



Rainforest Alliance Tea Traceability in MultiTrace Webinar

Rainforest Alliance webinar

April 2022

Agenda

1. Rainforest Alliance Standard requirements for farms and companies
2. Rainforest Alliance traceability requirements
3. Reporting in MultiTrace

Q&A

4. Call to Action
5. Wrap-up and resources

Q&A

Please add your questions in the Q&A box.

1) Standard Requirements

Standard Requirements

Chapter 1: Management



Chapter 2: Traceability



Chapter 3: Income and shared responsibility



Chapter 4: Farming



Chapter 5: Social



Chapter 6: Environment



What is part of our Certification Program?



Annexes (binding)

- Applicable annexes depend on your scope and activities.
- Most relevant today: [Annex S6 on Traceability](#)

Guidance's (Currently A – R, non-binding)

Policies and rules – binding

- Most relevant today: our [Labeling and Trademarks Policy](#)

Terms & conditions - binding

- [Rainforest Alliance License Agreement General Terms and Conditions](#)

Check our [general guide for the implementation of the Sustainable Agricultural Standard](#)

Supply Chain CH Transition Milestones

Milestone

Register in the Rainforest Alliance Certification Platform (RACP)

Confirm scope (including all crops, locations, subcontractors) and generate list of applicable requirements

Request and sign OR upload existing **2020 License Agreement**

Receive Supply Chain Risk Assessment results and **Verification steps** (via email from Rainforest Alliance)

Complete **Self-Assessment**

Undergo an **Audit**

OR

Submit your **request for endorsement**

Close all non-conformities

The CB takes certification decision

Rainforest Alliance reviews license/ endorsement request

Obtain a **2020 SAS certificate and/or endorsement**

Receive a **license** to use the Rainforest Alliance Traceability Platform



Key Changes in the Transition Timeline - Farms

Current PM RA/UTZ Program end
AND
Transition Period Start



2021

Second transition year starts,
audits based on Version 1.2 of
the standard



2022

Full 3-year certification cycle
audits start



2023

Only **CORE** requirements apply

December 1, 2022

Deadline to obtain 1st transition
certificate

July 1 - September 30

Extended window to start 1st
transition audit

June 30, 2023

Deadline to finalize 2nd
transition audit



Key Changes in the Transition Timeline - Supply Chain

Current PM RA/UTZ Program end
AND
Transition Period Start



2021

Full certification cycle
audits start



2022

December 31

Final deadline for obtaining
a (Transition) Certificate
and License to Trade

Your certificate deadline
may be sooner!

Transition year
All audits are remote and result in a
one-year transition certificate

