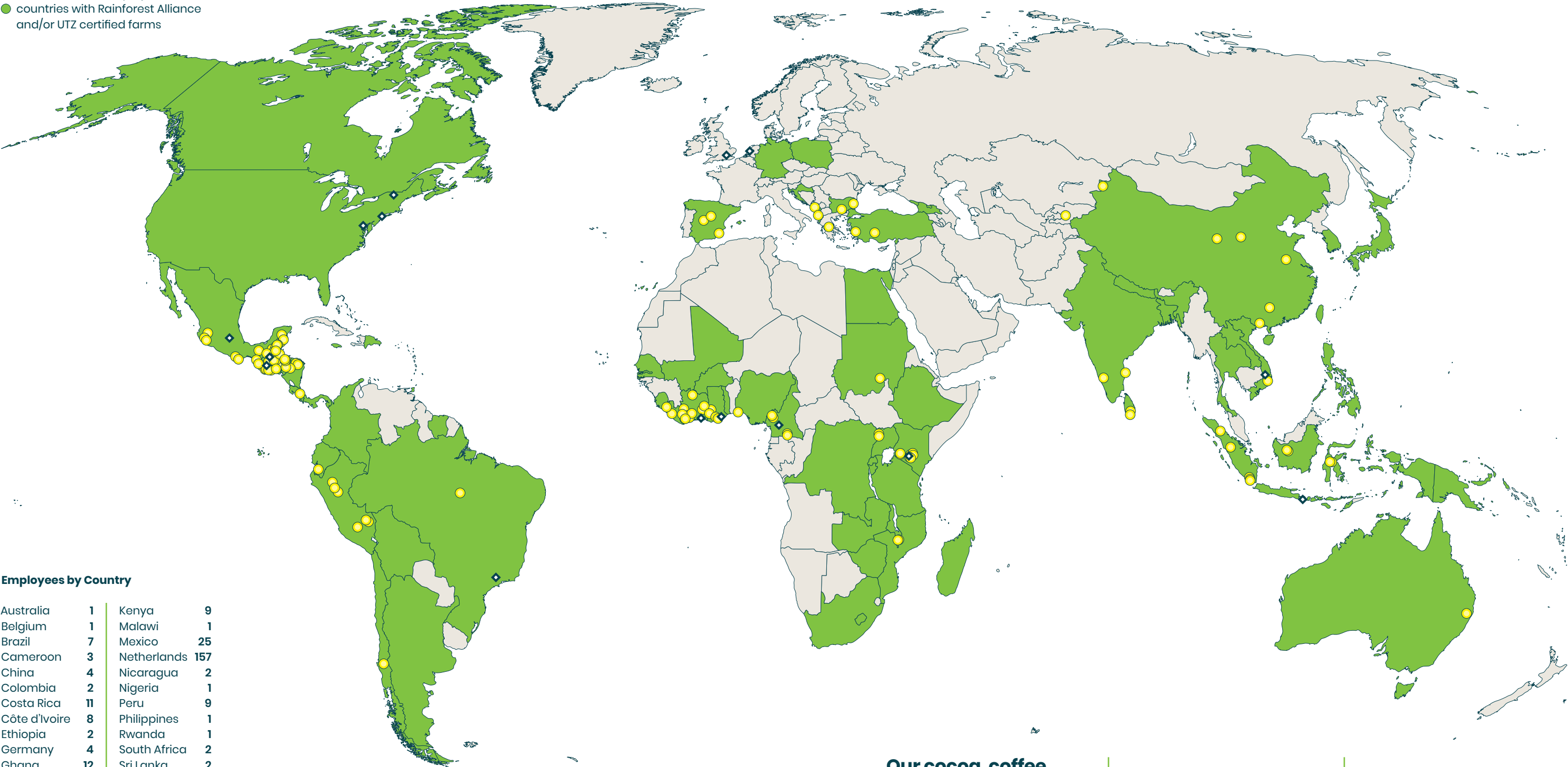
Gender Breakdown of Staff



All staff figures are current as of December 31, 2019

WHERE WE WORK

- ◆ Rainforest Alliance offices
- Rainforest Alliance project sites
- countries with Rainforest Alliance and/or UTZ certified farms



Employees by Country

Australia	1	Kenya	9
Belgium	1	Malawi	1
Brazil	7	Mexico	25
Cameroon	3	Netherlands	157
China	4	Nicaragua	2
Colombia	2	Nigeria	1
Costa Rica	11	Peru	9
Côte d'Ivoire	8	Philippines	1
Ethiopia	2	Rwanda	1
Germany	4	South Africa	2
Ghana	12	Sri Lanka	2
Greece	1	Switzerland	1
Guatemala	51	Turkey	5
Honduras	8	Uganda	1
India	6	UK	21
Indonesia	20	USA	101
Japan	2	Vietnam	4

Our cocoa, coffee, tea, and banana certification programs are among the largest in the world.

76

countries around the world with active projects and/or certified farmers

174

countries where products with the Rainforest Alliance Certified seal or UTZ label can be purchased

WE THRIVE TOGETHER

1 We build together. Forewoman Yuriria Hernandez Velasco saws boards at a woodworking shop in Mexico. A consortium of local forest communities owns the workshop, where furniture, flooring, doors, and other products are made from sustainably harvested timber.

2 We grow together. A worker harvests bananas on Platanera Río Sixaola in Costa Rica. Rainforest Alliance Certified since 1992, the farm demonstrates what can be achieved for workers and nature through a deep commitment to continuous improvement.

3 We learn together. Cocoa farmers gather for field training in Côte d'Ivoire. Training in more sustainable farming, social, and environmental practices helps farmers achieve certification.

4 We protect together. The border between a severely degraded landscape in Belize (left) and a community forestry concession in Guatemala's Maya Biosphere Reserve (right). The MBR's concessions have achieved astonishing forest conservation through sustainable enterprise.

5 We nurture together. Workers apply compost to young tea plants on a farm in India. An independent study found that trained tea farmers apply compost and pluck tea leaves more frequently, which enhances quality and yield. (Waarts, Ge, Ton, and Jansen, 2012)

6 We flourish together. A worker prepares hazelnuts for de-husking on a farm in Turkey. Since its launch in 2014, our hazelnut program has made important steps in tackling sustainability issues related to low productivity, child labor, and poor working conditions for farm workers.





JOINING FORCES WITH FARMERS AND FOREST COMMUNITIES

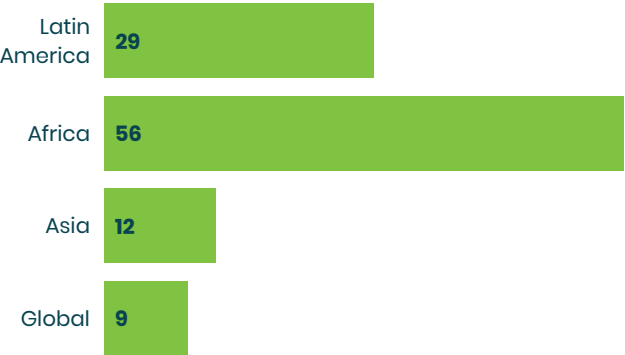
By joining forces with farming and forest communities, we can drive deep-rooted change on some of the most urgent challenges of our time—from deforestation and the climate crisis to entrenched poverty and human rights abuses.

We have seen firsthand that people and nature *can* thrive in harmony. That’s why our work on the ground focuses on cultivating flourishing rural economies that can boost local livelihoods while safeguarding the environment. Together, we’re implementing proven and scalable solutions—and testing new and more innovative strategies—to advance sustainable farming and forest management across important production landscapes in more than 70 countries.

106

projects bringing direct benefits to farmers, forest communities, and nature

Projects by Region



SUPPORTING FARMERS THROUGH OUR ASSOCIATED TRAINERS NETWORK

Training has long been the backbone of our certification programs and the secret to their success on the ground. And now we’re building the Associated Trainers Network, which brings together skilled local trainers—who have been assessed by the Rainforest Alliance—to better support farmers at each step of their journey towards certification. 2019 saw the expansion of our network to Ghana and Indonesia, following successful rollouts earlier in Cote d’Ivoire and Kenya. Looking ahead, we plan to take the initiative worldwide with further network launches planned for Latin America, Asia, and Africa in 2020.



INDONESIAN FARMERS ACT TO SAVE LAKE POSO

With its rare orchids and striking birds, Lake Poso, in the heart of Central Sulawesi, Indonesia, is a nature lover’s paradise. A vital natural resource, the lake also supports the livelihoods of the cocoa-farming communities dotted along its shores. But now, scientists are sounding the alarm about severe pollution—caused in part by irresponsible agriculture.

