2015 Rainforest Alliance Leadership Summit

Tensie Whelan
Transformative Impact & Global Scale

where we work
Transformative Impact & Global Scale

128 million acres of land under sustainable management

4.7 million people directly benefit from our efforts

5.5% Cocoa
13.6% Coffee
7.6% Tea

0.3% Palm Oil
0.002% Cattle
2.8% Timber

of total world production
### Avg. Coverage of SSI Social Indices for Each Voluntary Sustainability Initiative

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Labor rights</th>
<th>Health &amp; safety</th>
<th>Employment conditions</th>
<th>Community involvement</th>
<th>Human rights</th>
<th>Gender</th>
<th>Employment benefits</th>
<th>Humane treatment of animals</th>
<th>Total average</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAN/RA</td>
<td>100%</td>
<td>80%</td>
<td>80%</td>
<td>90%</td>
<td>80%</td>
<td>53%</td>
<td>90%</td>
<td>100%</td>
<td>84%</td>
</tr>
<tr>
<td>RTRS</td>
<td>100%</td>
<td>80%</td>
<td>92%</td>
<td>80%</td>
<td>67%</td>
<td>67%</td>
<td>50%</td>
<td>N/A</td>
<td>76%</td>
</tr>
<tr>
<td>RSB</td>
<td>100%</td>
<td>80%</td>
<td>80%</td>
<td>100%</td>
<td>100%</td>
<td>67%</td>
<td>0%</td>
<td>N/A</td>
<td>76%</td>
</tr>
<tr>
<td>Fairtrade</td>
<td>91%</td>
<td>100%</td>
<td>100%</td>
<td>0%</td>
<td>67%</td>
<td>73%</td>
<td>80%</td>
<td>N/A</td>
<td>73%</td>
</tr>
<tr>
<td>ProTerra</td>
<td>83%</td>
<td>50%</td>
<td>76%</td>
<td>90%</td>
<td>27%</td>
<td>0%</td>
<td>80%</td>
<td>N/A</td>
<td>58%</td>
</tr>
<tr>
<td>UTZ</td>
<td>100%</td>
<td>93%</td>
<td>84%</td>
<td>0%</td>
<td>93%</td>
<td>33%</td>
<td>0%</td>
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<td>58%</td>
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<tr>
<td>IFOAM</td>
<td>86%</td>
<td>53%</td>
<td>80%</td>
<td>0%</td>
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<td>67%</td>
<td>0%</td>
<td>100%</td>
<td>51%</td>
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<tr>
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<td>90%</td>
<td>0%</td>
<td>7%</td>
<td>40%</td>
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<td>51%</td>
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<tr>
<td>ETP</td>
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<td>87%</td>
<td>44%</td>
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<td>40%</td>
<td>60%</td>
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</tr>
<tr>
<td>GLOBALG.A.P.</td>
<td>20%</td>
<td>100%</td>
<td>20%</td>
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<td>20%</td>
<td>20%</td>
<td>100%</td>
<td>39%</td>
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<tr>
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<td>0%</td>
<td>0%</td>
<td>N/A</td>
<td>36%</td>
</tr>
<tr>
<td>PEFC</td>
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<td>50%</td>
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<td>0%</td>
<td>0%</td>
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</tr>
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<td>37%</td>
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<tr>
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<tr>
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<tr>
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<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>N/A</td>
<td>31%</td>
</tr>
</tbody>
</table>

*source: SSIR 2014, page 71*

*note: the criterion humane treatment of animals is only applicable to three of the 16 standards; therefore all other standards list “N/A” for “not applicable”*
source: SSIR 2014, page 73

note: there is no genetic modification in the palm oil sector; therefore, RSPO lists “N/A” (not applicable) for the GMO prohibition index

### Avg. Coverage of SSI Environmental Indices for Each Voluntary Sustainability Initiative

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Soil</th>
<th>Waste</th>
<th>Synthetic inputs</th>
<th>Water</th>
<th>GMO prohibition</th>
<th>Biodiversity</th>
<th>Energy</th>
<th>Greenhouse gas</th>
<th>Total average</th>
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<td>100%</td>
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<td>100%</td>
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<tr>
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<td>60%</td>
<td>60%</td>
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<td>80%</td>
<td>47%</td>
<td>74%</td>
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<tr>
<td>ProTerra</td>
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<td>87%</td>
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<td>80%</td>
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<td>27%</td>
<td>40%</td>
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<tr>
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<tr>
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<td>33%</td>
<td>40%</td>
<td>67%</td>
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<tr>
<td>UTZ</td>
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<tr>
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<td>47%</td>
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<td>100%</td>
<td>13%</td>
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</tr>
<tr>
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</tr>
<tr>
<td>BCI</td>
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## Avg. Coverage of SSI Economic Indices for Each Voluntary Sustainability Initiative

