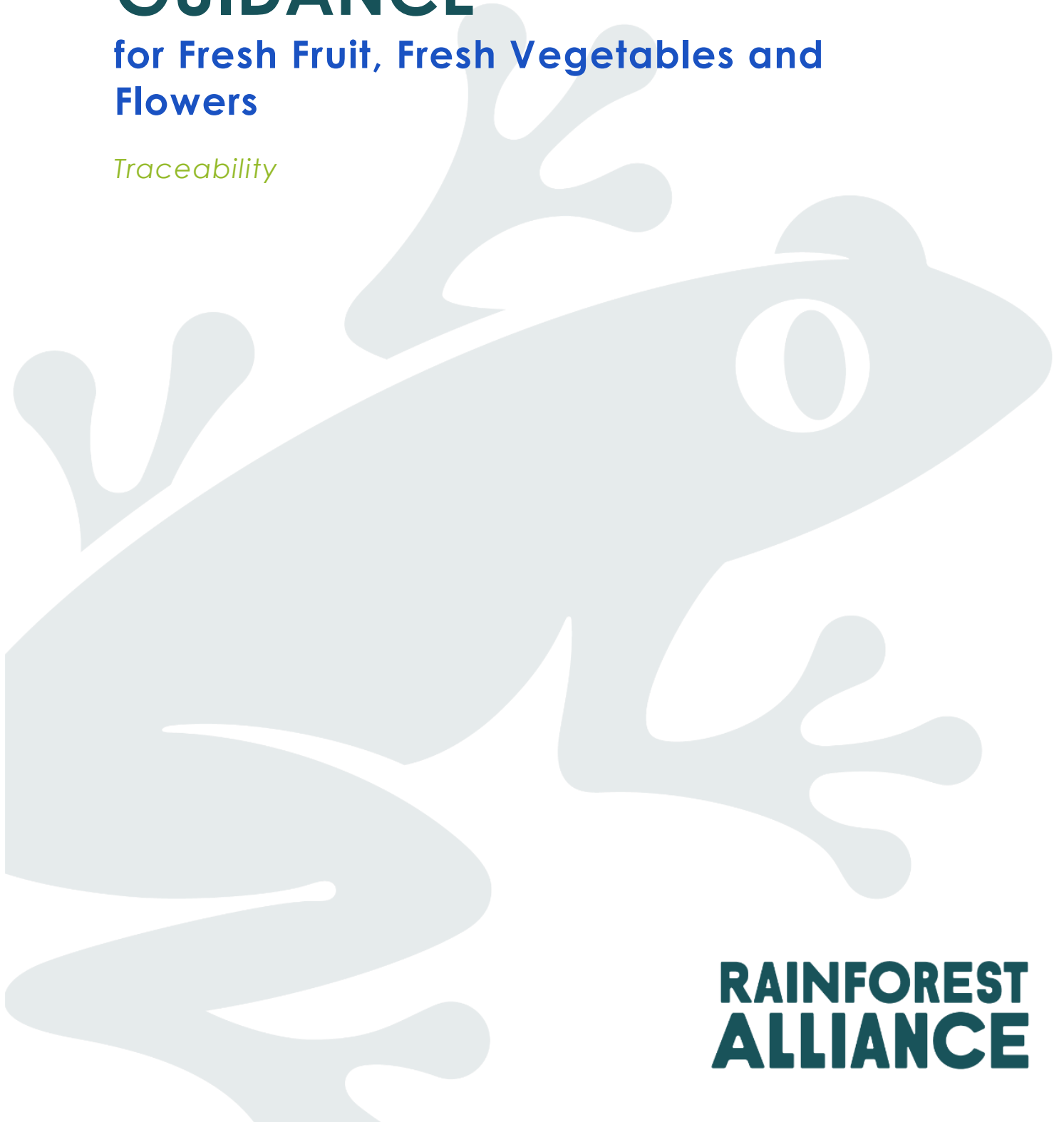


MULTITRACE USER GUIDANCE

for Fresh Fruit, Fresh Vegetables and
Flowers

Traceability



**RAINFOREST
ALLIANCE**



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INTRODUCTION - QUICK START

WELCOME TO THE MULTITRACE GUIDANCE FOR FRESH FRUIT, FRESH VEGETABLES AND FLOWERS

On this e-page, you will find guidance on how to use MultiTrace to perform traceability. GOOD TO KNOW!