The Rainforest Alliance has worked with cocoa farmers in the lakeside district of Pamona Seletan since 2015. Violent clashes between ethnic groups ravaged the region between 1998 and 2007—but a decade on, former enemies have found unity in sustainability. Since achieving certification, the Karya Bersama cooperative’s 500 farmers have seen yields increase by as much as 20 percent. And now they are leading the charge to clean up Lake Poso—helping to

expand our sustainable agriculture program to five more villages and to develop a natural resource management plan. Four hundred smallholders are learning techniques, like organic composting, that can improve productivity while also protecting the watershed from toxic agrochemical runoff.*

Sin Simpotu, a 41-year-old farmer, has taken an active role as a sustainability leader and was elected “local community champion” for her village. Tasked with building community consensus on responsible land use and

water protection, Sin hopes to inspire other farmers, especially women, to embrace conservation.

* The project is financially supported by the Critical Ecosystem Partnership Fund, a joint initiative of l’Agence Française de Développement, Conservation International, the European Union, the Global Environment Facility, the Government of Japan and the World Bank. The fund’s fundamental goal is to ensure civil society is engaged in biodiversity conservation.

“I realized we have to protect nature because nature provides many things for us. We grow together with nature; we need to protect it for our younger generations.”

SIN SIMPOTU
farmer and local sustainability champion from Bo’e village near Lake Poso

USING TECHNOLOGY FOR BETTER FARMING

Smallholder farmers all over the world are contending with a range of threats to their livelihoods, from droughts and floods to proliferating plant diseases and plummeting yields. To make matters worse, farmers in remote areas don’t have access to the kind of in-person coaching that could improve their farms’ climate resilience and profitability—and contribute to the well-being of their families and communities.

Enter digital innovation—more specifically, our ground-breaking initiative FarmGrow, which puts mobile technology to use as never before. FarmGrow brings our agricultural experts together with farmers, traders, and manufacturers to create seven-year plans tailored to meet the specific needs of a farm—and makes the plans available on mobile devices. What’s innovative about the initiative—and potentially life-changing for farming families—is that the data collected on farms flows back to the farmers, so they can use it to refine and adapt their plans.

Each plan also includes a profit-and-loss statement, which no other farming app features, to help farmers plan for on-farm investments.

In 2019, FarmGrow expanded from 1,200 cocoa-farming households in Indonesia to include 3,300 more in Ghana and Côte d’Ivoire. Farmers are signing on enthusiastically (in fact, 20,000 farmers are expected to join the program by the end of 2020), in large part because the farm plans can increase yields as much as three-fold. To accommodate varying literacy levels, the plans make heavy use of pictographs to guide farmers. All suggested interventions and investments are based on data the farmers input themselves, like current farm conditions and investment capacity.

To tap into the most advanced technology available, the Rainforest Alliance held an international competition in 2019 to develop a remote-sensing data function for the FarmGrow app, since satellite, radar, or drones can capture data more quickly and precisely than farm coaches can. The winning products are currently being piloted with cocoa farmers in Ghana, with an eye to reaching 120,000 cocoa farmers in Côte d’Ivoire, Nigeria, Indonesia, and Ecuador.

* FarmGrow is funded by the Netherlands Space Agency.



4,500+

farmers in Ghana, Côte d’Ivoire, and Indonesia who participated in FarmGrow in 2019

20,000

farmers who will be supported by FarmGrow by the end of 2020

DEVELOPING NEW TOOLS FOR BETTER LIVELIHOODS

We are seizing the opportunities that digital technology presents to scale up our proven approaches to improving farmer livelihoods.

In addition to our robust digital programs underway, we are currently testing ways to benchmark the living income gap in Ghana and Ivory Coast; this information will then be used to support companies that want help close that gap by making extra payments to farmers. We will likely use a blockchain platform to enable these financial transfers, and also to verify payments all the way to individual farmers (not just coops), and increase traceability. We are also working on a way to use blockchain to bring consumers closer to farmers by, for example, allowing consumers to tip farmers when buying a cup of coffee.



OUR RESPONSE TO THE AMAZON FIRES

In August, the world watched in horror as catastrophic fires engulfed the Amazon. Scientists warn that this man-made crisis—part of a surge in illegal deforestation concentrated in Brazil—is pushing

this precious ecosystem toward the brink of collapse. As the world’s largest and most biodiverse rainforest, the Amazon is not only critical for the Earth’s climate stability, it also feeds our collective imagination about the natural world. An international outcry gave rise to an inspiring global mobilization to defend the Amazon. The Rainforest Alliance was suddenly flooded with interview requests and questions from our social media followers about how people could help. We immediately launched an

emergency fundraiser on Instagram to raise urgently needed money for Amazon-based organizations fighting the crisis on the ground.

The fundraiser went viral and raised more than US \$1.2 million—100% of which went directly to the frontline organizations—six in Brazil, two in Peru, two in Colombia, and the Indigenous leadership federation representing all nine Amazon nations—which are now part of our new pan-Amazon alliance. The initiative also facilitated

a more closely coordinated crisis response across this immense region; we helped scale up their emergency response by funding essential fire-combat resources for community fire brigades, including firefighting equipment, protective clothing, and all-terrain vehicles.

We also provided urgent logistical and security support for Indigenous leaders whose communities are on the front lines of the deforestation crisis—and who possess unique

traditional ecological knowledge in forest management. Notably, our emergency fund has enabled the science team at Instituto de Pesquisa Ambiental da Amazônia to extend its rapid-response fire alert system, SOMAI, across Indigenous lands in the Brazilian states of Pará and Amazonas. The web-based platform collects geo-referenced data and sends real-time alerts (on fires, droughts and other threats) to local communities via a mobile app.

\$1.2 MILLION

raised for frontline organizations by our emergency call for donations

Several partners are also actively tackling the root cause of the fires—deforestation for agricultural expansion. In Brazil, for example, IMAZON is leading a national campaign against land-grabbing by making the economic case against reckless land use to responsible business leaders. Our emergency fund is also supporting Projeto Saúde e Alegria to expand its acclaimed sustainable forest management program in the Tapajós-Arapiús RESEX—a 655,000-ha reserve in western Pará. Home to 26 Indigenous communities, the reserve was established in 1998 to protect the traditional livelihoods and cultures of its residents and ensure the sustainable use of its natural resources. Thanks to our Amazon fund, our partner has been able to intensify its forest restoration work, including the reserve’s community nursery and seed banks for forest-friendly fruits and trees.



OUR AMAZON ALLIANCE

Brazil

- Imaflores
- Instituto Homem e Meio Ambiente (IMAIZON)
- Instituto de Pesquisa Ambiental da Amazônia (IPAM)
- Instituto Socioambiental
- Projeto Saúde e Alegria (PSA)
- COIAB (the umbrella federation of Indigenous communities in the Brazilian Amazon)

Peru

- DAR Perú
- Aidesep Pueblos Indígenas

Pan-Amazon

- COICA (the pan-Amazon federation of Indigenous leaders)

Colombia

- OPIAC
- Fundación para la Conservación y el Desarrollo Sostenible in Colombia

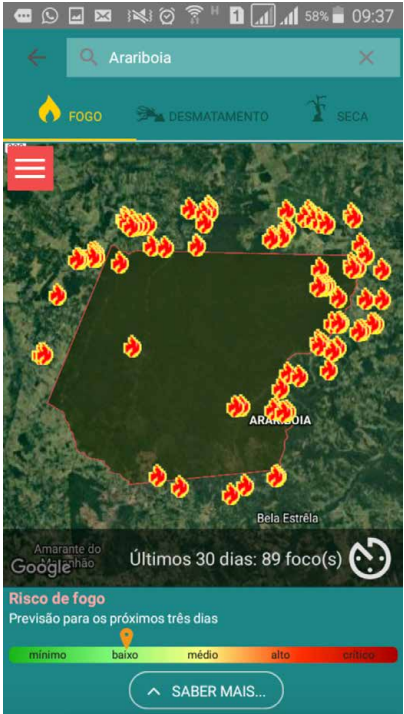


“The Amazon is a diverse system, and we need diversity in business as well. The forest is beautiful, but there are people living there and making their living there. We can reconcile these two.”

ANE ALENCAR
IPAM Amazonia’s director of science during our Instagram Live



IPAM Amazonia, an organization focused on real-time monitoring in the Brazilian Amazon, created Alerta SOMAI, a mobile app that allows Indigenous people to report fires and deforestation in their territories as they occur. Our emergency fundraiser supported expanding access to the app for Indigenous communities on the frontline of the deforestation crisis.



