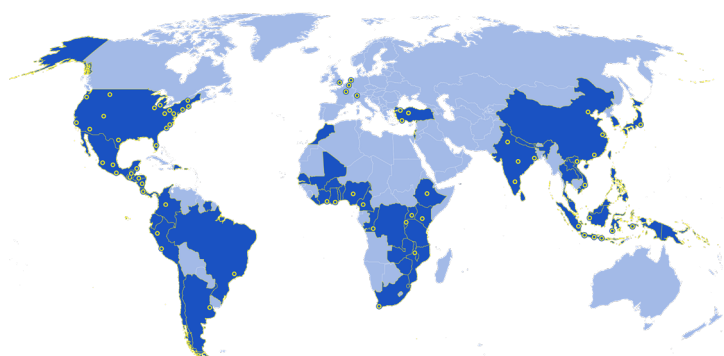


DESTINATION: REGENERATION

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36 years ago, we launched a market-based sustainability model that was so practical it was radical. As we look at our world today, the hard truth is that the old sustainability models are good, but not good enough. In this critical decade, we need to not only stop harmful practices but also accelerate those that heal and restore landscapes and communities. Our destination is regeneration, and we're all in.

Our Global Reach



● Countries with certified farms and landscape and community project sites

● Rainforest Alliance offices and staff locations

62 countries with certified farms and projects

7.5+ million farmers and workers on certified farms

5.7+ million hectares of certified farmland

42,000+ products with the Rainforest Alliance Certified seal in **170 countries**

7,600 company partners (20% more than in 2022)

109 projects to improve livelihoods and protect nature

\$360 million invested in projects over the last 20 years

Certification & Beyond

Rainforest Alliance certification all began in 1992 with a banana farm in Costa Rica. Since our humble beginnings, we have grown to become one of the largest farm-to-consumer certification programs in the world.

As we've grown, we've also evolved—we are now going beyond certification to support more farmers and companies by meeting them where they are. Through a range of innovative offerings, we will provide step-by-step pathways to accelerate regenerative farming, climate change resiliency, and better livelihoods.

Helping Companies Make the Leap Toward EUDR Compliance

Ending deforestation has always been at the heart of the Rainforest Alliance's mission, so we were thrilled when the European Union Regulation on Deforestation-free Products (EUDR) passed. Better yet, we only had to fast-track a few crucial tweaks to ensure our certification program was ready to support companies to comply with the new regulation.

Before the end of 2024, companies that sell deforestation-risk commodities to EU markets (or export them from the EU) will need to meet the requirements of the EUDR, proving that their products do not come from land deforested after December 31, 2020. Our offerings include a range of tools and systems—like our AI-powered risk maps and EUDR Deforestation Risk Assessment Tool—that put farmers at the center and help cocoa and coffee companies get closer to meeting their EUDR obligations for both certified and non-certified products.

Thriving Landscapes

Over the years, we’ve learned that certification works best in combination with landscape-wide initiatives. We are now building on decades of conservation and community programs to maximize our impact in five critical farming landscapes.

In these Thriving Landscapes, as we call them, we provide training and support to farmers, community members, and other stakeholders working collaboratively toward their shared vision.



1. San Martín, Peru

The Rainforest Alliance reached a milestone in 2023: The San Martín government formally adopted LandScale, our powerful tool for planning landscape sustainability. Better planning and monitoring means a better future for the region.

2. Selva Maya

We work with 18 communities in Guatemala and Mexico to sustainably manage more than 500,000 certified hectares of forest. Almost 70,000 people benefit from this work, which has earned the communities US\$78 million over the last decade.

3. Sui River, Ghana

In one of West Africa’s most important cocoa-growing areas, we are working with communities to support regenerative agriculture, forest restoration, and thriving local economies. Through the program, 4,000 farmers have adopted climate-smart practices.

4. Mount Kenya, Kenya

We are bringing communities, companies, government, and institutions together to restore and regenerate Mount Kenya while improving livelihoods. To date, 7,468 coffee and 23,381 tea farmers have adopted regenerative agriculture.

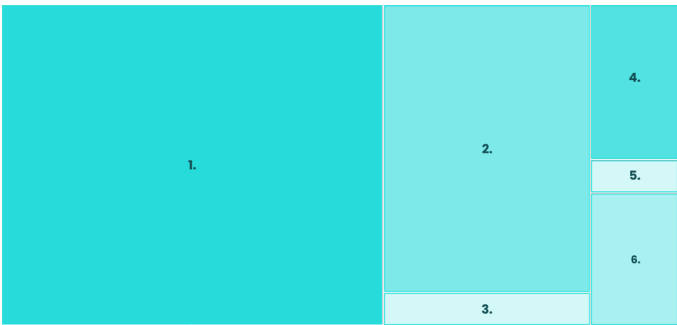
5. North Luwu, Indonesia

We’re training small-scale cocoa and oil palm farmers in sustainable practices and connecting them to global supply chains. 1,928 farmers—a quarter of them women—have already received training.

Finances

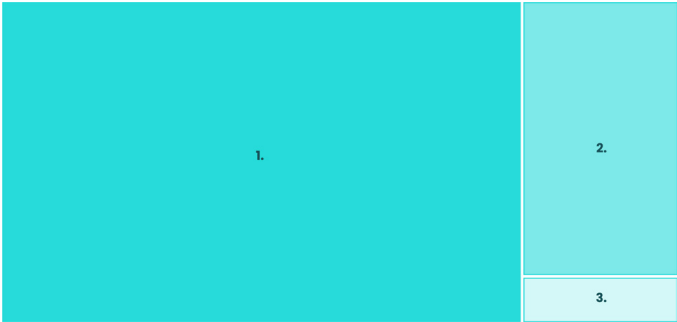
Revenue & Support

1.	Royalty revenue (56%)	US\$ 55,641,447
2.	Government, foundation and corporate grants and contracts (28%)	27,170,843
3.	Major donors and individuals (3%)	3,141,822
4.	Other contract revenue (6%)	6,162,050
5.	In-kind contributions (1%)	1,334,880
6.	Other (5%)	5,310,707
TOTAL REVENUE & SUPPORT		US\$ 98,761,749



Expenses

1.	Program services (77%)	US\$ 80,966,908
2.	Management and general (20%)	21,017,298
3.	Fundraising (3%)	3,419,148
TOTAL EXPENSES		US\$ 105,403,354



Summary

TOTAL REVENUE & SUPPORT	US\$ 98,761,749
TOTAL EXPENSES	105,403,354
OTHER ACTIVITY	
Foreign Currency Translation	(638,722)
ASSETS	
Change in net assets	(7,280,327)
Net assets, beginning of year	66,058,885
Net assets, end of year	US\$ 58,778,558

Rainforest Alliance Holding, Inc. is an international non-profit organization, organized on January 1, 2018 in the State of Delaware to serve as the common parent non-profit corporation providing centralized governance and oversight over Rainforest Alliance, Inc. and Stichting Rainforest Alliance. The above financial summary represents the consolidated revenue and expense for 2023 for the organization.

The full annual report (in English only) is available at rainforest-alliance.org