July 1 – Sep 30 2022

Extended window for
transition audit upon
request through CB

July 1, 2021 – June 30 2022

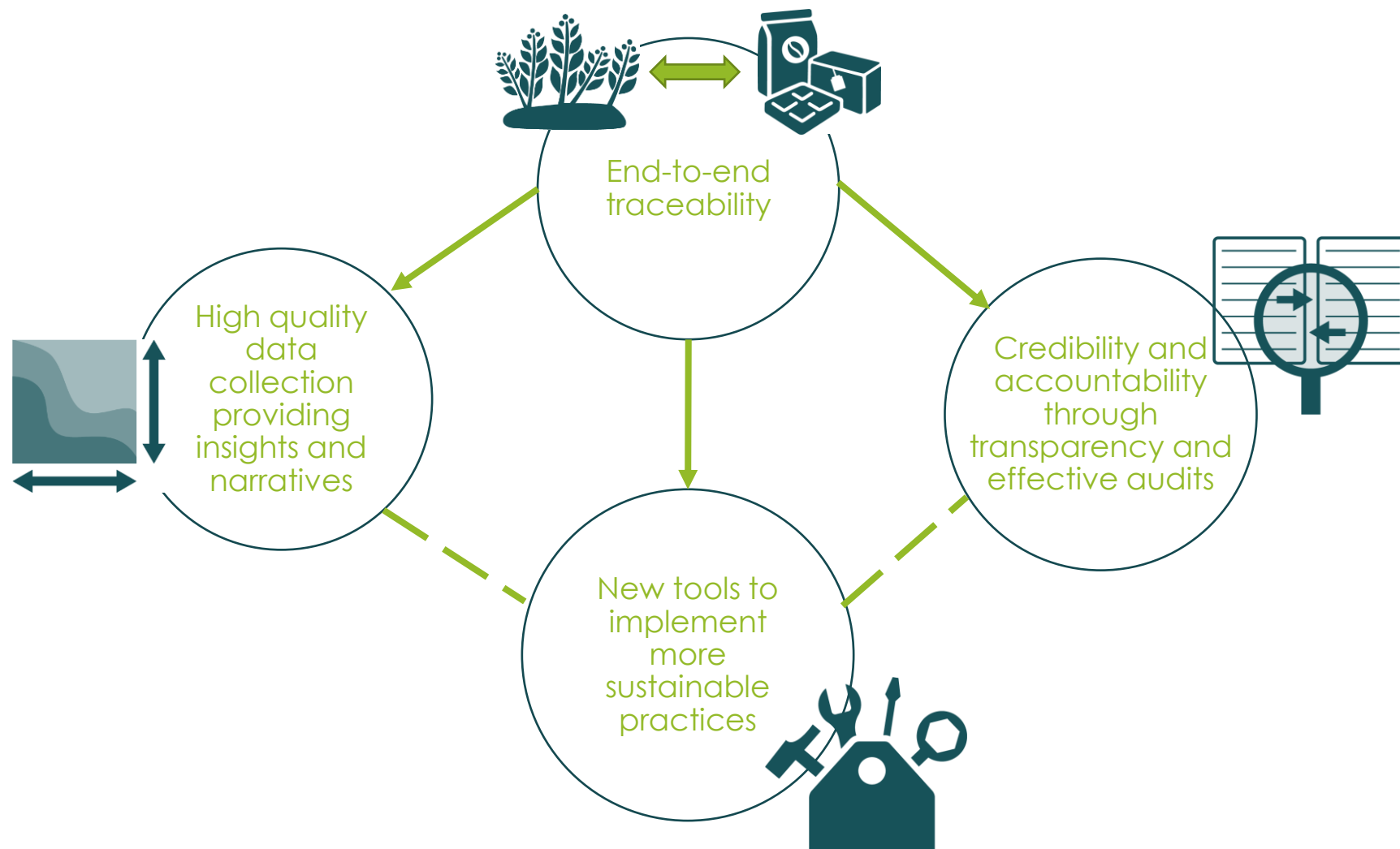
July 1 2022

Start of full-scale audit (3-year cycle) for new
SCAs and SCAs not requesting transition
audits, based on version 1.2 of the standard

2) Traceability Requirements

Connecting the dots

Technology and data-powered certification system:



Value of Traceability to Rainforest Alliance

Credibility

- Verification of traceability via 3rd party certification schemes provides credibility to company sourcing and sustainability claims.

Reporting / Insights

- Tracking and registering the volumes purchased and sold provides insights into supply and demand, allowing us to allocate resources / prioritize

Revenue Generation

- Having volume transactions registered in a system gives us a consistent mechanism to trigger invoices and collect royalties / program fees to fund our work

Accountability / Shared Responsibility

- Traceability allows us to monitor end to end supply chain trading – it gives us access to all entities, the ability to assess and manage the risks within the value chain, and hold SCAs accountable for their purchasing decisions

Value of Traceability to Our Partners

Credibility

- Verification of traceability via 3rd party certification schemes provides credibility to company sourcing and sustainability claims.

Reporting / Insights

- Knowing the origin and performance information from the production of raw materials allows SCAs to better understand and manage their SC risks, brings financial transparency, facilitates the “right” conversations with suppliers, and builds stronger relationships with producers
- Better visibility of demand (volumes and performance) allows producers to tailor their approach, act on potential opportunities, and request / access investment

Developing Demand / Claiming Potential

- Traceability provides the basis for seal use, but with the ability to also connect volumes to further performance data points, the potential for expanded narratives for brands and results-based claims is unlocked
- Value to consumers when leveraged for consumer engagement

Traceability Requirements

Key information on traceability requirements

- To trade volumes of Rainforest Alliance Certified crops, you need a valid license to trade.
- All buying and selling of Rainforest Alliance Certified volumes are recorded in the online traceability platform, at the latest two weeks after the end of the quarter.
- Traceability Reporting entails: sales, conversions, confirmation, redeeming / removing of the certified product.
- Physical movement of goods to any entity **not** within the scope of the CH (including subcontractors) **and** involved in processing must be announced in the traceability system
- Traceability extends to Retailers (*further guidance will be forthcoming*)