Victor Moriyama, a Brazilian photojournalist and New York Times correspondent, kindly allowed the Rainforest Alliance use of his images to promote our Amazon Alliance and draw further worldwide attention to the crisis.



MAKING RESPONSIBLE BUSINESS THE NEW NORMAL

We are driving deep-rooted change on some of the most pressing social and environmental challenges of our time. And with the global climate crisis accelerating more rapidly than scientists predicted, transforming business practices is more critical to our collective future than ever before. Big businesses have the power and resources to implement sustainability solutions on a massive scale and trigger a cascade of positive change from the field to the boardroom.

By taking concrete steps to source more responsibly, companies create market demand for more sustainably produced goods. This demand, in turn, supports farmers and foresters who invest time, labor, and resources to adopt methods that protect workers, ecosystems, and communities. In this way, businesses can catalyze positive change across entire landscapes and foster better livelihoods of millions of rural people.

Growing Sustainability

Through our certification program, we're driving meaningful change in commodity sectors in which we believe we can make the biggest difference for people and nature.

See our Certification Impacts Report for more detail.

OUR CERTIFICATION PROGRAM INCLUDES:



Scaling Up Our Landscape and Community Work with Companies

As a complement to our certification work, we partner with companies, communities and governments to address specific sustainability challenges at the landscape level. In southwest Ghana, we are working with cocoa farmers to stop deforestation in a program supported by Olam Cocoa and UK aid, Partnerships for Forests. The program includes native tree planting and training in sustainable farming methods that boost crop productivity and income. In addition, there is a focus on promoting entrepreneurship to foster job creation and inclusive growth, as well as encouraging more responsible business to support thriving communities. Together, these initiatives reduce pressure on farmers to expand into forests.

In Ecuador and Guatemala—two of the world’s leading banana-producing countries—in collaboration with local partners, we’ve provided training to 4,000 banana farmers in safer, climate-smart methods to fight pests and prevent crop diseases. The training to dramatically reduce the use of toxic pesticides in banana farming in these two countries is part of a broader initiative benefiting ecosystems and community health alike, funded by the Walmart Foundation.



Guiding Companies on Their Sustainability Journey

The Rainforest Alliance has developed a range of initiatives to provide structured guidance to support businesses along their respective sustainability journeys. These initiatives are designed to complement crop and forestry certification with comprehensive evaluation tools that companies can apply to their supply chains and production landscapes.

The Accountability Framework, launched in June 2019, provides companies and governments with a clear roadmap to eliminating deforestation and human rights abuses from commodity supply chains. Built on the consensus of 11 leading

environmental and social NGOs, including the Rainforest Alliance, the Accountability Framework aligns a wide range of existing monitoring tools and standards—creating a clear path toward more responsible supply chains, from field to shelf.

The Rainforest Alliance is also co-leading the development of a new initiative with several global partners to drive sustainability at scale. **LandScale is a standardized assessment framework for businesses, governments, and civil society groups seeking to evaluate sustainability performance at the landscape level.** In 2019, we released the first version of this framework for public consultation and began testing it in different field contexts.

Tailored Supply-Chain Programs

The Rainforest Alliance provides customized support, ranging from monitoring and evaluation to traceability services, to select companies seeking to achieve sustainability goals within certification and beyond. We have worked with Nescafé since 2012 on its coffee sustainability program, which spans 12 countries. In 2019, our evaluation and monitoring team collected data from the activities of 100,000 farmers and provided analysis to inform Nescafé’s future sustainability initiatives.

In West Africa, top global chocolate traders and manufacturers have responded to complex and entrenched challenges in the cocoa sector by

developing CocoaAction, a voluntary, industry-wide sustainability strategy. The Rainforest Alliance has trained more than 50 auditors in Côte d’Ivoire—the world’s largest producer of cocoa—to collect data based on CocoaAction indicators in support of Nestle and Cargill commitments to the strategy. In 2019, we also began testing additional sustainability indicators related to production costs and shade-tree cover.

Risk assessment is another area of concern for companies pursuing responsible sourcing. The Rainforest Alliance is assisting Jacobs Douwe Egberts (JDE) with its Common Grounds sourcing strategy by providing supplier risk analysis, monitoring, and evaluation services. The com-

pany is working toward its goal of 100 percent responsibly sourced coffee and tea by 2025.

For major companies seeking to increase supply-chain transparency, the question of traceability is of utmost importance. Since 2016, the Rainforest Alliance has supported Unilever’s efforts to achieve its traceability commitments on palm oil. To that end, our team has developed an innovative platform that tracks the company’s palm oil supply all the way back to the mill—a critical first step toward eliminating deforestation in the sector. In 2019, we developed a plan to advance our partnership beyond traceability in support of Unilever’s other sustainability goals.





REIMAGINING CERTIFICATION: AT THE HEART OF OUR STRATEGY

Soon after its founding in 1987, the Rainforest Alliance developed third-party certification as a strategy to fight deforestation and improve rural livelihoods. Today, our certification programs connect companies, consumers, farmers, and forestry businesses committed to protecting the health of ecosystems, workers, and communities. In this way, we've harnessed market forces to improve land management and business practices.

In 2018, we began the process of reimagining our agricultural certifi-

cation strategy to address today's most urgent environmental and social challenges. **This year, we began drafting a new standard for the Rainforest Alliance 2020 Certification Program.**

The new standard, to be published in June 2020, will incorporate input from more than 1,000 people in nearly 50 countries, representing over 200 organizations, from farmers, companies and NGOs to governments and research institutes. Our new system will begin to move beyond a strictly binary "pass/fail" model to an approach that promotes and incentivizes continuous improvement (critical criteria will remain pass/fail). Smart meters—mechanisms to monitor performance over time—will support farmers in setting long-term sustainability goals and measuring progress against those goals. Audits will begin in June 2021.

In addition, data is at the heart of our new certification system, allowing us

to harvest key insights into production and the supply chain. Auditors will also use new technology, like satellite imagery, to capture data that cannot be easily detected in a single auditing visit, making audits more rigorous and efficient. Similarly, risk maps will encourage producers to focus on the issues that matter most in their landscapes and socioeconomic contexts.

Finally, our new certification system requires companies to invest in and reward more sustainable production. Until now, a disproportionate burden of certification has fallen on producers' shoulders—without adequate financial compensation for the time, labor, and financial investments required to improve their farms. The responsibility of sustainability transformation must be shared along the entire supply chain, and the foundation of that is a better price for a more sustainable product.





ADVOCATING IN SUPPORT OF RURAL COMMUNITIES

The Rainforest Alliance fortifies a range of sustainability interventions through targeted advocacy efforts. In both international and national arenas, we advance policies, regulations, and investments that incentivize and support efforts by farmers and forest communities to manage their land in a way that protects ecosystems and community well-being.

A Forestry Code that Benefits People and Forests in Côte d'Ivoire

Taï National Park in Côte d'Ivoire is the last remaining primary rainforest in West Africa. This year, we partnered with sustainability organization IMPACTUM to hold briefings and consultations with the government, local NGOs, and local communities on the national forestry code. As a result, the code now allows cocoa farmers—many of whom live on the edge of the park, as well as those in Cavally and Goin Debe forest reserves—to own the trees on their property. This means farmers can earn extra income by planting fruit-bearing trees, which protect cocoa trees, build resilience against drought, and generally improve local ecosystem health. The code also requires the inclusion of women in local governance, as well as forest and natural resource management.

Tackling Deforestation with the European Union

The European Union (EU) imports 80 percent of the world's cocoa, 60 percent of its coffee, and 25 percent of palm oil—all commodities whose production drives significant deforestation. This year, the Rainforest Alliance provided input for the EU's Communication on Stepping Up EU Action to Protect and Restore the World's Forests. We are now working to influence any resulting legislation so that it encourages investment and due diligence by companies and governments—and protects smallholder farmers.

Supporting Land Rights for Guatemala's Forest Communities

Nine forest communities in Guatemala's Maya Biosphere Reserve have maintained a near-zero deforestation rate in the vast "working forest" concessions they've managed for almost 20 years. That rate is 20 times less than other parts of the reserve. This year, the Rainforest Alliance, which has worked closely with these communities to sustainably manage their forest concessions since the late 1990s, held briefings and consultations with the local and national government agencies to encourage the extension of the community land leases. At the end of 2019, we celebrated the news that the first community lease up for consideration, Carmelita, received a 25-year extension—a hopeful sign that the other communities will also be able to continue their superb forest management into the future.