If you are already certified under our 2020 Certification Program, you will be able to access from the Rainforest Alliance Certification Platform by clicking on the "Traceability" tab, "MultiTrace" section.

INSTRUCTION VIDEOS:

- [Report a Sell](#)

IMPORTANT LINKS

- [Timelines for Transitioning to the 2020 Certification Program](#)
- [2020 Certification Program](#)
- [New Rainforest Alliance Certification Seal](#)

1.1. WHAT IS MULTITRACE?

MultiTrace is a future proof traceability system facilitating our members' growing demand for credible certified farm data. It supports a new and improved way of working between the Rainforest Alliance and certification bodies, farmers and companies which will ensure better data quality, accessibility, and transparency.

MultiTrace lays the foundation for future innovations. In our new vision of certification, the data flow starts at the farmer and in time, this should come to include the smallholder farmer. The future ability to access farmer data and tap into other data sources will create a more holistic view of the supply chain. This will give us all better insights to act upon, so that together we can contribute to a world where people and nature thrive in harmony.

WHY IS TRACEABILITY IMPORTANT?

Traceability is important because it [supports the credibility and consistency of use of the Rainforest Alliance Certified trademarks](#) and provides transparency on claims that products have originated from Rainforest Alliance Certified farms.

1.2. DO YOU NEED TO REGISTER TO ACCESS THE SYSTEM?

If you are already part of the Rainforest Alliance program, you do not need to register in MultiTrace.

Reporting purchases, sales, and processing activities of certified products is a requirement of the certification standard.

FREQUENCY

It is required to update your trading stock at least once every three months. To keep a better and clearer overview of your available volumes and open transactions, we recommend you update your Trading & Stock more frequently.



It is very important to perform transactions, so your buyer has the purchased volumes available for their own processing/trading activities in MultiTrace.

The use of the traceability system will be checked during your (surprise) audit, and when done correctly, it will avoid non-conformities.

To access MultiTrace you will have to click on the "Forgot Password" button on the login page and add your username and submit a request to reset your password.

You will subsequently receive a link (on your registered email address) to enter MultiTrace.

Please contact our Customer Success team at customersuccess@ra.org in case you have any access related issues.

PASSWORD RESET

MultiTrace allows users to reset their password.

Please click on 'forgot password' on the login page to request for a new password.

Please send an email to customersuccess@ra.org in case you have trouble receiving a new password.

2.1. ADD USERS

Only administrator users can add a new user by clicking '+Add User' under the Users tab in their profile. Please note you do not need to register your company again if your company has already been registered by your colleague(s) before. This will create duplicates.

You can add the person by filling in their details. When you, as the Administrator, add a USER to the account, you will need to inform the added person about the following:

- username
- password that you created for the new user

Afterwards the new user can change their password.

Do not forget to assign the correct role once you added a new user!

MEMBER DASHBOARD

The Dashboard in MultiTrace functions as the primary information Hub for certificate holders.

Here, you can find information on your License, Available Stock Inventory and get access to some quick actions which help you with your online traceability.

QUICK ACTIONS

- **Maintain Trade Partners:** Allows you to add Trusted Sellers and Mandate Trade Partners
- **Labeling Request:** Currently all Trademark/Label Approvals are done in the Marketplace platform.
- **Member Directory:** Gives you details on the other certificate holders listed in MultiTrace.
- **Commodity Settings:** Allows certificate holders to configure how stock inventory should be displayed (aggregated or in separate Lines based on Buyer Reference).
- **Deregistration:** To cancel your Account Registration with Rainforest Alliance/UTZ.



TRADE AND STOCK

The Trade and Stock section in MultiTrace gives an Overview of your Available Stocks and allows you to report purchases, sales and processing activities of certified products.

It is required to update your trading stock at least once every three months.

The Trade and Stock Tab is further divided into the below sections which allows members to track and manage the traceability of their certified products.

To further review the different features available in the Trade and Stock Tab, kindly navigate through the sub-chapters listed below:

4.1. TRADE AND STOCK (SUB TABS)

The three sub tabs under Trade and Stock, provide you details on your stock inventory and movement.

OVERVIEW

This sub tab gives you details on the stocks available in your account.

Farm Certificate Holders will be able to see their Certified Harvest Volume and Product, while Supply Chain Actor Certificate Holders can see their current stock inventory. For details on Certified Volume/Product and Stock please read Chapter 5.3

TRADE

The Trade sub-tab gives certificate holders the option to view and control the activity of all incoming and outgoing Trades in MultiTrace.

