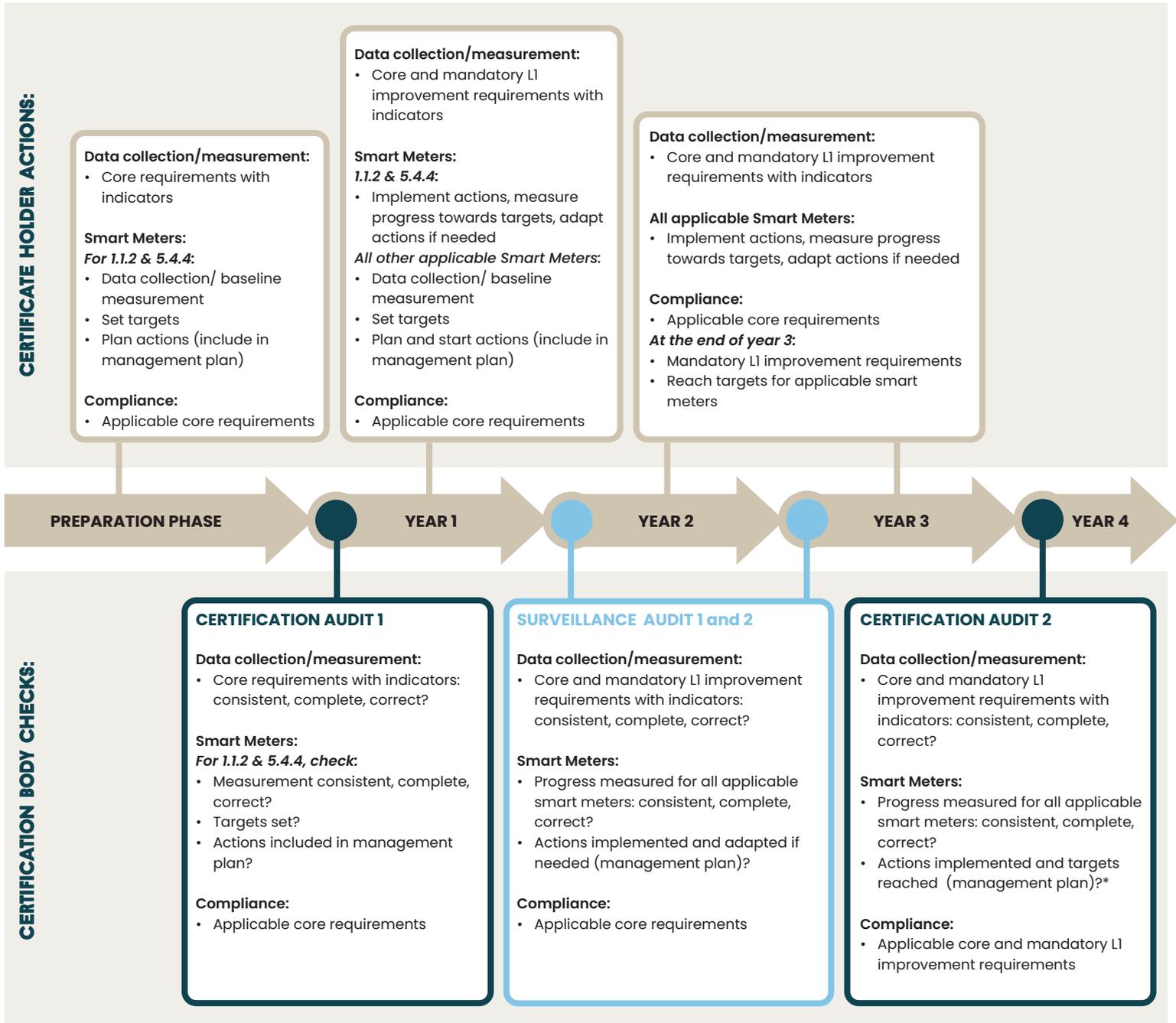


WHY INDICATORS?

Yearly measurement of indicators can help certificate holders to better manage farms, take better informed decisions, and better quantify and display the benefits of more sustainable practices. Indicator data help certificate holders and the Rainforest Alliance to monitor improvements achieved and give insight in required support.

WHY SMART METERS?

Smart meters are indicators with a target. Certificate holders set their own targets based on their context, resources and ambitions. They define the actions needed to work towards the targets and with the help of the smart meter indicator data, they monitor the progress and adjust the actions if needed.



*Certificate holders do not get a non-conformity based only on the level of the smart meters. Certification bodies check if all data were correctly collected and if the certificate holder (CH) implemented the defined actions.

The first data for the smart meters are called the baseline, as the next data will be compared to this.