OUR SECTOR PARTNERSHIPS PROGRAM: BUILDING CAPACITY FOR CHANGE

Many of the social and environmental challenges linked to cocoa, coffee, and tea are so deeply entrenched that tackling them requires a sector-wide approach. Our Sector Partnerships Program* fosters closer collaboration across these sectors in nine priority countries around the globe. The program includes efforts to empower women farmers in Nicaragua, stop

deforestation in Ghana, and help rural communities adapt to climate change in Malawi. Our commitment is to amplify the voices of farmers—especially smallholders and women who are often excluded from decision making. To that end, we support strengthening of the advocacy capacity of local farmer associations, labor unions, and NGOs so they can work more effectively with companies and governments to influence policies and drive change from the ground up.

* The Sector Partnerships Program (2016–2020) is supported by an €18 million grant from the Dutch Ministry of Foreign Affairs and implemented in collaboration with them.

3 SECTORS

COCOA

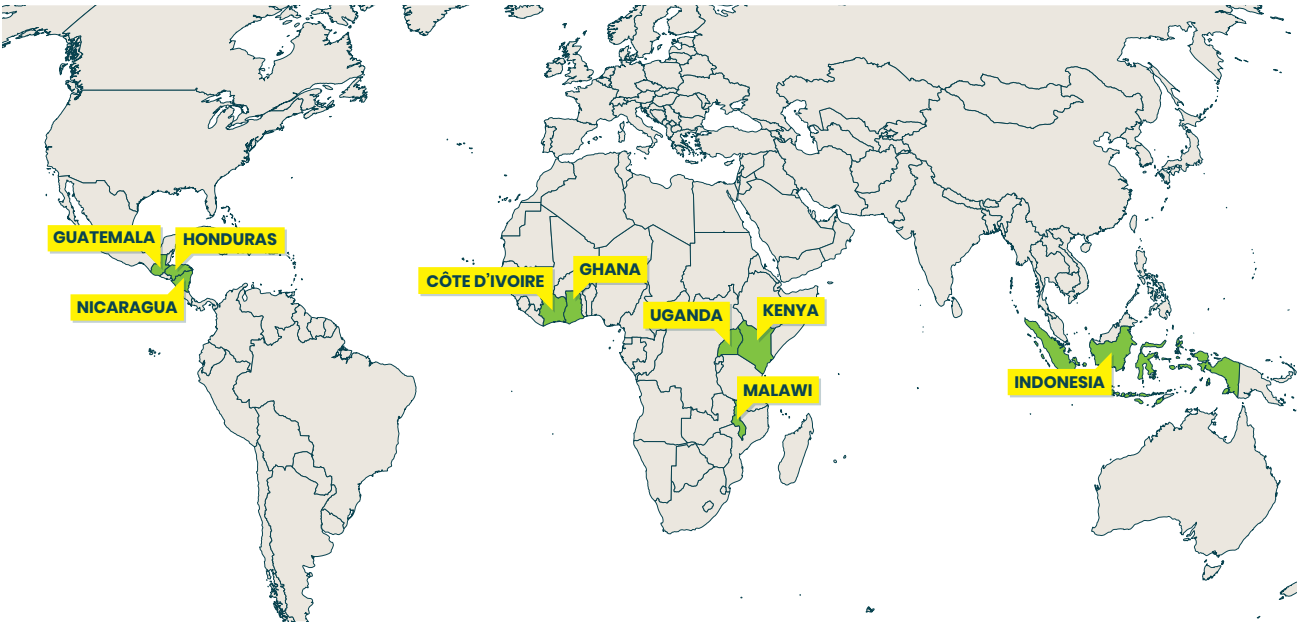
COFFEE

TEA

- 42 laws, policies, and sector programs influenced in 2019
- 50 advocacy initiatives
- 44 strengthened Civil Society Organizations
- 14 strengthened multi-stakeholder platforms and coalitions

All indicators are based on the outcomes reported by our staff and partners and collected through the program monitoring system. Unless indicated otherwise, the numbers cover the period from the start of the program in 2016 through 2019.

9 COUNTRIES AROUND THE GLOBE



6 PRIORITY ISSUES

1

Living wage

2

Child labor

3

Gender equality

4

Climate change adaptation and water management

5

Promoting farmer groups and smallholder interests

6

Sustainable productivity

REVIVING KENYA’S COFFEE INDUSTRY

With its acidic soil, and just the right amount of sunlight and rainfall, the highlands of central Kenya long enjoyed the perfect conditions to grow an intense and full-bodied arabica. But now, the country’s once-thriving coffee industry faces serious challenges—with climate change, aging coffee trees, and socioeconomic inequity all contributing to low productivity.

Thanks to new research supported by our Sector Partnerships Program, the Kenya Coffee Producer’s Association (KCPA) has proposed a strategy to tackle these issues: national reform of the country’s cooperative system.

Over 60 percent of Kenyan coffee is produced by smallholders. These farmers rely on their local cooperative for training and to process the raw fruit of their coffee plants into beans—two crucial elements that determine the quality and, in turn, the price paid for their produce. But many cooperatives are now struggling to provide these essential services due to chronic mismanagement and weak regulatory enforcement. Women and young farmers are also systematically excluded from cooperative leadership. The KCPA is calling for a major revision of the legislation regulating these associations, known as the “Cooperatives Act.”

Having supported KCPA in developing its policy recommendations, the Rainforest Alliance also helped its staff strengthen their advocacy skills. So far, the early results look promising; KCPA has quickly gained recognition as the authoritative voice of coffee farmers’ interests throughout Kenya. Thanks to this newfound standing within the sector, KCPA has been able to meet with top members of the Kenyan government and lobby officials on several key issues—from helping farmers adapt to climate change to inclusion initiatives to empower women and youth.





RAISING AWARENESS ABOUT SUSTAINABILITY ISSUES AND SOLUTIONS

One individual acting alone cannot make much of an impact on systemic global problems. But independent research shows that a minority of committed people can drive significant social change. For this reason, we work to inform and engage the public about environmental and social challenges related to their everyday choices as consumers—as well as those that pose a threat to our collective future.

Our efforts culminated in August and September, when we responded to the crisis of deforestation and fires in the Amazon rainforest by launching an emergency fundraiser on Instagram for frontline groups. The crowdfunding campaign went viral, and we raised USD \$1.2 million in less than three weeks for Amazon frontline partners in Brazil, Peru, and Colombia. [See page 18 for more about our frontline partners and how they are using these funds]. Our work to engage new audiences around the world helped us inform and inspire a significantly broader audience than ever before.

Social Media Growth

Our social media following grew by 48 percent over the previous year, reaching a combined audience of 1.45 million followers. The number of interactions on our channels topped 1.78 million—an increase of 54.5 percent.

Our annual #FollowTheFrog marketing campaign engaged new audiences in an ongoing dialogue about how their choices as consumers can change the culture of consumption to make a positive impact on farmers and forest communities around the world.



48%

increase in our social media following

54.5%

increase in our social media interactions

1.7 MILLION+

combined interactions across all platforms



International Media Coverage



18,600+ mentions of the Rainforest Alliance and its programs in media around the globe

90+% of media mentions were positive or neutral

Including:

BBC **CNN** The New York Times **npr** **METRO**

The Rainforest Alliance Thought Leadership in the Media

“The future of global food supply and livelihoods of millions of people depend on bolder action from governments and industry to invest in forests and other natural climate solutions.”

MARTIN NOPONEN
THOMSON REUTERS
FOUNDATION

“OPINION: The climate change frontline: farmers and forest communities.”
April 30, 2019

New Brand

In 2019 we launched a vibrant new brand identity to better represent our new organization and strategy, which emerged following the 2018 merger of the Rainforest Alliance and UTZ. Our frog mascot—chosen for its role as an indicator of eco-system health—got a makeover for our logo and for our new Rainforest Alliance Certified™ seal, which will be launched in 2020.



“...policy makers and business leaders must create and enforce policies to prevent deforestation...”

HAN DE GROOT
SCIENTIFIC
AMERICAN

“Forests Are a Low-Tech but High-Impact Way to Fight Climate Change”
April 1, 2019



Events

In 2019 we actively participated in hundreds of global and local events with the goal of advancing policies and business practices that improve rural livelihoods and ecosystem health, including:

- Amazonia Beyond The Crisis (co-organized by the Rainforest Alliance)
- The Only Way is Up (International Living Wage and Living Income conference, co-organized by the Rainforest Alliance)
- UN Climate Change Conference
- Climate Week NYC
- The Economist Sustainability Summit
- Financial Times Global Food Systems
- African Fine Coffee Conference
- Sintercafé International Coffee Week
- Amsterdam Declarations Partnership Meetings
- European Cocoa Forum

WHO MAKES UP OUR ALLIANCE?