Certificate holders can also use the available filters to seek out specific trades and download the entire Trade Inventory to review data.

4.2. REPORT TRADE

MultiTrace gives fresh fruit, vegetables, and flowers Certificate Holders the possibility to log their trading activities via the Report Trade section.

Sell

Report a trade of volume from your stock position to a buyer, representing one or multiple physical deliveries.

The information in the transaction (volume, quality, etc.) must be the same as the information reflected in the documentation accompanying the physical trade.

To process a trade via the Sell button you need to fill in the form with all the mandatory fields filled:

ID

Once you make a sell trade, a trade transaction ID will be generated which will appear as a log in your Trade tab.

Note: Please make sure prior to making a Trade that your Buyer has the subsequent Traceability Level available in their License.

Purchase

The Purchase option gives farm certificate holders (producers) the possibility to mandate a specific Supply Chain Actor (who is their potential Buyer) in announcing the trades on behalf of them.



How to Mandate?

Producers can Mandate the desired Supply Chain Actors via their Dashboard by clicking on "Maintain Trade Partners".

Proceed to Click on "Add" and Search for the Certificate Holder you wish to Mandate.

Once Mandated the Supply Chain Actor will be able to make Trades on behalf of the producer to themselves directly in MultiTrace via the Purchase Trade action.

4.3. REDEEM VOLUME

The activity 'Redeem' marks the end of the online traceability system for pure Rainforest Alliance products. all business-to-business sales of a certified product must be reported through the Rainforest Alliance traceability platform, starting from the farm certificate holder up to:

a) the point that certified product is packaged and labeled under a CH's own brand. In this case, certified product is redeemed² from the traceability platform* or

b) the point that certified product is sold to the brand owner by the supply chain CH who is packaging and labeling certified product for a brand owner. In this case, a sales transaction³ of the certified product is issued to the brand owner.

***NOTE:** Retailers are not required to redeem volumes, however if the retailer is also the brand owner, the final product manufacturer must issue a sales transaction of the certified product to the retailer, and the retailer must confirm receipt, see requirement 2.2.2.

4.4. 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") MultiTrace gives Certificate Holders the option to Remove Volumes.

4.5 MIXING

The activity 'Mixing' is used to mix volumes from multiple positions into a new position so that transactions can be reported in accordance with reality. This enhances the credibility of traceability.

Example:

Mixing the Origin (Creating Mixed IP).

Select one or more IP positions with different values for Certificate Holder of Origin.

E.g: Input Position 1 = Certificate Holder Origin A, Input Position 1 = Certificate Holder Origin B

Output Position will be a Mix with Certificate Holder Origin A and Certificate Holder Origin B

Note: Mixing cannot be unmixed (in its physical state) but it can be reversed by the certificate holder that has performed the mixing activity. This is only possible if the mix has not been sold onwards.



4.6. REVERSE

Reverse - Request reversal for a Trade

If an action has been confirmed that contains an error, please use the 'Reverse' functionality as soon as you discover the mistake. It is very important to request the reversal of the trade or action as soon as possible and before selling volumes onward or Redeeming the volume to prevent causing complexities throughout the supply chain. Please note, it may not always be possible to reverse a trade if further actions have been taken.

Currently, this cannot be done when mandated. Only the owner of the product can perform this action.

The other party will need to Confirm or Reject the reversal.

It is not possible to Reverse a trade that is older than 1 year.

Confirm reversal

If your buyer or seller has requested the reversal of a trade, and you agree please CONFIRM the reversal.

Reject reversal

If your buyer or seller has requested the reversal of a trade, and you disagree please REJECT the reversal, you can indicate the reason why you reject it.

4.7. DOWNGRADE

Certificate Holders can downgrade the Traceability Level of positions available in their Overview.

The Downgrade option allows you to move the Traceability level of any stock downstream.

Example: You can only downgrade IP to Segregation and Mass Balance (Likewise Segregation can be downgraded to Mass Balance alone).

A log is maintained for the Downgraded stocks in the Stock Management in which you can review the details of the Downgrade.

Note: In case you have made any mistakes or need to revert the downgraded stocks, the reverse button can be used accordingly (for the Reverse to function the stocks need to be available in your Overview).

WHAT TYPES OF VOLUMES ARE THERE IN MULTITRACE?

