Established in 1987

Mission Statement
The Rainforest Alliance works to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behavior.
Hang on

How economic growth will help prevent extinctions

A SPECIAL REPORT ON BIODIVERSITY
RA CORE COMPETENCIES SPAN THE VALUE CHAIN

**Origin Services**
- Training and technical assistance
- Market access
- Landscape + community interventions
- Government engagement

**Performance and Assurance**
- Standards
- Field assessment / auditing
- M&E
- Claims and traceability

**Market Engagement**
- Sustainable value chain policy and execution support
- Consumer engagement
- Marketing and brand support

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producers / processors  buyers / exporters / importers  distributors / retailers / industry groups  consumers

Land use practices  Business practices  Consumer behavior
TRANSFORMATION OF BUSINESS PRACTICES: MULTI-YEAR, GLOBAL COMMITMENTS TO VALUE CHAIN SUSTAINABILITY
<table>
<thead>
<tr>
<th><strong>160 MILLION</strong></th>
<th>acres of certified forest</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>49</strong></td>
<td>23,000 households supported through community forest operations</td>
</tr>
<tr>
<td><strong>$34 MILLION</strong></td>
<td>earned by indigenous forest communities</td>
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</table>
7.5 MILLION acres of certified farmland

1.1 MILLION certified farms

43 countries worldwide

Percentage of Total World Market

- **Tea**: 14%*
- **Coffee**: 5.2%
- **Cocoa**: 14.5%
- **Bananas**: 3.7%* (20% of global exports)

*estimated
Our Frog is Everywhere

Photo by J. Henry Fair
Birds Protect Coffee Crop
Insectivorous species including yellow warblers cut damaging borer-beetle infestation by half in Costa Rica
By Trad Watson and Nature magazine

From *Nature* magazine

The yellow warbler may not pull a perfect latte, but it turns out it's a friend to coffee drinkers all the same. Research in Costa Rica shows that hungry warblers and other birds significantly reduce damage by a devastating coffee pest, the coffee berry borer beetle.

A study found that insectivorous birds cut infestations by the beetle *Hypothenemus hampei* by about half, saving a medium-sized coffee farm up to US$9,400 over a year's harvest — roughly equal to Costa Rica's average per-capita income. The results, published in *Ecology Letters*, not only offer hope to farmers battling the
What Difference Does Rainforest Alliance Certification Make?

**UNCERTIFIED FARM**
- toxic chemicals stored unsafely
- erosion caused by deforestation
- substandard housing
- poor waste management
- forests clearcut to plant crops
- child labor
- polluted streams and waterways

**CERTIFIED FARM**
- respectable housing
- increased biodiversity
- medical clinic
- secure storage for chemicals
- children attend school
- farm office improves organization & efficiency
- crops planted under shade tree cover
**Benefits for Cocoa Farms in Côte d’Ivoire**

**Yields (kg/ha)**
- Certified: 576
- Non-certified: 334

On average yields on certified farms were **70% higher** than those of noncertified farms.

**Revenue (USD/ha)**
- Certified: $922
- Non-certified: $542

On average, revenue earned by certified farmers was **72% higher** than that of non-certified farmers.

**Net Income (USD/ha)**
- Certified: 403
- Non-certified: 113

With only a minimal difference in costs, the higher yields—and the correspondingly higher revenue these yields generated—translated into significantly higher income for certified farmers.
RA Certified Coffee: Economic Benefits

**Ethiopia**

15–20% higher prices (555 certified farms, 2013)

**Colombia**

Yields 2x higher, net revenue 2.5x higher (72 certified vs. 72 non-certified farms, 2013)

**Peru & Mexico**

Yield & prices increase = $280/ha in net revenue (1/3 increase in yield) (2012)

**Nicaragua**

1/3 increase in yields (3,153 lb/ha vs. 1,922 lb/ha) (11 certified vs. 11 non-certified farms, 2012)
OUR COFFEE PROGRAM TODAY

- **Global footprint**: 24 coffee growing origins, over 370,000Ha under sustainable management producing over 5% of the world’s coffee

- **Industry transformation**: Almost 40% of the world’s coffee is under some form of improved, sustainable management. RA has helped launch and support these complementary initiatives

- **New commitments**:

![Image of coffee cups]
OUR COFFEE PROGRAM TOMORROW...

• Value for farmers
  – Farmer financial literacy and business skills
  – Peer to peer learning – farmer social networks

• Value for the industry
  – Ensuring the sustainability of coffee production in the face of demand growth and climate change