There is power in our numbers: Our vast alliance brings together farmers, foresters, companies, scientists, and consumers to address some of the most pressing social and environmental challenges of our time.

Our global movement grows every year. Here are just some of those who partnered with us in 2019.

2 MILLION+ certified farmers

30,400 people who donated to the Rainforest Alliance

5,000+ company partners in our sustainability programs

62 foundations, corporations and government agencies funding our on-the-ground programs

1.4 MILLION social media followers who #FollowTheFrog

56 coalitions and platforms that we take part in

170,000 newsletter subscribers

72 NGOs and CSOs that we advocated alongside

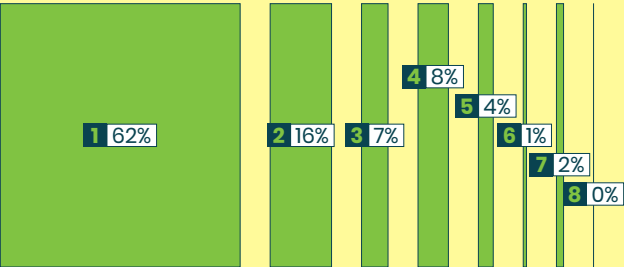


FINANCIAL SUMMARY

REVENUE AND SUPPORT

1	Royalty Revenue	\$42,933,463
2	Government Grants and Contracts	11,302,896
3	Foundations and Corporate Grants	4,918,760
4	Major Donors and Individuals	5,659,057
5	Other Contract Revenue	2,494,157
6	Special Events – Net	710,345
7	In-Kind Contributions	1,130,601
8	Other	332,247

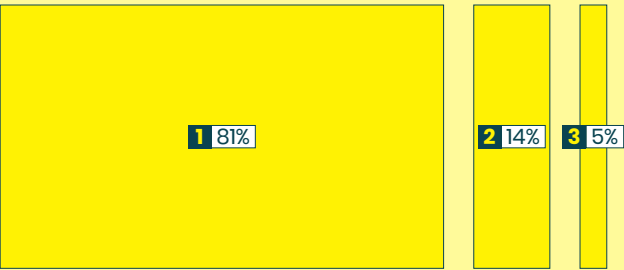
Total Revenue and Support \$69,481,526



EXPENSES

1	Program Services	\$51,008,089
2	Management and General	9,026,843
3	Fundraising	3,327,705

Total Expenses \$63,362,637



OTHER ACTIVITY

Foreign Currency Translation	(\$229,249)
------------------------------	-------------

DISCONTINUED OPERATIONS*

RA-Cert – Net	\$573,052
---------------	-----------

ASSETS

Change in Net Assets	\$6,462,692
Net Assets, Beginning of Year	\$34,324,630
Net Assets, End of Year	\$40,787,322

Rainforest Alliance Holding, Inc. is an international non-profit organization, organized on January 1, 2018 in the State of Delaware to serve as the common parent non-profit corporation providing centralized governance and oversight over Rainforest Alliance, Inc. and Stichting Rainforest Alliance. The above financial summary represents the consolidated revenue and expense for 2019 for the merged organization.

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



HOW THE RAINFOREST ALLIANCE IS FUNDED

We finance our work and sustainability programs through diverse sources of income. The largest of them are participation royalties from certification, grants from governments and foundations, and individual donations.

Participation Royalties

Participation royalties* are paid by companies that buy and sell goods produced on Rainforest Alliance Certified™ or UTZ certified farms. The Rainforest Alliance uses the royalties to support and sustain our certification programs. We invest these royalties in developing standards and policies, training farmers and auditors, managing a quality control system for auditors, tracing certified products throughout the supply chain, measuring impact, and more.

Grants and Contracts

Foundation, bi-lateral government, and multi-lateral government agency grants as well as corporate grants and contracts fund a variety of our on-the-ground programs to accelerate the adoption of more sustainable agricultural and forestry practices throughout the world.

These grants also fund global partnership initiatives designed to advance new solutions to systemic sustainability challenges. These partnerships demonstrate the power of working as an alliance. Examples include the Accountability Framework initiative and LandScale (see page 24 for more information about these initiatives).

Grants and contracts cover direct project costs as well as operating costs.

Donations

The Rainforest Alliance has a long and robust history of individual philanthropic relationships. Individual donations to the Rainforest Alliance range from \$5 to more than \$1,000,000. These contributions come from people committed to taking action on some of the most pressing

social and environmental challenges of today. They play a critical role in making our work possible as they fund a spectrum of the Rainforest Alliance’s organizational needs—from general operations to distinct sustainability programs in agriculture and forestry.

Other contract revenue

We work with international companies in agriculture and forestry on tailored programs to make their supply chains more sustainable . Each of these programs is funded by the company that the program is for (see page 25 for more information about them).

Special Events

Our annual Gala is attended by generous donors and business representatives. We invest the revenue from this event in our work and sustainability programs.

In-Kind Contributions

We also receive donations of goods and services such as legal advice, space, and consulting.

* The equivalent of “participation royalties” in the UTZ program is “volume-based fees.”

DONORS

The donors who contributed more than \$500 to support our work in 2019 are listed below.

CONTRIBUTIONS \$1,000,000 & ABOVE BHP Foundation 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) The Multilateral Investment Fund (MIF), a member of the IDB Group Netherlands Ministry of Foreign Affairs Norwegian Agency for Development Cooperation (NORAD) United Kingdom Department for International Development (DFID) United Nations Environment Programme (UNEP) United States Agency for International Development (USAID) Walmart Foundation USA World Bank	Americas Mulago Foundation Musim Mas NESCAFÉ The Overbrook Foundation Panaphil Foundation responsAbility Revolut William Seydlitz The Sustainable Trade Initiative (IDH) Swedish Postcode Lottery John F. Swift Symantec Corporation Thyra Thomson Tinker Foundation Inc. TOKS TUI Care Foundation Unilever United Kingdom Department for Environment, Food & Rural Affairs (Defra) United Nations Development Programme (UNDP) W.K. Kellogg Foundation
CONTRIBUTIONS \$100,000–\$999,999 Anonymous (3) Critical Ecosystem Partnership Fund (CEPF) Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH The David and Lucile Packard Foundation Domtar European Union Facebook Food & Agriculture Organization of the United Nations (FAO) German Federal Ministry for Economic Cooperation and Development (BMZ) GoodWeave International Humanist Institute for Development Cooperation (HIVOS) ISEAL Alliance Elysabeth Kleinhans Mitsubishi Corporation Foundation for the	CONTRIBUTIONS \$10,000–\$99,999 Anonymous Jonathan Altman ARIA Foundation Kevin Bacon Bloomberg Philanthropies Booking.com Joel Brown Dr. Lynn H. Caporale The Change The World Foundation Columbia Forest Products Confiseur Läderach AG Conservation International craigslist Charitable Fund (CCF) Derald H. Ruttenberg Foundation Roger and Sandy Deromedi Jerome L. and Thao N. Dodson Christoph Düsterberg EarthShare Ebay Evergreen Packaging, Inc. Frances Lear Foundation Henry Gibbs The Green Fairy Fund Susan Heller Gebel General Mills, Inc. Dan and Krystyna Hauser International Center for Tropical Agriculture (CIAT) International Institute for Tropical Agriculture (IITA)
CONTRIBUTIONS \$1,000–\$9,999 Anonymous (4) Alex Abbey Omar Abboud Abercrombie & Fitch Roberta Abraham Nagy Agnes Ambrose Alfonsi Gabriel Allan Alliance Residential Company Marybeth Alpuche Noor Al-Thani AmazonSmile Amgen Foundation Artnet Worldwide Corp Arpin Charitable Trust Balazs Family Giving Fund	CONTRIBUTIONS \$10,000–\$99,999 Anonymous Lise Strickler and Mark Gallogly Teach a Man to Fish Foundation Laney Thornton / Flora L. Thornton Foundation Towards Sustainability Foundation Toyota Environmental Activities Grant Program John Tyler Annemieke Wijn and Helmut Detken The William J.J. Gordon Family Foundation John & Lacey Williams Yowie North America Samantha and Scott Zinober
CONTRIBUTIONS \$1,000–\$9,999 Anonymous (4) Alex Abbey Omar Abboud Abercrombie & Fitch Roberta Abraham Nagy Agnes Ambrose Alfonsi Gabriel Allan Alliance Residential Company Marybeth Alpuche Noor Al-Thani AmazonSmile Amgen Foundation Artnet Worldwide Corp Arpin Charitable Trust Balazs Family Giving Fund	CONTRIBUTIONS \$1,000–\$9,999 Anonymous (4) Alex Abbey Omar Abboud Abercrombie & Fitch Roberta Abraham Nagy Agnes Ambrose Alfonsi Gabriel Allan Alliance Residential Company Marybeth Alpuche Noor Al-Thani AmazonSmile Amgen Foundation Artnet Worldwide Corp Arpin Charitable Trust Balazs Family Giving Fund

