



Unlocking Tea Traceability in MultiTrace

Rainforest Alliance workshop

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Speakers

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Agenda

1. Refresh on Rainforest Alliance Standard and traceability requirements for farms and companies
2. First Q&A
3. Demonstration
4. Second Q&A
5. Wrap-up

Please add your questions in the Q&A box.

Antitrust Statement

As participants in this meeting, we need to be mindful of the constraints of antitrust laws. Please read this statement carefully.

There shall be no discussions, agreements or concerted actions that may restrain competition. This prohibition includes the exchange of competitively sensitive information including, but not limited to, individual prices, production, sales, capacities, costs, rates, coverages, market practices, claims settlement practices, company level investments, non-public terms of agreements with specific customers or partners, confidential or customer-specific plans, or any other competitive aspect of an individual company's operation.

The participants acknowledge that any efforts made by participants in our discussion to promote sustainable and enhanced product supply shall not result in any understandings or agreements to limit individual activities or efforts to the same ends.

Each participant is obligated to speak up immediately for the purpose of preventing any discussion falling outside these bounds.

Refresh on Standard and Traceability Requirements

What is part of our Certification Program?



Annexes (binding)

- Applicable annexes depend on your scope and activities.
- Most relevant today: [Annex Chapter 2: Traceability](#)

Guidance (non-binding)

- [Traceability Guidance](#)

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](#)

Traceability Requirements

- To trade volumes of Rainforest Alliance Certified crops, you need a valid license to trade.
- All buying, selling, conversion, blending/bulking, and manufacturing 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

Notes on our Certification Program

1. Data perfection- With reporting required quarterly and auditing yearly, data will not be perfect.
 - Auditing of physical vs. digital stocks- Companies are audited on purchases and sales and will need to explain how these are documented in the traceability platform, not actual inventories in stock at moment of auditing
 - Granularity of reporting (farm conversion, trades, blend)- Farms and companies can aggregate data when reporting different activities, as long as this can be explained to auditors and your clients agree
2. We do not require brokers to be part of certification nor transact for traceability
 - Scoping guidance doc: <https://www.rainforest-alliance.org/wp-content/uploads/2022/01/RA-Guidance-to-Define-if-an-Org-is-in-scope-of-certification.pdf>
3. Individually certified subcontractors are no longer required to perform traceability as long as they are included in your scope

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 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

Recent actions on MultiTrace specific to tea

- We use our data to identify gaps in reporting by tea origin to focus our support
- Currently focusing on:
 - direct support for priority farm CHs in key origins via Customer Success, our regional trainers and our Associated Trainer Network
 - a dedicated supply chain support officer will identify and support supply chain actors to onboard in our program and transact in MultiTrace.
 - selling mark guidance and list of Selling Marks being reported by farm CHs, so companies can understand their RAC supply chains better and identify gaps in certified supply, re-introduction of selling-marks in [certification process](#).
 - Working 1-on-1 with companies to identify solutions for reporting and making those solutions available to all companies (i.e. bulking, mandated trade partner)
- Continually seeking potential ways to simplify reporting in MultiTrace
- To come:
 - PowerBI reports for companies to identify gaps
 - Updated user manuals in multiple languages

Supplier Engagement Approach

Rainforest Alliance support to ensure volumes come into supply chain actors, If the SCA demonstrated having:

- activated their suppliers to transact to them ([letters](#), reminders), and
- Where relevant, have systems in place to motivate/enforce suppliers to transact (contracts, preferred supplier lists, etc.)
- track which suppliers have and have not transacted (sufficiently, correctly) and share that in a clear, actionable manner with RA.

Then, RA can support with their supplier onboarding via:

- Training
- One-on-one support for account set-up and preparation for traceability, resolving technical issues
- Reiterate consequences of non-conformance (account suspension, etc.).

Q&A 1

Demo Agenda

What to demo

Issue: Our supplier says that MultiTrace requires too much information to use, how can we simplify our reporting in the system or be less reliant on our supplier to enter data?

We will display solutions on data aggregation for:

1. Farm conversions
2. Sales transactions
3. Blending

To enable purchases from a supplier, we will display the Mandated Trade Partner feature

What to demo

Issue: Confirmation in the system takes too much time and looking at individual transactions takes too much time.

We will display solutions on:

1. Trusted Trade Partners- To bypass confirmation
2. Downloading the transaction history in Excel
3. Using the two to reverse errors

What to demo

Other Issues:

1. Selling Marks are different than my system, how can these be altered
2. Green leaf sales coming into my account
3. Identifying blended and unblended positions and selling marks
4. Redeeming already processed teas

Q&A 2

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