Further information on traceability requirements: [Annex s6: Traceability, and the Guidance Document on Traceability](#)

Highlights of Requirement Changes

| Pre-merger programs | 2020 RA Certification Program | Applies to |
|---|---|--------------|
| Transactions must be reported in traceability platform 30 days after the end of a calendar quarter in which a sale took place | Transactions are reported at latest two weeks after the end of the quarter in which a sale took place | All CH |
| CHs required to report transactions in the traceability system when a legal change of ownership takes place | CHs required to report physical movement of certified product if product is physically moved outside of the scope of their Certificate and processes the volume | All CH |
| pm UTZ: Premium reported in MultiTrace pm Rainforest Alliance: No premium required or reported | Brand reports SD/SI to be paid on quarterly volumes redeemed after 1 July 2022 (further guidance and requirements forthcoming, payments commence 1 January 2023) | Brand Owners |
| Traceability ends at the final product packer | Traceability extends to retailers (<i>further guidance forthcoming</i>) | All CH |

What Does Full Mutual Recognition for Tea Mean?

Full Mutual Recognition has been available since January 31, 2022

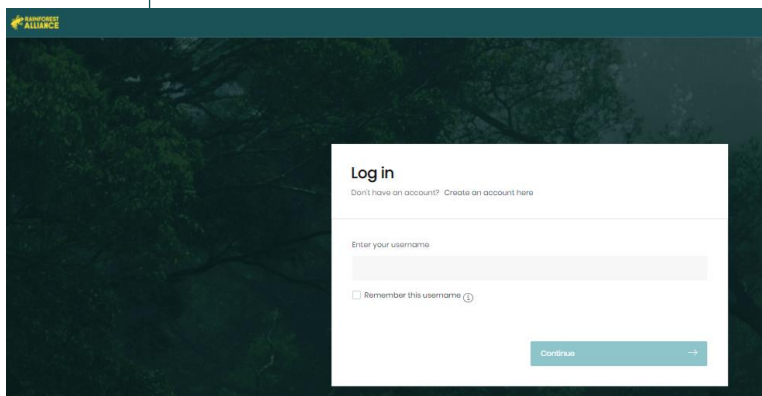
- **All volumes, licenses and certificates – pm Rainforest Alliance and pm UTZ - are treated in the same way that we treat our new 2020 standard volumes and licenses and as such are considered "Rainforest Alliance Certified".**
- **Applies to all traceability levels:** Identity Preserved, Mixed Identity Preserved, and Segregated.

What does this mean for you?

- **No need for physical/administrative separation:** New and legacy volumes do not need to be kept physically and administratively separated in MultiTrace or in your own administration.
- **Manage product flow for one program:** In MultiTrace you only need to manage the product flow for one program (Rainforest Alliance) instead of three programs (UTZ, 2017 Rainforest Alliance, 2020 Rainforest Alliance).

3) Reporting in MultiTrace

How to Access Your Accounts?



The image shows the Rainforest Alliance login page. It features a dark green background with a forest scene. A white login box is centered, containing the text "Log in" and a link "Don't have an account? Create an account here". Below this is a text input field for "Enter your username" and a checkbox labeled "Remember this username". A green "Continue" button with a right arrow is at the bottom right of the box.