Mike Jacobellis Johanette Wallerstein Institute Kaphan Foundation Leah Keith The Kelly Living Trust Kenneth Kirwin Kimberly-Clark Foundation Kirin Company Ltd. Catherine A. Ludden and Eric B. Rothenberg The Mancheski Foundation, Inc. Marta Heflin Foundation Marweld Family Charitable Fund Mitsubishi Corporation Fund for Europe and Africa David and Katherine Moore Family Foundation Fund Nedelman Family Fund Netherlands Enterprise Agency Susanna Place Polly and Kenneth Rattner Richter Farms Rick Steves' Europe The RZ Foundation The Savitri Waney Charitable Trust Fumiko Shido Kerri and Drew Smith Victor Soukup SPL Legacy Foundation Staples, Inc. Stasher Lise Strickler and Mark Gallogly Teach a Man to Fish Foundation Laney Thornton / Flora L. Thornton Foundation Towards Sustainability Foundation Toyota Environmental Activities Grant Program John Tyler Annemieke Wijn and Helmut Detken The William J.J. Gordon Family Foundation John & Lacey Williams Yowie North America Samantha and Scott Zinober	Waterbom Bali Jon Barwise Linda Beale Ashley Beall Jason Bello Shiva and Brad Berman Suzi Berry Linda Besner Betty A. Lewis University Environmental Charitable Trust Bill & Melinda Gates Foundation Marzia Bisognin LTD Alexandra Blair Justina Blakeney The Bloomfield / Graettinger Family Fund Bohemian Rose Hair Studio Michael Bonner Susan Boots Michael Bouska Evangeline Bouton and Steve Bouton Julien Bouzitat Hayden Branigan Lisa Brenskelle Phyllis Brissenden Hilary Brown Bente Brunia The Buckmaster Foundation Janna Bushaw Crist Anthony Calvelage Richard Campbell Susan Carey Carl F. Bostrom Estate Ralph Joseph Castro Catherine Cragg Charitable Fund J. Cederholm Belle Chang Geoffrey Chen Melody Cheng Yvon Chouinard Joanne Cirocco Jane Clark Climate Ride Benjamin Coffman Jake William Coltman Community Foundation of New Jersey Laurie Conroy Sonila and David Cook James Cooney Marc Cooper Thomas Cordova Corinthian International Foundation Gretchen Corkrean and John Corkrean Adela Corrales Dani Cosmopulos and Billy Cosmopulos David and Kathy Cottrell Daniel Couvreur Jordi Cucurny Tracey Cunningham Christine Curtis Brianna Danielson Seiko Darvshsefat Janis Totham-Davies and Ronald Davies Ellen Davin Deanna Dawson Praveen Dayalu Caroline De Maigret The Delisi Family Foundation Jeffrey Dennis Gregory Denton and Janice Dilworth
--	--