Volume Definitions

There are three types of volumes which move through the online traceability in MultiTrace:

Certified volume: certified harvest volume entered by the certification body to a producer/group certificate (farm certificate holder/group farm certificate holders);

Certified product: volume that still belongs to a producer/group certificate holder and that has been processed in their own facilities

Stock: volume purchased from/sold by another supply chain actor.



TRANSACTION UPLOAD

To reports transactions in bulk instead of individual reporting, MultiTrace has the Transaction upload functionality which allows you to process the following actions:

- Trade (Sell - Purchase)
- Mix
- Stock (Convert)

You can find the Transaction Upload feature under Trade

There is a step-by-step process which Certificate Holders need to follow in order to use this functionality in MultiTrace:

- Data Mapping.
- Populating Transaction Upload Template.
- Uploading Excel Template.

DATA MAPPING

Certificate Holders need to update the Data Mapping section, in order to successfully proceed with the Transaction upload feature.

In the Data Mapping section, you are required to Map the different MultiTrace terminologies with input data which you use Internally.

You can click on the Add Mapping button to include a new terminology or else include a new entry to be part of your Mapping.

Note: The mapping is very important as only those fields which are mapped will be accordingly picked up when performing Bulk activity for (Sell-Purchase-Mix-Convert).

The glossary below outlines if the data mapping is mandatory or not for Cocoa Transaction Upload.

TRANSACTION UPLOAD TEMPLATE

Certificate Holders are required to populate the upload templates with relevant and mapped data.

The different templates can be downloaded from here:

Trade Template (for Sell and Purchase)

You can also download the Excel file below and check which actions are Mandatory for Data

Mapping and to fill in the Template for fresh fruit, fresh vegetables and cut flowers.

Data Mapping and Template Glossary

UPLOADING FILE

Once you have completed with Step 1 & 2, the next step requires you to upload the populated template.

Click on the Upload Excel button:

MultiTrace will ask you to add the file for Upload:

Please select the type of Template you are uploading



On successful processing of the file, MultiTrace will lead you to step 2 and at this point will outline how many rows it has processed to be uploaded (this varies based on how many lines of data you have added in the file).

On Successful Validation the system will Step 3 which will enable the mass upload activity initially selected (in our example we selected Convert)

As you click on Convert, the system will display the mass upload data generated:

For reference purpose please find the file template used to upload in this given example (Test Template for Convert)

TRACEABILITY LEVELS

The Traceability level in MultiTrace describes the product's origin information, the Rainforest Alliance offers the following program/traceability levels:

Identity Preserved (IP): The identity of a certified farm/group is maintained along the supply chain. The product can be traced all the way back to the producing farm/group that it originates from.

A variation of the IP traceability level is Mixed Identity Preserved (MixIP). Under this level, the product from multiple farms/groups is mixed, but can be traced back to this group of farms/groups. Requirements which apply to the IP traceability level also apply to MixIP.

Segregated (SG): Rainforest Alliance certified product from different farms/groups is mixed. The product is guaranteed to be produced by Rainforest Alliance certified farms/groups; however, the identity of the specific producing farm is lost.

Mass Balance (MB): Administrative traceability of a certified product. Mass balance traceability allows a proportion of the outputs of a supply chain actor to be sold with a Rainforest Alliance certified Mass Balance claim, corresponding to the quantity of Rainforest Alliance certified inputs (and considering the conversion rates). MB is the lowest program level.

Please note that only program levels that you are certified/licensed for will be available in your account in the traceability system.

Please contact Rainforest Alliance if you want to learn more about the programs' rules at: customersuccess@ra.org.

FEE TYPE AND FINANCE

The Finance tab in MultiTrace shows Royalty per commodity and displays an overview of the invoices. This overview does not include a payment history.

Each commodity has one currency (currently in Euro or Dollar).

For Cocoa the Participation Royalty/Program Fee is charged to the First Buyer.

Note: Currently the Participation Royalty/Program Fee is tracked only for pre-merger UTZ Cocoa Members in MultiTrace.



Credit Notes are shown as negative invoices (negative amount due to e.g. a reversal of a trade that contained Royalty). Credit Notes that are issued outside of MultiTrace are not displayed here.

Billing information

Please make sure you enter the billing contact person, billing address, email address, phone number and VAT number (mandatory for clients in the EU) in your company profile.

For more information about Participation Royalty/Program Fee contact our Customer Success team at customersuccess@ra.org.

FAQ'S

What is MultiTrace?