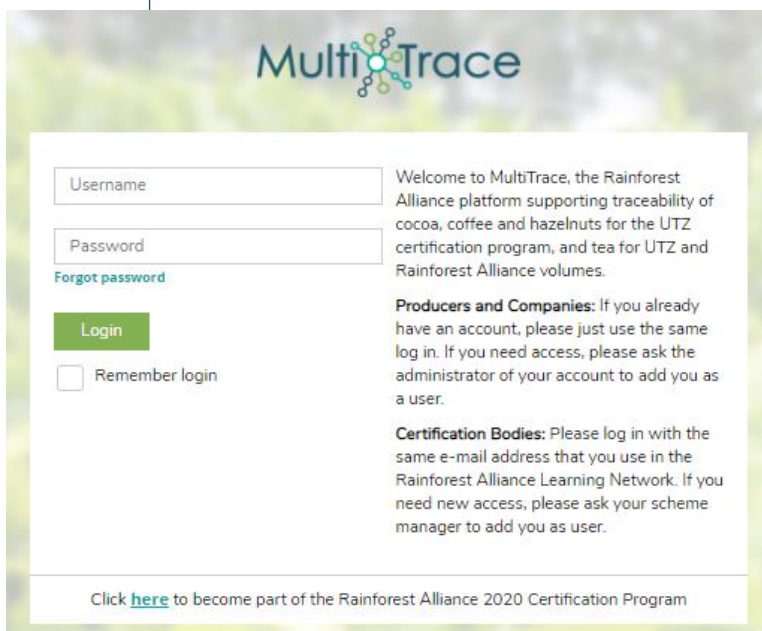
Access your account:

Rainforest Alliance 2020 volumes:

- [Login page](#)
- Use your account created when registered in RACP for the new program

UTZ/Rainforest Alliance 2017 volumes in MultiTrace (for the first time):

1. Enter [Login page](#)
2. Reset your password ("forgot password") with the username that you previously used in GIP
3. You will receive a link at your registered email address to set your password and log into MultiTrace.
4. If you do not receive the email, please contact us at customersuccess@ra.org



The image shows the MultiTrace login page. It features a light green background with a forest scene. The "MultiTrace" logo is at the top. Below it is a login form with fields for "Username" and "Password", a "Forgot password" link, a green "Login" button, and a checkbox for "Remember login". To the right of the form is a welcome message: "Welcome to MultiTrace, the Rainforest Alliance platform supporting traceability of cocoa, coffee and hazelnuts for the UTZ certification program, and tea for UTZ and Rainforest Alliance volumes." Below this is a section for "Producers and Companies" and another for "Certification Bodies". At the bottom, there is a link to "Click here to become part of the Rainforest Alliance 2020 Certification Program".

Important to Know

All Producer Volumes are available as Green Leaf in MultiTrace as Certified Volume. These volumes should not have a variety associated with them.

| Owner | Location | Selling Mark | PositionType | Variety | Classification | Subproduct | TL | Reference |
|---------------|----------|--------------|------------------|----------------|----------------|------------|----|-----------|
| Wé Rllriwavfv | | | Certified Volume | Not Applicable | | Green Leaf | IP | 2021 |

Green leaves

Made tea



Varieties to be added along with **Selling Marks**

Green Leaf cannot be sold outside of the country of origin, the **selling mark** should be **blank** and the variety should be always **Not Applicable**.

Selling Mark: the name under which the factory sells its tea. **Selling marks are generated in MultiTrace by the producer CH**

MultiTrace Overview of Requirements

MultiTrace has its own set of fields linked to every activity

Green Leaf to Made Tea

- **Activity Date**
- **Owner**
- **Selling mark** (as designated by the user, and the leading reference as it appears in your "Certified Product" position)
- **Input volume** of green leaf
- **Conversion rate**
- **Traceability level** (IP, segregated)
- **Variety** (whether producing black tea, green tea, etc.)

Report new Conversion

Commodity The conversion tab is for certificate holders converting Green Leaf to Made Tea, Made Tea to Decaff or Made Tea to Instant Tea

Commodity *

Activity Date * This should be the date on which the conversion process is completed.

Input SubProduct

Output SubProduct

Position Select the correct certified year from which you are converting from if more than one.

Owner

Convert from Position

Origin Information:

Output to Traceability level:

Reference

Input Volume (in KG) *

Conversion Rate *

Selling Mark * The selling mark is added under dashboard.

Variety Output *

Attachments

Drag and drop files here

Once the form is filled click on submit at the bottom right corner to complete this process.

CONVERSION



MultiTrace Overview of Requirements

MultiTrace has its own set of fields linked to every activity

NOTES:

Auction sales should be declared by the producer to the buyer, not intermediaries

Price information is **not** entered anywhere in MultiTrace

If you are not purchasing green leaf, you **should not** confirm transactions of green leaf

TRADE

Sales of Made Tea

- **Position** (specific selling mark ID of made tea in "Certified Product" or "Stock")
- **Volume sold** (comes from a specific selling mark)
- **Variety** (green tea, black tea, etc.)
- **Position Type** (Certified Product, Stock)
- **Reference #** (i.e. chop/garden invoice #)
- **Change of responsibility date**
- **Traceability Level** (IP, segregated)
- **Buyer name/ID**
- **Transport type** (not mandatory)
- **Consignment #** (not mandatory)
- **Bill of Lading** (BL#) (not mandatory)
- **Shipping Date** (ideally the transportation date)

Report new trade

Select the stock position to be sold to your clients.