Derma-E Ranae DeSantis Safia Dirie Donna Lei Wena W. Dows Kathleen C. Doyle Drew Behnke and Chloe Thomas Charitable Gift Fund Lina Drott Helen M. Dunlap Joseph Dunn Lynn Eikenberry Michael Ekblad Ella Nuutinen Elliott Badgley Foun- dation Lillian and Hamilton Emmons Veronique A. Oomen and Leendert Jan Enthoven The Eric and Joan Norgaard Charita- ble Trust Karen Evans Expedia Fancy Fechser Jay & Jen Ferruggia Laura Fetzner David Fischer Maja Fischer Sebastian Merkhoffer Fitvia GmbH Flanny Productions, Ltd. Emily Fletcher Anne Ford Nathan Forde Alan Fortuny Sicart Marilyn Frerking Diana and Andrew Frost Fundación en Acción Comunitaria de Honduras (FUNACH) Fundación para el De- sarrollo Empresarial Rural (FUNDER) Fundación Solidaridad Latinoamericana Lani Galetto Rosemarie Gatehouse Kevin Gilles Poonam Gill Elizabeth Ginsberg and Robert Weinstein GlobalGiving A. Gnanendran Megan Goldsmith Michael Goldstein Gopal Madabhushi Family Fund Phyllis Green and Randolph L. Cowen David Grill Janet Grossman and Howard Mechanic Birgit and Grant Grundler Grzesik Family Fund Adam Gunther Barbara Gural Katherine and Robert Haas Lauri Paul and Mark Hamilton Jacob Harbo Anders Hareide Tata Harper Jeff Hayward Autumn Heep Daniel Heffner	Christian Hennemeyer Joseph Higgins High Country Financial Advisors, Inc. Donald Hindley Carl Hirschmann Shelley Hon Nikki Hopkins John Horowitz Yen-Yi Huang Leona Hubatch Ryan Hunt Tadeusz Huskowski Robin Ingersoll Karthik Irakam Frank Jeris RGC Coffee Inc. Josephine K. Lowe Fund Edward M. Juda Fabiana Julio Soares Joseph Kalmar Donna and Michael Kaplowitz Ann Karlin Anmol Kaur Harpreet Kaur Kellie Russell Nils Christian Keppler Angela Kilman Omri Klagsbald OnLogic Lida Orzeck Giorgia Padovani Alexander and Kather- ine Palmisano James Parriott PayPal Giving Fund Shelby Pickar-Dennis Peter Leahy Elaine and Robert LeBuhn Thomas Leibowitz and Jodie Smith Carolyn Lenz Anne Leone and Daniel Ludwig Biodiversity and Natu- ral History Society (BruWILD) Stephanie Lin Verónica Xochilt López García José Andrés López Pinto Denise Loring Steve Lu Lila L. Luce M. House Family Fund at The San Diego Foundation Holly MacKinnon Tom Maguire Ryan T. Malone James and Laura Marett New Belgium Foun- dation Marine Academy of Science and Tech- nology Ryan Martin Dean Martine Linda Matthews Maynard P. and John Schaer David and Lori Schnadig Alice Scovell Deborah B. Seymour Laurel Shaffer Benjamin McHugh Coconut Bowls Diana and Mark McNabb	Barbara Meyer The Michael and Nancy Berman Family Foundation Microsoft Corporation Thomas Middleditch Rhett Millsaps Mimecast Charitable Fund Polina Minkovski Nova and Roy Molina Sandy Mölling LaRona Moore Devi Moss MTE Fund Frank Muehlenkamp Mymuesli GmbH Names in the News Nándori Cukrászda Nándori és Társa Kft. Daniel Neghassi The New York Commu- nity Trust Liana K. and Gebhard Neyer Lisa Nix Noltnerywyss Donor Advised Fund Aimee Ogden Leslie O'Loughlin OnLogic Lida Orzeck Giorgia Padovani Alexander and Kather- ine Palmisano James Parriott PayPal Giving Fund Shelby Pickar-Dennis Peter Leahy Elaine and Robert LeBuhn Thomas Leibowitz and Jodie Smith Carolyn Lenz Anne Leone and Daniel Ludwig Biodiversity and Natu- ral History Society (BruWILD) Stephanie Lin Verónica Xochilt López García José Andrés López Pinto Denise Loring Steve Lu Lila L. Luce M. House Family Fund at The San Diego Foundation Holly MacKinnon Tom Maguire Ryan T. Malone James and Laura Marett New Belgium Foun- dation Marine Academy of Science and Tech- nology Ryan Martin Dean Martine Linda Matthews Maynard P. and John Schaer David and Lori Schnadig Alice Scovell Deborah B. Seymour Laurel Shaffer Benjamin McHugh Coconut Bowls Diana and Mark McNabb	Fidelity Giving Account Margaret Siber Nina Siemiatkowski Silicon Valley Commu- nity Foundation Patricia Simpson Max Sirera Edwin Sisson Nigel Sizer Vladimir Smirnov Randolph Stadler Stanley Shalom Zielony Foundation William Stern and Meredyth Stern R. Stewart Harley Streten Robin Stutman Supreme Cores, Inc. Kft. Tata Harper Skincare Abijith Tavarekere Lee and Norelle Tavrow Katherine Taylor Dmw Thijssen The Thomas R. And Deborah A. David- son Foundation Jan Thompson Savannah Thorp Todd Tiemann Jennifer Tinch Robert Tipp The Tom Fund Maximilian Tornow The Toxic Nature Char- itable Foundation Claire Trainor Emma Trejo and Douglas Bender Susan Tressler Diane Trombetta Seraina Tschiemer Erica Tuchman Lauren Uhrin Ursuline High School Olav Isak Utgaard Otto van Haaren Goran Visnjic Jerusha and Kenneth Vogel Patricia Voydanoff Callae Walcott-Rounds and Ed Rounds Martha Wales Walking Stick Family Fund William Waller Christiana Weber Don Wedel Diana Wege and Tim Sherogan James Weidner Clara Natasha White Emily White and Richard White The Wilber Family Fund of the Community Foundation of New Jersey Michael Willcox William Wozencraft Penelope and Philip Wright WWW Foundation Chuck-Hou Yee Sonia Yuan Jacqueline Zuckerberg	Chris Abra Deb Achak Margaret Adams Saba Aftab Freddy Aguiro Antonino Aiello Patricia Albrecht Gregory Alexander David Alfano Yanik Allard Patsy Allen and Mark Miller Esther Altman Razan Alzayani American Express Foundation Chase Amick Jonathan Andrews Kunal Aniruddha Karla Ann Hannah Applequist Donna Aragona Jim Arata Smruti Aski Alison Aubrejuan Gerald Audesirk Juliann Aukema Natalie Ayala Marine Azria Andrew Baker Thomas Baldwin Lily Ballance Kitty Barr Marina Barrero Joshua Baugh Simon Baumann Violet Beane Sophie Beaumont David Beeman John Beliveau Andrew Bell Annick Benavides Noah Bendix-Balgley Clare Bernstein Michael Bier Timothy Binzer BKLN Garden LLC, dba Freehold Jeffries Blackerby Rebecca Block Betty Blumenkamp Cristiano with Food. Stories.Travel. Bonino Scott Bonora Jan Booth Susan Boscov Virginia Bossenbroek Mary Bowden Steve Boxer Valerie Brackett and Nikolaos Monoyios John Bradley Sandra Bragg Douglas Brenner David Brock Kara Brockmeyer Francine Brogyanyi Laura Brooks Catherine Brown Heather Bruce Heather Burks Stephanie Burnett Meghan Burns Edward Burtynsky L. Lee Butler David Buttle James Henry Byne Elizabeth Cabot Nora Cameron Barbara Canseco Alessia Capponi Riawna Capri Cargill, Incorporated Vanessa Carlton	Johanna Carney Stephanie Carpenter Alexandra Carvache Jenna Cassoli John Caulkins Chantale Cenerini Kakao Ceremonial Drinking Chocolate Yee Chow Nabi Chowdhury Christian Christensen Michelle Christenson Vivien Chung Veronica Ciceri Dan Claessens Jordan Clevenger Timothy Cliffe Sally Coe Aan Coleman Chloe Coleman Kristin Coletti Hillary Collins- Gilpatrick Jay Conger Celia Cordón Tovar Danielle Corona Estefanía Corona Gregory Corvi Julia Couturier Sabrina Craigo Boskovic Matthew Cubbage Shannon Currie Custom California Craft Beer LLC Istvan Czirjak Linda Daguiar Phivos Hadjinicolaou Rebecca Daily Canute Dalmasse Edith Davidson Davis Wright Tremaine LLP B. Davis Barbara Davis Ian Davis Rachel Davis Davison Charitable Bart de Boer Justine De Bruyn Hervé de Caritat Phil De Gruchy Noleen de Jager Katharina de la Durantaye Margaret Decker David Dellen Shoshanna Delventhal Elizabeth M. Denning Markus Dertwinkel-Kalt Sterling DeWeese Guender Diaz Andrea Dietrich-Bijjou Shelby Dillon BreeAnne Doehring James K. Donnell Daniel Donovan Angela Driscoll Conor DuBois Kim Dukehart Cheryl Duley Dune Jewelry Inc Lauren Edwards David Einhorn Dov J. Elkabas Lara Elliott David Engle Zayneb Esmaeal Karen Evans and Jason McPherson Camila Falquez Tatiana Farkas Lexia Farris Jonathan Fäßler Duncan Fedde	Michael Fein Edward Felsenthal Lester Fetty and Betty Fetty Heather Fiebing Chris Fieldhouse Emily Fischer David Flatley Tessa Flores Joni Flynn Suzanne Forrest Ellen Forwalk Carol Fox Julian Fox Wendy Franks Jordan Freedman Kurt Freund Fynn Funke Karen Lam-Drexler Erin Gallagher-Cohoon Cloma Gates Maria Gea Arredondo Cyrill Gebert David Levitt Jodi Lewis Charlotte Li Anne Randolph Donna Lieu Bruce Loeb Jillian Lomanno Susan Lowther Steve Raymen Juan Rendon Missy Rhysing James Rieger Karen Riffenburgh and Matthew A. Kirby Gregor Robertson Christina Rockwell Forrest Rode Sarah Roethlisberger Harrison Rogers Danielle Romanes Rebecca Romano M Rood Connie Roop Fabian Rosenberg Lilli Ross Andrew Rostaing Amanda Rubin Raymundo Rubiralta Jason Wiles Anita Ruthenberg Plantique Sac Daniella Samper Michael Sample Vicki Sando Luca Sandon Anastasia Sares Kirk Scarbrough Benjamin Schachter Tor Schoenmeyr Thomas Schulz Rudolph Scott Seth Allen Bardia Shahali Kristina Shamlou Swain Melanie Shanker Andie Moody Michael Moreno Anthony and Michelle Munkholm Sandra Munoz Melanie and David Mustone Margaret Myers Bethan Jarmin Sana Jarral Eva Jimenez Tubau James John Rebecca Johnson and Kris Johnson Valerie Johnston Marta Jost Christa Jungen Satu Kaituri Tabea Karbe Leslie Kaufman	Steve R Kaufman Ellen and Murray Kilgour Morgan Kindness Charles King Daniel King Laura Kiviharju Heidi Kleidon Chris Klein Judith Klinman Adam Koranyi Andrew Krantz Annika Kucheman Christine Kuhlman Shihyu Kuo Peggy Kurtz Kyriakos Kyriakides Diane Lamb Karen Lam-Drexler Latmyer Upper School Leahala LLC Joey Lee Gavin Leeper Dexter Quiggle Steven Rabinowitz Sami Räisä Anne Randolph Yvonne Randolph Steve Raymen Juan Rendon Missy Rhysing James Rieger Karen Riffenburgh and Matthew A. Kirby Gregor Robertson Christina Rockwell Forrest Rode Sarah Roethlisberger Harrison Rogers Danielle Romanes Rebecca Romano M Rood Connie Roop Fabian Rosenberg Lilli Ross Andrew Rostaing Amanda Rubin Raymundo Rubiralta Jason Wiles Anita Ruthenberg Plantique Sac Daniella Samper Michael Sample Vicki Sando Luca Sandon Anastasia Sares Kirk Scarbrough Benjamin Schachter Tor Schoenmeyr Thomas Schulz Rudolph Scott Seth Allen Bardia Shahali Kristina Shamlou Swain Melanie Shanker Andie Moody Michael Moreno Anthony and Michelle Munkholm Sandra Munoz Melanie and David Mustone Margaret Myers Bethan Jarmin Sana Jarral Eva Jimenez Tubau James John Rebecca Johnson and Kris Johnson Valerie Johnston Marta Jost Christa Jungen Satu Kaituri Tabea Karbe Leslie Kaufman	OSisoft Urmila Padmanabhan Diane Paolazzi Fernando Pardillo Krishn Patel Kevin Pazirandeh Marika Perátalo Ellen and Eric Petersen Phil Pham Jim Phillips Americo Pinheiro Ben Platt Alja Podgornik Bradley Tepaske Michael Podt Tavi Popp Emma Porter Meredith Porter Andrew Posner Courtney Price Programa Anual de Open Studios Gua- dalajara A.C. Massimo Quattrocchi Dexter Quiggle Steven Rabinowitz Sami Räisä Anne Randolph Yvonne Randolph Steve Raymen Juan Rendon Missy Rhysing James Rieger Karen Riffenburgh and Matthew A. Kirby Gregor Robertson Christina Rockwell Forrest Rode Sarah Roethlisberger Harrison Rogers Danielle Romanes Rebecca Romano M Rood Connie Roop Fabian Rosenberg Lilli Ross Andrew Rostaing Amanda Rubin Raymundo Rubiralta Jason Wiles Anita Ruthenberg Plantique Sac Daniella Samper Michael Sample Vicki Sando Luca Sandon Anastasia Sares Kirk Scarbrough Benjamin Schachter Tor Schoenmeyr Thomas Schulz Rudolph Scott Seth Allen Bardia Shahali Kristina Shamlou Swain Melanie Shanker Andie Moody Michael Moreno Anthony and Michelle Munkholm Sandra Munoz Melanie and David Mustone Margaret Myers Bethan Jarmin Sana Jarral Eva Jimenez Tubau James John Rebecca Johnson and Kris Johnson Valerie Johnston Marta Jost Christa Jungen Satu Kaituri Tabea Karbe Leslie Kaufman	Olivia Stransky Ellen and Daniel Strickler Shoba Sujana Kumar Finn Sullivan Jonathan Sumner Maryhelen Sweet Velocity Switzerland Maximilian Tabet Angela Tankian Emily Tarpley Claudia Tarr Bradley Tepaske Angela Tina Rebecca Tobojka Barbara J. Tomasovic Dewayne Toon Kristin Tow Caleb Townsend Anna Trionfo Miguel Angel Trucios Bravo Sandra Tsui Nicholas Tsutsumi Claire Tucker Beth Valdettarro and Edward Valdettarro Dan van Hees Val Vandervort Theresa Varner Tai Vautier Louis Vervat Andrew Voytko Jennifer Wagner Amy Wechsler Peter Weil Harvey Weiner/De- pendable Distr Weiner Thomas Weir Howard Weiss Elissa Weissman Philipp Welsing Whatcom Community Foundation Robert Wiebe-King Eletra Wiedemann Jason Wiles Benjamin Williams John Williams John Willis CiCi Wilson Wilson-Weinberger Family Fund Keely Wirries Gerald Woods Sophia Yamas Linqing Yang Milena Yohannes Raiza Zapata	Trust Susan Heller Gebel Ilse Holliday Chris and Bill Holmes The Kelly Living Trust Elysabeth Kleinhans Corinne Konrad Marcia Lafair Obstfeld 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	Lisa Manley Manon Mazella and Michael Bown Louise Middleton Corrine Mutarelli Ariela Nathusius Kimberly Newton Juan Esteban Orduz Shawn Payne Stephen Powers Laura and David Ross Guest Rothschild Rodolfo Rothschild Kerri and Drew Smith Angela Tassoni Cathy Taub and Lowell Freiberg Ton Van Der Laan Jay Wallace Tensie Whelan Gerard Williams Withumsmith+Brown, PC Grace Yu
--	---	--	---	---	---	---	--	---	--	--	---