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Minimum wage</th>
<th>Living wage</th>
<th>Product quality requirements</th>
<th>Price premiums</th>
<th>Written contracts between buyers &amp; sellers</th>
<th>Total average</th>
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</thead>
<tbody>
<tr>
<td>Fairtrade</td>
<td>100%</td>
<td>40%</td>
<td>0%</td>
<td>100%</td>
<td>100%</td>
<td>68%</td>
</tr>
<tr>
<td>IFOAM</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>0%</td>
<td>0%</td>
<td>60%</td>
</tr>
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<td>0%</td>
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<td>60%</td>
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<td>40%</td>
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<tr>
<td>CmiA</td>
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<td>0%</td>
<td>60%</td>
<td>0%</td>
<td>0%</td>
<td>36%</td>
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<tr>
<td>ProTerra</td>
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<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>20%</td>
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<tr>
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<td>20%</td>
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<tr>
<td>SAN/RA</td>
<td>100%</td>
<td>0%</td>
<td>80%</td>
<td>100%</td>
<td>0%</td>
<td>20%</td>
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<tr>
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<td>0%</td>
<td>20%</td>
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<tr>
<td>4C Association</td>
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<td>0%</td>
<td>0%</td>
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<td>0%</td>
<td>0%</td>
<td>20%</td>
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<tr>
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<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>PEFC</td>
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<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

*source: SSIR 2014, page 76*

*note: economic criteria coverage only reflects specific matches with the SSI indicators and should not be understood to suggest a given initiative’s entire treatment on a specific topic*
Impacts Map

Select a crop
Abaca
Avocado
Blackberry
Carbon
Cassava
Cattle
Chilli
Cinnamon
Citrus
Clove
Cocoa
Coconut
Coffee
Copozu

SOGIMEX - Grupo de Productores San Andres

Area: 205 acres
(83 ha)
Crop: Coffee
Country: Honduras
Learn More
Impacts Map

Select a crop

Abaca
Avocado
Blackberry
Carbon
Cassava
Cattle
Chilli
Cinnamon
Citrus
Clove
Cocoa
Coconut
Coffee
Copozau

Select a country

Cooperative Agricole Gnati Bia de Sikensi

Area: 11,152 acres
(4,515 ha)
Crop: Cocoa
Country: Cote d'Ivoire
Learn More
Poso (Sulawesi) Farms Interactive Map

Farm ID: RAP1015MBB05
- Farmer name: Marten Lattung
- Group: Mabubu
- Village: Pandayora
- Latitude: -2.12
- Longitude: 120.67
- Hectares: 4.59
- Tree loss: 0.00

Contents:
- Poso farms (9/April/2015)
- Poso GFC Tree Cover
- Tree cover loss 2001-2013
- Tree cover (2000)
- National Geographic

Zoom to Get Directions
Agriculture Overview

8.6 MILLION acres of certified farmland
1.2 MILLION certified producers
42 countries worldwide

Percentage of Total World Production*

- Tea: 15.1%
- Coffee: 7.6%
- Cocoa: 13.6%
- Bananas: 5.5%

*estimated
Forestry Overview

102 MILLION acres of certified forest

77 countries worldwide

2,000 certified forest operations

$44 MILLION earned by indigenous forest communities
Climate Overview

10.6 MILLION acres across 60 forest carbon projects

31 MILLION total metric tons of Carbon Verification reductions by RA-Cert

25 countries worldwide
Tourism Overview

54,000 acres of protected land

10 countries

41 tourism businesses verified
Maya Biosphere Reserve Deforestation

Legend
- Currently FSC certified concessions

Land cover
- Agriculture 2000
- Deforestation 2000-2007
- Deforestation 2008-2013
- Forest
- Regeneration
- Savannah
- Water

Annual deforestation rate:
- Core protected areas: all logging prohibited, 1%
- Multiple-use zone: FSC-certified, 0.04%
- Buffer zone: diverse activities allowed, 5.5%

Map showing the distribution of land cover types and protected areas.
Coffee Yields in Nicaragua

<table>
<thead>
<tr>
<th></th>
<th>Yields (per hectare)</th>
</tr>
</thead>
<tbody>
<tr>
<td>certified farms</td>
<td>3,153 lbs</td>
</tr>
<tr>
<td></td>
<td>1,430 kg</td>
</tr>
<tr>
<td>noncertified farms</td>
<td>1,922 lbs</td>
</tr>
<tr>
<td></td>
<td>872 kg</td>
</tr>
</tbody>
</table>

source: Haggar et al., 2012
differences statistically significant at p≤0.05
Productivity Differences in Colombia