Trade

☒ Single Ingredient ☐ Multi Ingredient Commodity * Tea

Change of responsibility date * 2022-04-04
This date is the date of change of ownership and therefore also the change of responsibility

Seller

Reference For seller internal traceability purposes. Ex Invoice/PO

Contract Number

Buyer Enter your buyers account ID:

Buyer * ME07_600

Membercode * Tea Trader and Processor NV

Name

Reference Invoice/Po number based on Buyers request.

Contract Number

Transport

Transport type

Consignment No. (GSCN)

Bill of Lading (BL)

Shipping date YYYY-MM-DD

Position

From Owner India Tea Producer 1

From Position Certified Product, Black Tea - CTC, Made Tea, Identity Preserved, Test, India, 200....

Origin Information: India Tea Producer 1 / RA_00008352201 / India, 200

Traceability level: Identity Preserved

Volume (in KG) 150

☐ Premium ☒ Not Required

Reason RA 2020 Volumes Prior to SD/SI Implementation

Other schemes

Other certification schemes?

Others

Attachments

Drag and drop files here

Add Files

Comment

Once the form is filled, click on submit to complete the sale, the volume then will be sent from the seller account to the buyers account for confirmation.

Max. 400 characters (incl. space)

Cancel Submit

MultiTrace Overview of Requirements

MultiTrace has its own set of fields linked to every activity

Blending Made Tea

- **Position** (specific selling mark(s) or Blend ID of a blended tea in your Stock)
- **Raw material volume** (from either a specific selling mark(s) or an already blended tea in your Stock)
- **Position Type** (in your case "Stock")
- **Activity date**
- **Reference #** (i.e. blend ID, the product of your blend activity, as designated by you, and the leading reference as it appears in your "Stock")
- **Total Volume**
- **Traceability Level** (IP, segregated – these are predefined in your Stock positions, as they are being received from your supplier, but you would have an option to downgrade if so desired)
- **Subproduct**

Report new Mixing

Commodity
 Commodity *
 Tea
 Classification of mix output
 -

Activity Date *
 2022-04-04
 Reference *
 Seller inter referen

This should be date on which the blend is completed.

Mix Output
 Total Mix Volume
 18
 Traceability level
 Identity Preserved
 Bulk
 Blend

The traceability level can be MI or SG if blended from different certificate holders.

Always specify if the mix is a blend or a bulk. When blending the PA will be triggered

Participation Royalty / Program Fee
Not applicable

Positions
 Owner *
 India Tea Producer 1
 Site *
 Not applicable
 SubProduct *
 Made Tea
 PositionType *
 Certified Volume/Product

Choose a position to add into the mix : [Select your input stock position\(s\), then click add to specify the volume.](#) **Add Position**

| | | | |
|---|--|--------------------------------------|----------------|
| Position: | Certified Product, Black Tea - Orthodox, Made Tea, Identity Preserved, India SM ASD, 20.00 | | |
| India Tea Producer 1 / RA_00008352201 / India | 20 | Mix volume (Kilograms): | 5 |
| | | Participation Royalty / Program Fee: | Not applicable |
| Position: | Certified Product, Black Tea - CTC, Made Tea, Identity Preserved, Test, 200.00 | | |
| Mixed IP | 200 | Mix volume (Kilograms): | 3 |
| | | Participation Royalty / Program Fee: | Not applicable |
| Position: | Certified Product, Black Tea - CTC, Made Tea, Identity Preserved, India SM 123, 98.00 | | |
| India Tea Producer 1 / RA_00008352201 / India | 98 | Mix volume (Kilograms): | 10 |
| | | Participation Royalty / Program Fee: | Not applicable |

[Once you select the input stock positions to be blended click on submit.](#)

MIXING

MultiTrace Overview of Requirements

MultiTrace has its own set of fields linked to every activity

Redeem Volume

The CH owning the brand traces volumes out of the traceability platform that are destined as final consumer product. The activity 'redeem' marks the end of the online traceability for Rainforest Alliance Certified products.