SCAA SPONSORS

Caribou Coffee

McDonald’s Canada

Muskoka Roastery

EVENTS

\$10,000 & ABOVE

AmResorts

APRIL Group

Domtar

Empresas Cmpc S.A.

Wendy Gordon and

Larry Rockefeller

Marilú Hernández and

Luis Bosoms

The Houser Foundation

Elysabeth Kleinhans

Lavazza

Lyn and Norman Lear

Maggie Lear and

Daniel R. Katz

Aquiaries Estate Coffee

Catherine A. Ludden

and Eric B.

Rothenberg

Lawrence and Victoria

Lunt

Anibal Luque

Mars, Incorporated

O’Melveny & Myers LLP

The Original Bradford

Soap Works, Inc

Peter M. Schulte

Talon Hardwood Floors

EVENTS

\$500 – \$9,999

Ambrose Alfonsi

Bank of America Merrill

Lynch

C.F. Martin & Co., Inc.

Chantecaille

Clif Bar

Paulette Cole

Daniel J. Couvreur

William Crowe

Heidi Curry

Henry P. Davison II

Han de Groot

Jamie Denburg-Habie

The Ferrero Group

Grønvask / Christian

Pedersen

Jay Hunsberger

InterAmerican Coffee,

Inc.

Sonia Kim

Andrew Klaber

Rhea Landig

Jan LoeyS

IN-KIND

CONTRIBUTIONS

Adnan Kelana Haryan-

to & Hermanto

AMResorts

Aquiaries Estate Coffee

Arias & Muñoz (Hon-

duras)

BDS Asesores Juridicos

Bentsi-Enchill, Letsa, &

Ankomah

Bufete Aguirre Soc. Civ.

C.F. Martin & Co., Inc.

Covington & Burling

Cozen O’Connor

Daniel J. Couvreur

Dentons Munoz (Costa

Rica)

Domtar

Fragement Global

Francoise Ntolo

Garcia & Bodan (Gua-

temala)

Garcia & Bodan (Hon-

duras)

Garcia & Bodan (Nica-

ragua)

González Calvillo, S.C.

Google, Inc.

Holland & Knight LLP

Kaplan & Stratton

Kate Boyer

Kignaman Soro

Little-Mendelson

Mars, Incorporated

McDermott, Will &

Emery LLP

Miranda & Amado

Abogados (Peru)

Mitsubishi Corporation

(Americas)

Morgan Lewis

Mr. Andrew Klaber

O’Melveny & Myers LLP

Paul Hastings LLP

PENA – Mancera Abo-

gados (Colombia)

Proskauer

Proximo Spirits

Richmond Mayo-Smith

Taller Maya & Fun-

dación de las

Haciendas del

Mundo Maya

Tensie Whelan

Van Doorne

Wendy Gordon and

Larry Rockefeller

White & Case LLP

ACKNOWLEDGMENTS

BOARD OF DIRECTORS

Daniel R. Katz, Chair
Ton van der Laan, Vice Chair
Peter M. Schulte, Treasurer
Labeeb M. Abboud
Tasso Azevedo
Sonila Cook
Daniel J. Couvreur
Wendy Gordon
Nina Haase
Marilú Hernández de Bosoms
Dan Houser
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
Gabriella Campagna
Seth Cohen
Count Amaury de Poret
Jamie Denburg-Habie
Elliott Donnelley
Andrew Klaber
Hemendra Kothari
Lawrence Lunt
Richmond Mayo-Smith
Alexis Rockman
David Ross
Cameron Russell
William Sarni
Zanna van Dijk
Adam Wolfensohn
Grace Yu

EDITORIAL

Editors
Daria Koreniushkina
Beth Hearn
Jungwon Kim

Copywriters
Gui-Xi Young
Laura Jamison

Designers
Mason Philips
Patrick Floyd

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 Sergio Izquierdo
p. 4 Sergio Izquierdo
p. 5 Brent Harrewyn
p. 6 Zdeněk Macháček
p. 8 coffee cherries: David Dudenhoefer; tea leaves: Charlie Watson
p. 9 José: Sergio Izquierdo; Harkirat: Suvashis Mullick
p. 12 workshop: Michael Toolan; banana farm: Sustainable Agriculture Network; training: Giuseppe Cipriani
p. 13 forest: Sergio Izquierdo; hazelnuts: Giuseppe Cipriani
p. 14 Sergio Izquierdo
p. 18–19 Victor Moriyama/Greenpeace
p. 21 Victor Moriyama/Greenpeace
p. 22 Giuseppe Cipriani
p. 27 drone & tea farmer: Giuseppe Cipriani
p. 28 Sergio Izquierdo
p. 31 coffee cherries: Matthew Harmer
p. 37 Sergio Izquierdo
p. 38 Sydelle Willow Smith
all others Rainforest Alliance staff



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

We want to say thank you, from the bottom of our hearts, to each and every member of our alliance.

We can only realize our vision of a world where people and nature thrive in harmony by working together.

- To all the **farmers** working with us to protect the well-being of ecosystems, workers, and communities by learning and implementing our sustainable agriculture standards,
- To all our **forest community partners** building thriving, sustainable economies while defending the forests we all need for a stable climate future,
- To all our **project and certification partners** contributing to meaningful, positive change on the ground,
- To all the **people and organizations** who have donated to support our mission,
- To our **partner companies** moving forward on their sustainability journeys, especially those who are working to accelerate their efforts,
- To **everyone who follows the frog** to make more responsible everyday choices—

Thank you!

And finally, thank you for reading this report. We hope you are as proud of what we achieved together in 2019 as we are.



United States:

125 Broad Street, 9th Floor
New York, NY 10004
tel: +1 212.677.1900

The Netherlands:

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

rainforest-alliance.org