MultiTrace is an online platform used by the Rainforest Alliance to trace Rainforest Alliance Certified products through supply chains, and to authorize trademark approvals. Farmers and companies now have a single transactional system to record all purchases and sales of Rainforest Alliance Certified fresh and processed fruits, vegetables and cut flowers. MultiTrace will be accessible through the Rainforest Alliance Certification Platform (RACP), once traceability comes into force (May for fresh fruits, Q4 for processed fruits). MultiTrace replaces our Marketplace traceability system.

Do I have to register on RACP to gain access to MultiTrace?

Yes, all companies must register on RACP as part of the transition to our new standard. You can register [here](#).

Who needs to register transactions?

Any company buying or selling from Rainforest Alliance Certified farms including producers, processors, exporters, importers, ripening facilities, bottlers, and wholesalers will need to report their incoming and outgoing transactions using the online traceability system. See chapter 2 of the Rainforest Alliance Supply Chain Requirements [here](#).

How are the volume transactions tracked?

Certified producers are allocated a maximum quota of Rainforest Alliance Certified volumes at the time of audit. Our traceability system will track volumes of the Rainforest Alliance Certified fresh fruits, fruit juice and by-products, and vegetables and cut flowers from certified producers all the way to brand/retail packaging, to support the Rainforest Alliance Certified claim. The system records volume transactions of Rainforest Alliance Certified products, linking the product claim to certified farms.

What crops will be traceable in MultiTrace?

Fruits	Vegetables	Flowers
Acai	Artichoke	Flowers
Apple	Arugula	Foliage
Apricot	Asparagus	Sunflower
Avocado	Bean	
Banana	Beet, beetroot	
Blackberry	Brussels Sprout	
Blueberry	Calabash	



Cape gooseberry/Physalis	Carrot
Cherry	Celery
Citrus	Chard
Clementine	Corn
Fig	Cucumber
Grapefruit	Eggplant, Aubergine
Grapes	Green bean/string bean
Lemon	Lettuce
Lychee	Manioc/Cassava
Mandarin	Onion
Mango	Pea
Mangosteen	Potato
Melon	Spinach
Nectarine	Squash
Papaya	Sweet Potato
Passion fruit	Tomato
Peach	
Pear	
Pineapple	
Pitahaya/Dragon Fruit	
Plantain	
Plum	
Pomegranate	
Raspberry	
Soursop	
Strawberry	
Watermelon	

When do I need to register transactions?

Per our 2020 Supply Chain Requirements, volumes sold as certified must be recorded in the Rainforest Alliance traceability platform at the latest two weeks after the end of the quarter in which the shipment took place.

When should I record transactions – monthly or quarterly?

The standard allows certificate holders a period of two weeks to record their online traceability transactions after the end of the quarter in which the physical shipment took place. However, note that importers will receive monthly royalty invoices based on incoming volume transactions received within the prior month.

Do I need to register transactions if I do not intend to use the Rainforest Alliance seal?

If your company wants to claim that the products it buys or sells originated from a Rainforest Alliance Certified farm then the transaction must be reported in the traceability system, irrespective of whether the products carry the green frog seal or other Rainforest Alliance trademarks on stickers or packaging. Similarly, all transactions of products which carry the green frog seal or other Rainforest Alliance trademarks on stickers or packaging must be reported in the traceability system even if the final buyer does not want to claim that these products have been sourced from Rainforest Alliance Certified farms.



This enables us to validate all claims that the products have been sourced from Rainforest Alliance Certified farms and protects the credibility of the Rainforest Alliance trademarks, including the green frog seal.

How does the Rainforest Alliance ensure data privacy?

The Rainforest Alliance places a high priority on protecting your data and your privacy. Sales data is treated as confidential and will only be accessible to the suppliers and customers that you interact with directly. The Rainforest Alliance understands that you may have a desire to keep your individual and business information private and secure. We are committed to taking all reasonable and appropriate measures to safeguard against unauthorized disclosures of information. Read more in our privacy policy [here](#).

I don't have internet access; how can I report a sale?

Internet access is required to declare transactions. For users that have limited access to the internet, users can enable their buyers request a transaction to the Producers by using the "Purchase" option at the time of issuing a transaction. Both companies will need to set the other up as a Mandated Trade partner in the Dashboard.

I forgot my password to MultiTrace. How can I log in?

To recover your password, go to the login page at https://portal.ra.org/RA_Certification_Theme/Login and click on "Forgot password" after attempting to enter a username. If you continue to have issues logging in, email us at customersuccess@ra.org.