Commodity

Commodity *
Tea

Activity date *
2022-04-04

Redeem

Reason
Consumer Facing product with trademark

Comment

Max. 250 characters (incl. space)

Attachments

Drag and drop files here

Add Files

Position

Redeem from Owner
India Tea Producer 1

Redeem from Position
Select the input position and indicate the volume that will be sold as a consumer facing product under your brand.
Certified Product, Black Tea - CTC, Made Tea, Identity Preserved, Test, India, 200....

Origin Information:
India, 200

Traceability level:
Identity Preserved

Volume (in KG) *
175

Participation Royalty / Program Fee

Participation Royalty / Program Fee
Not applicable

Cancel

Submit

REDEEM

MultiTrace Overview of Requirements

MultiTrace has its own set of fields linked to every activity

Remove Volume Certified products are removed from the traceability platform when they are sold not as Rainforest Alliance Certified, or when they cannot generally be sold onwards due to product damage (product "lost").

| | |
|-------------------------------|--|
| Commodity | Position |
| Commodity * Tea | Remove from Owner India Tea Producer 1 |
| Activity date * 2022-04-04 | Remove from Position Certified Product, Black Tea - CTC, Made Tea, Identity Preserved, Test, India, 200.... |
| | Origin Information: India Tea Producer 1 / RA_00008352201 / India, 200 |
| | Volume (in KG) * 150 |

Remove Select a removal reson.

Reason *
Sold As Conventional

Comment
-
Sold As Conventional
Product Spoiled (mold, pest, fire, etc.)
Sold Under Another Certification Scheme - Not UTZ
Other

Max. 250 characters (incl. space)

Attachments

Drag and drop files here

Add Files

Cancel Submit

REMOVE

4) “Call to Action”

Potential Consequences of Non-compliance

Deadline: 1st July 2022

We are requiring system use of MultiTrace for all supply chain actors with no exceptions by July 1, 2022.

From this date, Rainforest Alliance will be enforcing the [Standard Requirements](#) and [Traceability Annex](#), as well as Rainforest Alliance License Agreement Terms and Conditions.

Non-conformities may be issued at the time of auditing against our Standard Requirements regarding traceability

Rainforest Alliance may exercise its rights to curtail or take away:

- Your ability to claim product as Rainforest Alliance Certified to buyers, consumers or the general public
- Your ability to use our seal and marks

What We Offer with End-to-End Traceability

Current situation:

Non-conformance and Reach

- Insight on your supply chain at country level and how does it compare to the total supply chain
- Total and average certified area, total certified volume produced, and number of non-conformities.

Traceability

- Insight on the amount and origin of the certified volume purchased, who is supplying those volumes, what type of product is been purchased and to whom, and which volume are you selling.

What We Offer with End-to-End Traceability

Future situation:

Certification data

- Indicators
- Smart Meters

Result-based claims

- Volume/origin
- Investment
- Impact

Credibility

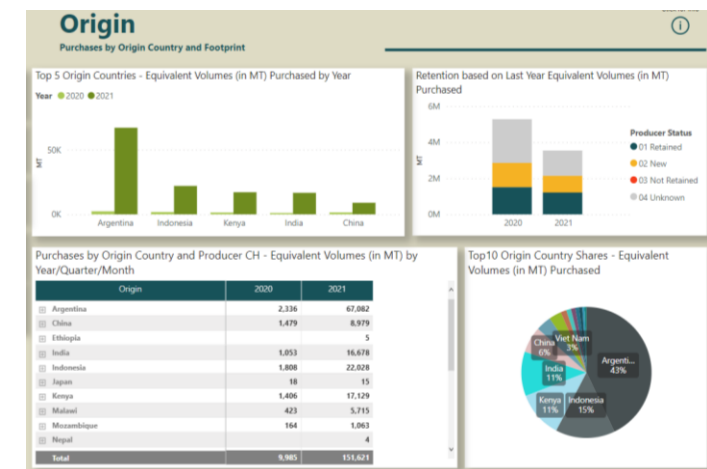
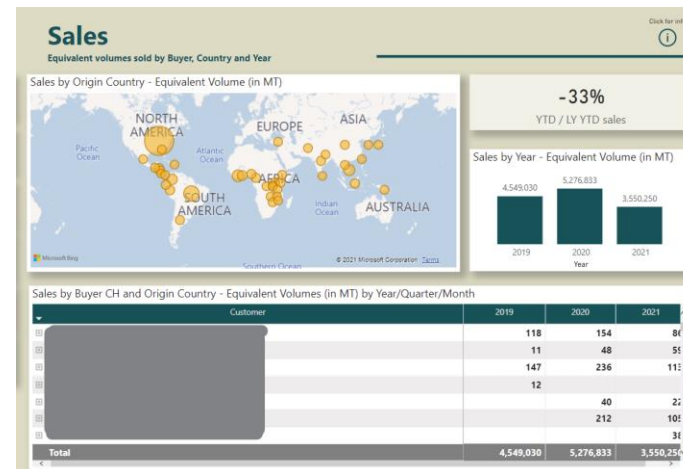
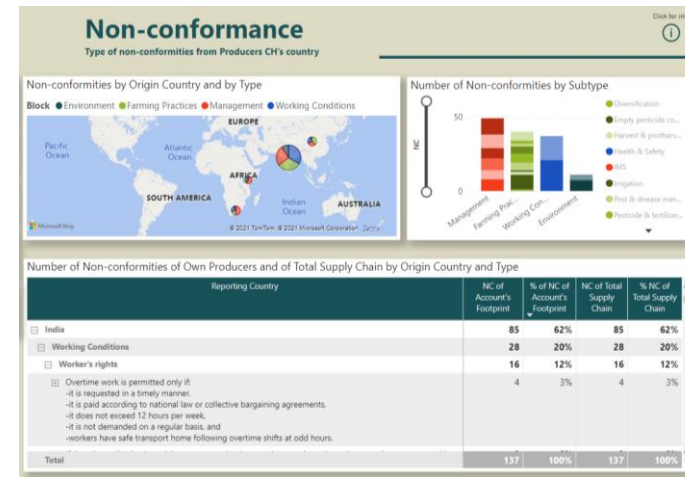
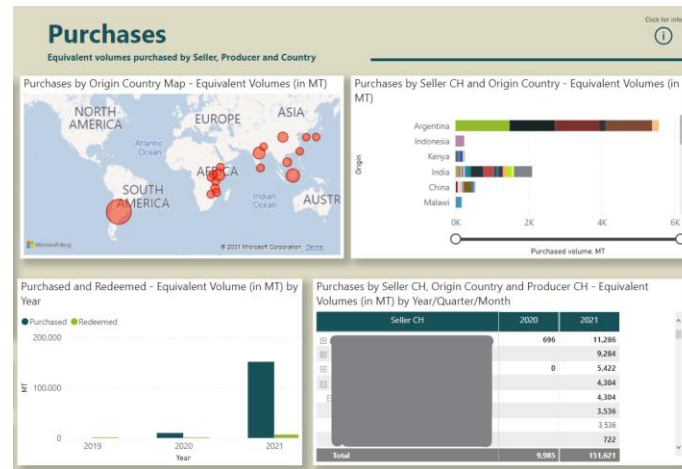
- No “fraud” – certified vs conventional

SD & SI

- Farm certificate holders will not receive future SD/SI payments if transactions are not reported in MultiTrace up to brand owner level.

Potential Reporting

This information is only possible if your supply chain is engaged in using traceability



Data Integrity

Our privacy policy:

<https://www.rainforest-alliance.org/privacy-policy/>

Section 11: Transparency and Confidentiality of our General Terms and Conditions:

<https://www.rainforest-alliance.org/resource-item/rainforest-alliance-license-agreement-general-terms-and-conditions/>

5) Wrap Up

Useful links and supporting materials

- Video recording and presentation will be shared after the webinar [here](#) on our website
- More information on tea traceability and Full Mutual Recognition available on our website ra.org
- System user guidance:
 - [MultiTrace User Guidance for Tea Traceability](#)
 - [Traceability guidance document](#)
- [Full Mutual Recognition explainer](#)
- [How to transition to the 2020 Certification Program](#)

Further questions? Contact CustomerSuccess@ra.org

RAINFOREST ALLIANCE