Productivity (kg/ha)

<table>
<thead>
<tr>
<th>Region</th>
<th>Certified</th>
<th>Noncertified</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cundinamarca</td>
<td>650</td>
<td>541</td>
</tr>
<tr>
<td>Santander</td>
<td>1,375</td>
<td>651</td>
</tr>
</tbody>
</table>

Source: Hughell and Newsom, 2013

Differences in Santander statistically significant at p≤0.05
## Indicators of Water Quality on Certified and Noncertified Farms

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Certified Cundinamarca</th>
<th>Noncertified Cundinamarca</th>
<th>Certified Santander</th>
<th>Noncertified Santander</th>
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</thead>
<tbody>
<tr>
<td>Stream visual assessment index</td>
<td>8.8</td>
<td>6.56</td>
<td>7.78</td>
<td>5.59</td>
</tr>
<tr>
<td>Vegetation cover</td>
<td>74%</td>
<td>57.08%</td>
<td>76.2%</td>
<td>57.65%</td>
</tr>
<tr>
<td>Macroinvertebrate index (BMWP)</td>
<td>118.46</td>
<td>71.73</td>
<td>65</td>
<td>48.87</td>
</tr>
<tr>
<td>Number of sensitive insect species (EPT)</td>
<td>6.12</td>
<td>4.34</td>
<td>3.54</td>
<td>2.18</td>
</tr>
<tr>
<td>Number of sensitive insect species (ELPT)</td>
<td>6.23</td>
<td>3.76</td>
<td>4.83</td>
<td>3.23</td>
</tr>
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</table>

source: Hughell and Newsom, 2013

all differences are statistically significant at p≤0.05, except BMWP, EPT, and ELPT in Santander
A study of 197 farmers in five Latin American countries asked certified farmers to compare current conditions with those before certification. They found that:

- 87% said their farms and homes were now better organized.
- 55% said that their families and employees now have better health.
- 74% said they feel “recognized” for their work as producers.
- 85% cited greater access to education, capacity building and technical assistance opportunities.
- 71% pointed to the return of seasonal workers, which they saw as an indicator of good working conditions.

source: Hughell and Newsom, 2013
all differences are statistically significant at p≤0.05, except BMWP, EPT, and ELPT in Santander
### Analysis of Non-Conformities on 19 Tea Farms in East Africa

#### Percentage of Tea Producers with a Non-Conformity at Initial & Most Recent Audits Among 19 Producers in Malawi, Rwanda & Tanzania

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Most Recent Audit</th>
<th>Initial Audit</th>
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<tbody>
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<td>4.1 Water conservation program</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.2 Permits for water use</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.3 Irrigation use monitoring</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.4 Wastewater treatment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.5 Legal wastewater discharge</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.6 Water quality monitoring for discharge</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.7 Ban on solid deposition into water bodies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.8 Septic tanks not for industrial wastewater</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.9 Surface water quality monitoring if natural water bodies may be impacted</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*SAN critical criteria
Wastewater Treatment in Rwanda

Forest ed buffer zone around the Kitabi tea estate in Rwanda
SAN Criterion 2.1

Wastewater treatment system at the Kitabi tea factory in Rwanda
SAN Criterion 4.4
The Cocoa Certification Program and its Effect on Sustainable Cocoa Production in Ghana

Researchers compared SAN/RA, UTZ and conventional cocoa farms in 5 communities in Ghana. They found that:

- SAN/RA and UTZ farms protected water bodies better than conventional farms, due to more protective buffers
- Profitability was highest on SAN/RA farms, followed by UTZ and then conventional
- Use of personal protective equipment and safe storage practices were similar on SAN/RA and UTZ, but higher than conventional. Re-entry time after spraying agrochemicals was significantly longer on RA and UTZ than conventional

Case Study: Upper Denkyira West District

photo © William Crosse
Comparison of Rainforest Alliance, UTZ, Fairtrade and Organic with Conventional Farms in Ghana

<table>
<thead>
<tr>
<th>Scheme</th>
<th>Yields</th>
<th>Additional labor costs required to meet certification requirements</th>
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<tbody>
<tr>
<td>Rainforest Alliance</td>
<td>394 kg/ha</td>
<td>262 GHS/yr (US $68/yr)</td>
</tr>
<tr>
<td>UTZ</td>
<td>365 kg/ha</td>
<td>318 GHS/yr (US $82/yr)</td>
</tr>
<tr>
<td>Fairtrade</td>
<td>433 kg/ha</td>
<td>309 GHS/yr (US $79/yr)</td>
</tr>
<tr>
<td>Organic</td>
<td>408 kg/ha</td>
<td>389 GHS/yr (US $101/yr)</td>
</tr>
</tbody>
</table>

