

# RAINFOREST ALLIANCE REGENERATIVE AGRICULTURE CERTIFICATION



Photo: Nu Image Communications

## RESHAPE THE FUTURE OF FARMING

This is a critical moment for global agriculture: The effects of climate change are intensifying, natural resources are under strain, and supply chains are facing growing instability due to soil degradation, water stress, and biodiversity loss. Around the world, regenerative agriculture is emerging as one of the most promising answers to these problems. Studies show up to 20 to 30 percent increase in net farm income through regenerative practices.

For companies, driving the transition to regenerative agriculture is not only a responsibility but also a huge opportunity. By investing in regenerative practices, you can create resilient supply chains to safeguard future supply, build credibility with consumers, and secure lasting benefits for soil, biodiversity, and farmers.

**“Certification helps farms discover their role as agents of change – and not as passive victims of climate change. Regenerative Agriculture requires humility to listen to nature, and courage to invest in the long term.”**

*Eric Ponçon, President, La Cumplida-Cafetalera NicaFrance, Nicaragua*

## THE RAINFOREST ALLIANCE REGENERATIVE AGRICULTURE CERTIFICATION

### Your roadmap to certified regenerative impact

Building on years of research, field testing, and collaboration with farmers and companies, we have published the Rainforest Alliance Regenerative Agriculture Standard (RAS). This is a major milestone for us, marking the first time in our nearly 40-year history that we are introducing a new specialized certification seal alongside our iconic green frog seal. The new standard helps farmers and companies turn their regenerative ambition into real-world impact.

### What is the RAS?

The RAS—available as an add-on to our Sustainable Agriculture Standard (SAS), and in the future, as a standalone standard—drives positive change through five key impact areas:

- **Soil health and fertility**
- **Climate resilience**
- **Biodiversity**
- **Water**
- **Livelihoods**

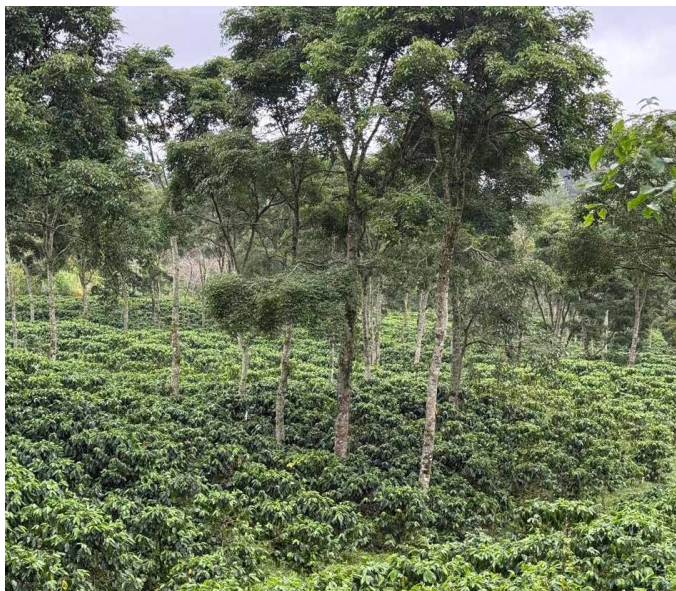
Each of these impact areas are linked to a set of specific practices and tied to a broader data framework that helps us measure and understand real progress.

### Benefits of the RAS

For companies, it helps:

- **Build resilient supply chains:** strengthen supply from the ground up
- **Make strong claims:** back your messaging with credible outcomes
- **Meet rising consumer expectations:** use a trusted seal that signals real impact

For farmers, regenerative agriculture can boost crop resilience and deliver higher yields. While transitioning to regenerative agriculture may require more upfront investment, it is expected to reduce input costs over time. Certification also provides access to more financially rewarding and stable markets.



### What sets the RAS apart?

- **Credible & measurable:** Science-based practices with measurable indicators tracked through annual and surprise audits
- **Comprehensive:** Covers key environmental areas plus basic social impacts and farmer livelihoods
- **Realistic & adaptable:** Principles applied through crop-specific requirements and locally tailored guidance
- **Backed by trust:** Built on nearly 40 years of Rainforest Alliance experience, global traceability and assurance systems, and our recognized green frog seal

### SAS VS RAS: WHAT'S THE DIFFERENCE?

The RAS goes beyond the foundational regenerative practices included in the SAS such as agroforestry, **climate-smart agriculture**, and water conservation, by going further in three, nature-focused impact areas: soil health and fertility, biodiversity and climate resilience.

### RAS for supply chain partners

While farm-level requirements differ between the standards, the same Supply Chain Requirements apply across the entire Rainforest Alliance Certification Program.

- **If you are certified under our SAS:** you already meet our Supply Chain Requirements and will only need to add RAS to your certification scope.
- **If you want to buy or sell only RAS volumes:** you must follow the regular process of meeting our Supply Chain Requirements.

### Engage consumers at a glance

The Rainforest Alliance regenerative agriculture seal features a QR code that takes consumers directly to a landing page explaining what regenerative agriculture means and how it benefits people and the planet. It's a simple yet powerful way to educate, engage, and build trust, while adding credibility and transparency to your brand.



### Make strong, credible claims with confidence

#### The Rainforest Alliance Labelling and Claims Policy

helps you communicate your sustainability achievements clearly and with authority.

#### RAS claims are:

- **Credible:** communicate achievements based on data
- **Aligned with international legislation:** e.g., the EU Empowering Consumers Directive
- **Evidence-based and verifiable:** aligned with ISEAL's Sustainability Claims Good Practice Guide



Photo: IGN Andre Stiana

### UNLOCK THE BENEFITS OF REGENERATIVE AGRICULTURE

Scan the QR code on the seal or head to [rainforest-alliance.org/ras](https://rainforest-alliance.org/ras) to explore Rainforest Alliance Regenerative Agriculture Certification and start building your more resilient supply chains today.