

BETTER FOR BUSINESS

RAINFOREST ALLIANCE CERTIFIED HAZELNUTS



Sourcing hazelnuts from Rainforest Alliance Certified farms brings key business benefits, such as helping to minimize risk, promoting responsible supply chains, and meeting sustainability commitments. It also helps drive consumer preference and raise a company's standing and reputation among investors, buyers, employees, and the industry.

CHALLENGES IN THE HAZELNUT SECTOR

Although the demand for nuts is growing worldwide, significant sustainability challenges continue to affect the industry at production level:

- Yields are low due to aging trees, small and fragmented orchards, and poor implementation of good agricultural practices. The crop quality is unreliable, and yields are further reduced by pests, diseases and unpredictable weather patterns created by the changing climate.
- The hazelnut harvest is short and therefore—especially in Turkey—relies on migrant workers, who travel from farm to farm across the region. This leads to several issues:
 - Migrant workers are often travelling with their families. If there is no childcare provided, children are at risk to accompany their parents to the orchard and perform hazardous tasks, such as harvesting hazelnuts on steep slopes, carrying heavy loads, or working long hours.
 - During their stay in the hazelnut region, migrant workers and their families often live in tent settlements without access to enough basic services, such as access to drinking water, sanitary facilities, or protection from the weather.

THE RAINFOREST ALLIANCE HAZELNUT PROGRAM

The Rainforest Alliance certification program works with hazelnut producers and more than one hundred traders, retailers, and brands. Together we work towards a more sustainable hazelnut industry by addressing these challenges. In 2021, more than 27,000 tons of hazelnuts were Rainforest Alliance Certified and more than 200 products with the Rainforest Alliance seal were available on the market.

Certified hazelnuts are grown in accordance with the strict guidelines of the Rainforest Alliance Sustainable Agriculture Standard which consists of a wide range of good agricultural practices and rigorous social and environmental criteria. These include requirements for the farm's productivity, conserving biodiversity and natural resources, as well as improving the wellbeing of farmers, workers, and their families.

The Rainforest Alliance works with accredited third-party certification bodies to audit farms and farm groups against the Sustainable Agriculture Standard; businesses are audited against the supply chain requirements in the Standard. Those that meet the certification requirements can use the Rainforest Alliance Certified seal. Thousands of food, beverage, and forestry products across the globe already proudly display the Rainforest Alliance Certified "green frog" seal, which signals to both businesses and consumers that the product contributes to a better future for farmers, foresters and their families.



THE IMPACT OF RAINFOREST ALLIANCE CERTIFICATION

Certification is a proven tool to address the economic, social, and environmental challenges of rural communities engaged in agriculture. Although impacts evidence from the hazelnut sector is sparse, one study from Turkey helps us begin to understand our impact and prioritize future efforts, in order to create a more sustainable hazelnut sector.¹

Impacts on People – Almost all certified farmers in the study reported higher hazelnut quality and yield due to better farming practices as a result of certification. Farms also improved living conditions for workers since becoming certified.

Impacts on Nature – Farmers in the study improved soil fertility since becoming certified by applying mulch and planting more ground cover. In addition, farmers conducted more testing to determine fertilizer needs and increased erosion control through terracing, tree planting, and drainage.

By working with us, you can drive business value across the supply chain while responding to the rising demand for companies to act responsibly and demonstrate credible, positive impact.

GET STARTED

Are you interested in sourcing Rainforest Alliance Certified hazelnuts? Whether you simply want to learn more or are ready to get to work, it's easy to get started.

- **Visit our website** for info on supply chain certification requirements, costs, [how to use the seal](#) and the six steps to [certifying your company](#);
- **Email us directly** at customersuccess@ra.org. We are ready to assist across all regions worldwide;
- **Complete our quick form** and we will be in touch.

The Rainforest Alliance team of experts is ready to support your business's sustainability journey, from production to marketing.

ABOUT THE RAINFOREST ALLIANCE

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 an alliance of farmers, forest communities, companies, and individuals committed to creating a world where people and nature thrive together through making responsible business the new normal.

Learn more at rainforest-alliance.org/for-business.

SUSTAINABILITY IS GOOD BUSINESS

- Sustainability in sourcing and the supply chain brings direct benefits to people and nature while driving business value. A wide array of research studies has demonstrated measurable positive business impacts:
- 98% of businesses experience sales and marketing benefits after adopting sustainability standards—these include areas such as improved reputation (60%), increased profitability (53%), cost reduction (30%), and increased production (30%).²
- Heads of households feel better when purchasing products that are sustainable or better for the environment: 53% UK, 78% US, 85% Brazil, 85% Turkey, 88% India.³
- More than 50% of 15,000 respondents from 15 countries say they have changed their everyday shopping choices within the past year to make a difference on an economic, social, environmental, or political issue.⁴
- Certification can also play an important role in a certified company's due diligence processes, and can be used to address and monitor identified risks, through the various tools certification offers, and through improved supply chain relationships. Certified companies in the supply chain must demonstrate advanced management of their production and sourcing practices and meet Rainforest Alliance's expected levels of social and environmental responsibility.

1 Development Workshop (2018). UTZ Hazelnut Program in Turkey: Evaluation Study, Turkey: Ankara, <https://www.evidensia.eco/resources/23/utz-hazelnut-program-in-turkey-evaluation-study/>

2 ISEAL/ Aidenvironment: The Business Benefit of Using Sustainability Standards, 2017

3 Unilever: Making Purpose Pay, Inspiring Sustainable Living, 2019

4 GlobeScan: Consumer Survey, 2021

Want to help change the way the world sources and produces hazelnuts?

Join our alliance!

**RAINFOREST
ALLIANCE**

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.

[RAINFOREST-ALLIANCE.ORG](https://rainforest-alliance.org)

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