

Identifying Your Pathway Towards Sustainability with the Rainforest Alliance

Our Work with Nestlé Cocoa

Markets Innovation



Whether a company is just starting on their sustainability journey or is a long-time partner in need of data-driven insights, the Rainforest Alliance has the expertise and resources to help. How the Rainforest Alliance assists companies can take multiple forms to match a company's needs and vision. Three of the support streams the Rainforest Alliance engages in are:

REIMAGINE CERTIFICATION

Many companies start their sustainability journey with Rainforest Alliance Certification, which is understandable given the growing body of evidence showing the impact of certification.¹

¹ Studies such as [Dietz et al. \(2019\)](#), [Rueda and Lambin \(2013\)](#) and [Iddrisu et al.](#)

The updated [2020 Certification Program](#) provides companies with the resources and guidance they need for more responsible sourcing.

TAILORED SUPPLY CHAIN SERVICES

Some of our partners seek to engage in additional interventions outside of the scope of certification. The Rainforest Alliance [Tailored Supply Chain Services](#) teams work one-on-one with companies to identify where and how they can improve their sourcing practices and interventions. In some cases, we work with consortia that can include more than one company, and/or a public donor agency.

(2020) are part of the growing body of research that show the impact of Rainforest Alliance certification on good agricultural practices and farmer economics.

LANDSCAPES AND COMMUNITIES

The Certification and Tailored Services pathways both focus primarily on improving conditions at the production level (i.e. forest patches and farms). However, addressing the challenges that smallholders face often requires taking a wider, landscape level approach. That is why many of our partners are already engaged in Landscapes and Communities projects, such as the Rainforest Alliance [Integrated Landscape Management Program](#).

These pathways are not isolated from one another. In fact, combining these pathways often yields some of the most impactful results for companies and producers alike. The Rainforest Alliance partnership with Nestlé exhibits just that.

Reimagine Certification

Tailored Supply Chain Services

Landscapes and Communities

THE RAINFOREST ALLIANCE AND NESTLÉ PARTNERSHIP: DELIVERING IMPACTS AT MULTIPLE LEVELS

As one of the world's largest purchasers of cocoa, Nestlé recognizes the position it is in to make a difference. That is why Nestlé has partnered with the Rainforest Alliance across its three service pathways:

Reimagine Certification

In 2009, Nestlé launched the [Nestlé Cocoa Plan](#) (NCP), which establishes Nestlé's commitment to promoting sustainable cocoa farming through targeted interventions. Nestlé is committed to sourcing 100% of their cocoa through the NCP by 2025. In 2020, Nestlé sourced 202,890 MT through the NCP, most of which was Rainforest Alliance Certified.

Tailored Supply Chain Services

In 2014, Nestlé joined [CocoaAction](#), a sector-wide initiative of the World Cocoa Foundation to improve sustainable cocoa production in Côte d'Ivoire and Ghana. While Cocoa Action ended in 2019, Nestlé continues to utilize Rainforest Alliance monitoring and evaluation services to track the [progress](#) of and improve upon its interventions under the NCP. The tailored monitoring and evaluation support provided by the Rainforest Alliance allows Nestlé to take a deeper dive into key sector themes and risks, such as living income.

Landscapes and Communities

Seeking to scale up its impact even further, Nestlé has partnered with the Rainforest Alliance to launch the Beki – Bossematié Landscape Project in Côte d'Ivoire starting in 2021. The project builds on Nestlé's existing no-deforestation commitments, participation in the Cocoa & Forests Initiative, and the Net Zero roadmap. This project aims to develop a community-based approach for landscape restoration and forest management in the Beki – Bossematié region. The entry point of this project is to use the rollout of the new Rainforest Alliance 2020 Sustainable Agriculture Standard (SAS) to develop effective management plans and activities to address risks of deforestation and of encroachment to protected areas for a selection of certified cooperatives.

Through a combination of certification, monitoring and evaluation, and field-based partnerships, the Rainforest Alliance provides support to Nestlé that delivers real impacts. As of [2020](#):

- **46 percent** of Nestlé's cocoa volume is traceable and **46 percent** of Nestlé's cocoa volume is responsibly

sourced through the Nestlé Cocoa Plan.

- **+120,000** farmers were reached through the Nestlé Cocoa Plan.
- **Twice** as many farmers receiving Nestlé's pruning support were implementing good practices, a key step towards reduced pest damage, higher yields, and higher incomes.

Below, we can see how the Rainforest Alliance's services helps Nestlé work towards achieving its responsible sourcing commitments.