112 certified (all schemes) and 69 non-certified farmers and 47 laborers

*Ghanaian cedi, 1 US$ = 2.70 GHS
Climate Resiliency
cocoa landscape, Juabesoo-Bia, Western Ghana
Landscape Stratification

- Open canopy forest
- Higher shade cocoa
- Low/no shade cocoa
- Agriculture/fallows
Cocoa Landscape, Juabeso-Bia, Western Ghana

PEOPLE

Smallholder Cocoa Farmers and Communities

Co-operative Set-up

Land Management Board

ACTIONS

Stakeholder Outreach and Participation
REDD+ Readiness
Protection of Sacred Groves
Reforestation of Degraded Land
Climate Smart Practices (SAN)
Alternative Livelihoods
Community Education and Environmental School Clubs
Policy and Advocacy at Regional Levels

OUTCOMES

Improved Governance
Reduced Greenhouse Gas Emissions
Increased Resilience to Climate Change
Slowed Deforestation
Biodiversity Conservation
Increased Market Access
Project Outcomes

- **Improved governance** through strengthening existing governance structures (community/cluster/landscape) to better support field implementation.
- **Reduced GHG emissions** through reforesting degraded land areas (100,000 shade tree seedlings planted), increasing shade cover in existing cocoa systems and making farming more efficient.
- **Increased resilience** to climate change through farmer training, risk assessment, livelihood diversification and community education.
- **Slowed deforestation** through more sustainable practices that have increased yield by 30% and increased income by 25%.
- **Biodiversity conservation** through the conservation and rehabilitation of forest ecosystems and sacred groves.
- **Increased market access**
The new standard will provide an improved value proposition for farmers through a simpler and outcome based standard.

Major proposed content changes and additions include:

- No destruction of natural ecosystems in a 5-year period prior to certification
- New definition of high conservation value areas
- Increased focus on planning and analysis for productivity and profitability
- Focus on risk management & mitigation around pesticides use
- Living wage addressed through an essential needs approach
- Address invasive species, human-wildlife conflict, and protection of large trees
- Climate smart agriculture is a critical element throughout the standard

Other elements that will be put into place to ensure increased value to farmers include quantifying performance and demonstrating impact; exploring mechanisms to deliver training or advice alongside the audit engagement, reducing audit cost, and improving audit integrity.
Cattle: The Challenges

- widespread deforestation and ecosystem destruction
- GHG emissions (related to deforestation and enteric methane from cows)
- poor animal handling and care
- inefficient production and pasture management practices
- lack of traceability and transparency in cattle supply chains
Rainforest Alliance Solution

• responsible management standard:
  – conserves forest and pasture
  – increases efficiency and productivity
    (5 cattle/ha vs. one)
  – reduces harmful inputs
  – respects the welfare of animals and workers

• landscape-level management approaches emphasizing high conservation value ecosystems

• partnering with the full value chain: ranchers, slaughterhouses, buyers, retailers, consumers, government, financial sector, civil society
Cattle Results to Date

- 32,000 ha (crop & forest) certified under the SAN standard – primarily in Brazil, as well as Costa Rica, Guatemala, and Ecuador
- working with NRDC and the Food Alliance to develop a grasslands standard for the US
- commitments to source RA Certified beef from:
  - domestic (Brazil) supply chains:
    - Carrefour Brazil sourcing
    - Mohino Market in Rio de Janeiro
    - 2016 Olympic Games – 50 MT for pre-Olympics, and est. 14 million dishes of RAC beef for Olympics
  - export market (from Brazil to Europe):
    - Zandbergen
  - future prospects:
    - H&M (Sweden) – fashion: leather
    - Estancia (US) – brand/distributor: beef
    - Johnny Rockets (Brazil) – theme restaurant chain: beef
    - Outback Steakhouse (Brazil) – theme restaurant chain: beef
Sustainable Palm Oil Landscapes

The Problem
Palm oil cultivation has expanded globally by 43% since the 1990s. It is a major source of deforestation and biodiversity loss (and often, displacement of locals) and GHG emissions.

Our Goal
Conserve and enhance oil palm production landscapes, while preventing future ecosystem destruction.

Our Strategy
• Improve sustainable landscape management for oil palm
• Make palm oil a sustainable option for smallholder livelihoods
• Build tools and capacity for traceable palm oil supply chains
• Work with partners to achieve higher performance standards for the entire sector
1. Central and South America
Large and small RA Certified palm oil farms—such as Daabon, Hondupalma and Agrocaribe—are now supplying palm oil products to both export and local markets.

