

TEMPORARY COFFEE SUPPLY SHORTAGE POLICY

SUPPLY DISRUPTIONS TO CERTIFIED COFFEE

Effective 1st July 2022 – 1st July 2023

PURPOSE

Over the past 12 months, the coffee industry has faced significant challenges causing disruption. We understand that many of our company partners may be struggling to source enough Rainforest Alliance Certified (RAC) coffee for their products with the RAC seal, or those with the UTZ label. This policy addresses this concern, building upon the current Supply Shortage clause 10.3 in the [Rainforest Alliance 2020 Labeling and Trademarks Policy](#).

APPLICABILITY

This policy applies to manufacturers, packers and roasters of consumer-facing coffee products bearing the RAC seal or the UTZ label, if a supply shortage results in one or more of these labeled products to:

- A. Contain between 70% and 90% certified content, or
- B. Contains less than the percentage of certified content claimed on the package.

REQUIREMENTS

There are three requirements in this case:

1. The company holding or requesting the approval to use the UTZ label or RAC seal must notify the Rainforest Alliance in writing that one or more of its products is experiencing a supply shortage due to current supply disruptions in coffee, by using the form found [here](#) and providing all requested information and documentation.
2. The company marketing the product labeled with the RAC seal or UTZ label must include the disclaimer statement below on its website for the duration of the shortage. This statement can be on the product or brand page, or on a sustainability-related page describing sourcing from RAC and/or UTZ certified farms. The text should be uploaded to our MarketPlace 2.0 system following the usual trademark approval process, along with the url where it will be posted.
3. Between July 1 2022 and December 31, 2024, the brand manufacturer must buy an additional amount of RAC coffee equal to the shortfall and, if possible, from the same country or region of origin to use in its other products so that the certified farms do not suffer a decrease in demand. Only brands that are already sourcing and labelling 100% RAC coffee across all their products are exempted from this requirement.

**RAINFOREST
ALLIANCE**



DOCUMENTATION & REPORTING

Company must report to the Rainforest Alliance (via email to customersuccess@ra.org) at the time of compensation, the certified volume that was substituted with conventional during the shortage and provide traceability/ transaction references for the compensating certified volume purchased.

DISCLOSURE TEXT TEMPLATE

Due to supply chain disruptions, we are currently unable to source enough certified coffee for our [brand/products] with the Rainforest Alliance Certified seal and/or UTZ label. This means that these products currently contain [only 70%] Rainforest Alliance Certified coffee ingredients. We apologize for the inconvenience. As soon as this supply shortage is resolved, we expect to return to sourcing from UTZ certified and/or Rainforest Alliance Certified farms for these products. We will also purchase a volume of certified coffee equivalent to what we would have used during this period, doing our part to help support farmers and protect the environment. For more information please see read [here](#):