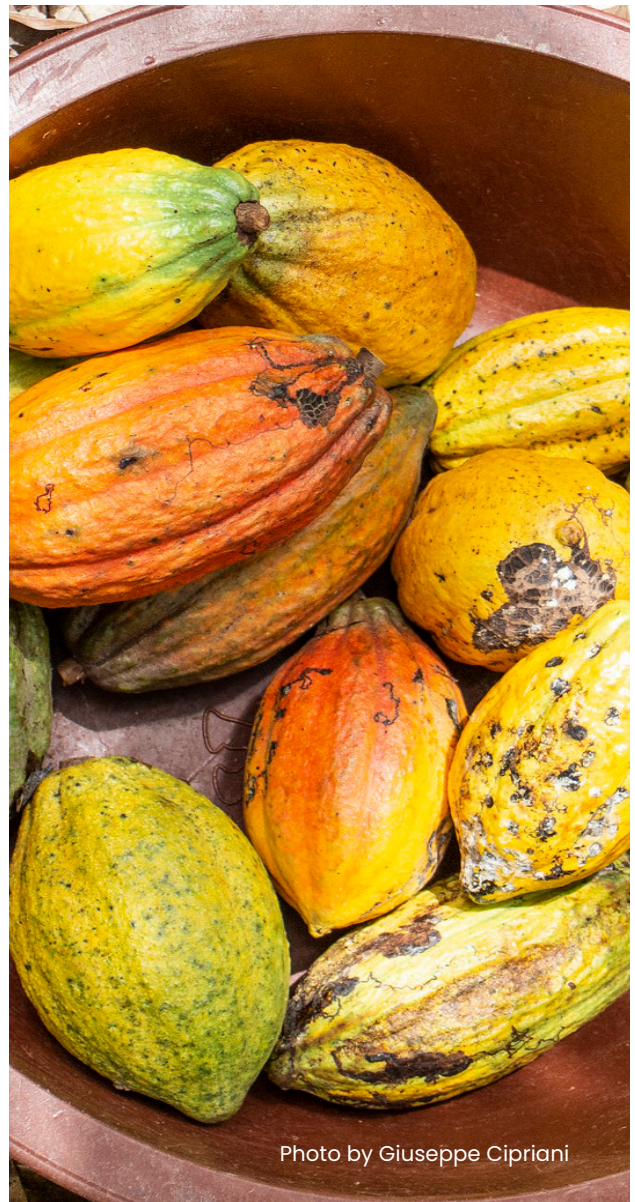


Photo by Giuseppe Cipriani



PARTNERING WITH THE RAINFOREST ALLIANCE: THREE KEY BENEFITS

Guidance

Many of our partners come to us for assistance in policy creation and upgrading. The Rainforest Alliance conducts risk mapping exercises using supply chain data obtained through annual certification audits. These **risk mapping exercises** identify where opportunities and risks exist. They are used to guide our partners, like Nestlé, in modifying their existing commitments and interventions.

Producer Support

The wealth of information obtained through certification audits, monitoring and evaluation, and input from regional experts guides Nestlé's strategy for implementing its responsible sourcing commitments. Like many of our partnerships, we work with Nestlé to co-develop Producer Support Programs. These programs build farmer resilience and bring companies closer to their sourcing commitments through interventions such as Rainforest Alliance training and the Smart Farming Toolkit.²

Currently, Nestlé and the Rainforest Alliance are support-

ing and piloting a range of initiatives. These include the development of new cooperative management plans, reforestation investments, and utilization of improved location data to test new approaches to forest carbon assessments. Such collaboration enables all parties to learn from experience and co-create future producer support pathways.

M&E and Learning

Nestlé utilizes a system of continuous monitoring and evaluation to understand what actions it needs to pursue to meet its goals. Through certification, Nestlé can monitor and verify its progress against its Rainforest Alliance commitments through annual audits and the [Rainforest Alliance Assurance System](#). Nestlé gains additional, tailored insights into its sourcing activities via the Rainforest Alliance's Supply Chain Monitoring and Evaluation (M&E) service.

The first Rainforest Alliance–Nestlé M&E campaign was launched in 2016 and covered only 10 cooperatives and indicators outlined by CocoaAction. The M&E campaign has since expanded to **40+** cooperatives and covers additional indicators that better reflect Nestlé's sourcing vision. These indicators include adoption of good agricultural practices, household economics, and shade cover. The findings from data analysis are utilized by Nestlé to [communicate its progress](#) both internally and externally.

² The Smart Farming Toolkit is currently in development with the aim of being operational by the end of 2021. The Toolkit will include a Farm Intelligence App, Management Plan Template, Manage



START YOUR SUSTAINABILITY JOURNEY TODAY

Whether a company opts to pursue one pathway, or multiple, is entirely dependent on their needs and goals. With sector and regional experts stationed across the globe, the Rainforest Alliance is ready to meet you wherever you are in your sustainability journey.

Contact us at tailoredservices@ra.org to learn more. 🌱

“The Rainforest Alliance has significant experience working with cocoa farmers in understanding and implementing robust sustainability criteria that drives positive change, and we look forward to deepening our collaboration in the coming years.”

- Nestlé



The Rainforest Alliance is creating a more sustainable world by using social and market forces to protect nature and improve the lives of farmers and forest communities.

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