

RAINFOREST ALLIANCE CERTIFICATION

A Crucial Step to EUDR Compliance

The race is on to meet the requirements of the European Union Regulation on Deforestation-free Products (EUDR) by December 2024—and coffee and cocoa companies can consider the Rainforest Alliance as your relay partner in the sprint. This legislation is an ambitious leap forward, but rest assured that we're primed and ready to leverage the full potential of our systems and offerings to help you on your course to compliance.

Companies, especially in the agri-food sector, have a leading role to play in eliminating deforestation from their supply chains. And now, with the EUDR and other strict due diligence laws around the world, they are better able to set and pursue ambitious deforestation-free activities.

With more than 35 years of experience in combating tropical deforestation, the Rainforest Alliance is ready to leverage our robust certification and due diligence tools to help our coffee and cocoa partners comply with the EUDR by December 30, 2024. By this date, companies, and by association the farmers they source from, must be ready to prove that their products do not originate from land deforested after December 31, 2020.

The Rainforest Alliance Certification Program is already equipped with a range of tools and systems—like our innovative automated risk assessment maps for deforestation—that can provide companies with complementary information needed for compliance and their risk assessments. We are also pleased to offer these mechanisms at no extra cost to our certified supply chain partners.



SUPPORTING EUDR COMPLIANCE FROM FARM TO RETAILER

Moving forward, companies will need to provide evidence of their due diligence process, including relevant information about their supply chain (such as geodata and risk assessments), to the national competent authorities. They will also need to show that they have a system to assess and mitigate the risk of deforestation in both certified and non-certified supply chains. Fortunately, the EUDR is already closely aligned with the approach embedded in our certification program, with some small yet crucial differences between the requirements in both.

Our expert teams are fast-tracking the adjustments needed to ensure our systems and tools can support your EUDR needs in two essential areas:

- **For farmers: EUDR criteria for cocoa and coffee Certificate Holders**
Farmers are now able to select specific criteria that align with EUDR requirements in the Rainforest Alliance Certification Platform (RACP). Farm Certificate Holders who choose these self-selected criteria will no longer be able to make use of our current allowance for “minor conversion” of land to agricultural use (see [Annex Chapter 6: Environment](#)) after the EUDR cut-off date.
- **For companies: Supporting evidence for compliance**
Traceability is the backbone of Rainforest Alliance certification. Our system already offers complete traceability options and by December 30, 2024, all supply chain stakeholders—including producers, importers, manufacturers, brands, and retailers who source Rainforest Alliance Certified cocoa or coffee through Identity Preserved or Mixed Identity Preserved supply chains—will have the option to identify farm Certificate Holders who have selected the EUDR criteria in the RACP. Users can choose to access the data (including precise geodata) needed to support compliance with their EUDR obligations.

HOW YOUR COMPANY CAN PREPARE

To meet the December 2024 deadline, companies should immediately action the following measures to help facilitate compliance.

- 1. Opt in to the Rainforest Alliance EUDR offering on the Rainforest Alliance Certification Platform (RACP):** To leverage our EUDR offering, which allows your company to access EUDR-related data associated with your company's supply chain, **you must opt in** to it on the RACP.
- 2. Prioritize "Identity Preserved" audits:** Take immediate steps to enhance your company's traceability efforts to include Identity Preserved and Mixed Identity Preserved volumes.
- 3. Engage your farm base and other suppliers:** Encourage your farm suppliers to self-select EUDR-aligned requirements in RACP and ensure they grasp the significance of these choices; encourage other suppliers to do the same and to enhance their traceability efforts to include Identity Preserved and Mixed Identity Preserved audits.
- 4. Facilitate geodata collection at farm level:** Actively support your supply base in the collection and submission of geospatial data in line with EUDR requirements; once this data has been uploaded, the Rainforest Alliance can accurately cross-reference post-2020 deforestation and conversion against our deforestation risk maps—a key resource your company can use as supporting compliance documentation.
- 5. Clarify certification benefits:** Ensure internal and external stakeholders have a comprehensive understanding of how Rainforest Alliance certification can benefit you and your supply chain in meeting EUDR compliance.

NON-CERTIFIED OFFERINGS

For non-Rainforest Alliance Certified products, we have developed a deforestation risk assessment tool that can be leveraged by users who already have the geodata associated with their production areas (or areas associated with their sourcing footprint). This service will give users access to deforestation and encroachment risk assessments based on several sources, including some public sources and the Rainforest Alliance's proprietary tree-cover maps. We will pilot this offering with a handful of cocoa and coffee companies in 2024 and roll it out for the non-certified cocoa and coffee sectors later this year.



LEARN MORE:

Check out our full [FAQ](#) on how the Rainforest Alliance supports EUDR compliance from farm to retailer.

Discover our other pathways toward [deforestation-free supply chains](#).