2. West Africa
We’re working to integrate small producers into responsible supply chains and make their production more socially, economically and environmentally sustainable.

3. Southeast Asia
As part of a consortium of Proforest and Daemeter Consulting, we’re helping Unilever trace its palm oil supply chain back to Southeast Asia and assess its suppliers for social and biophysical risks.

4. Indonesia
We work closely with the Makin Group, which runs more than 30 palm oil plantations over more than 100,000 ha to build their capacity for responsible, sustainable management.

5. Pacific region
We’re assisting New Britain Palm Oil Ltd. to prepare for RA certification of its operations in Papua New Guinea and the Solomon Islands.
Palm Oil Market Results

- first sales of certified palm oil in US confectionary sector (Clif)
- increasing sales of certified palm oil to personal care sector (Tom’s)
- SAN standard accepted by the German Alliance for Sustainable Palm Oil
- first sales of certified palm oil in German baby nutrition sector
- SAN standard accepted by the French Alliance for Sustainable Palm Oil
- first commitment from European leader in confectionary to support and claim work with SAN-compliant smallholders
Networking Rainforest Alliance Partners

Long-Term Project Goal

Network our 2 million producers, 6,000 companies, and millions of consumers in a platform that enables peer-to-peer learning, and disseminates information on sustainable production practices.

- best management practices
- problem solving
- impacts (photos and data)
- simpler auditing processes
- financial training
Supply Chain Network
### Why sustainable finance:
Smallholders and agricultural enterprises need financial training, financial services and access to capital to achieve long-term social, economic and environmental sustainability.

### Why Rainforest Alliance:
Rainforest Alliance is uniquely positioned to understand smallholder financial needs, the production improvements needed and the supply chain.

### What Rainforest Alliance does:
- Assessment of financial needs
- Financial and business capacity building
- Linking to financial service providers
- Financial institution engagement
- Financial and return on investment analysis

### Where we’ve worked:
Mexico, Guatemala, Costa Rica, Peru, Ecuador, Ghana, Côte d’Ivoire, Rwanda, Kenya, Tanzania, and Indonesia
Rainforest Alliance Certified producers have:

- Solid financial and agronomic skills from which they can build stronger farms & businesses
- Solid managerial skills, organization and professionalism that lenders like to see
- Better ability to track financial metrics than non-certified farmers
- Eligibility to impact investors and social lenders requiring sustainability
- Better access to credit than non-certified farmers
- Access to better markets and better prices than non-certified farmers
### Examples of Rainforest Alliance Sustainable Finance

<table>
<thead>
<tr>
<th>Country</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guatemala &amp; Kenya:</td>
<td>Working with Ford Foundation, Rainforest Alliance is providing financial literacy training to 4,000 farmers. With Rainforest Alliance support, cooperative UPC in Guatemala received a US $37,500 from a local bank.</td>
</tr>
<tr>
<td>Guatemala:</td>
<td>With USAID DCA, Banrural, FIDOSA, and IDB, secured US $21 million in SME investment financing to support enterprise development.</td>
</tr>
<tr>
<td>Ecuador:</td>
<td>With GIZ, Rainforest Alliance is recommending the optimal return on investment and income diversification strategy for conversion of degraded cattle land.</td>
</tr>
<tr>
<td>Côte d’Ivoire:</td>
<td>With Citi Foundation and Dalberg Development Advisors, conducted an assessment of the long-term financing needed for cocoa producers to renovate their farm, increase their productivity and improve their livelihood.</td>
</tr>
</tbody>
</table>
www.theguardian.com/vital-signs

Editorially-independent content platform on *The Guardian* designed for aspirationals concerned about the environment, mindful consumption and social good. The platform hosts the Rainforest Alliance and company partner zones on the main landing page and drives traffic to them.
Two Arctic ice researchers presumed drowned after unseasonably high temperatures

Worth saving: landscapes we don’t want to lose to climate change

Why are we drinking bottled water from the driest parts of California?

A round-the-world scientific expedition will use drones to study plastic pollution

The world is finally producing renewable energy at an industrial scale

A Norwegian company’s plan to make ice cubes out of glaciers unsettles some
Building a Strong Partnership from a Proven Model

THE STORY SO FAR

▲ 2.5x above benchmark uniques

▲ The campaign is demonstrating a positive impact on the reputation of all partners

▲ The frequency with which partners are associated with key sustainability themes has increased as a result of the partnership

▲ Vital Signs independent editorial content is 11x above benchmark for average uniques/page for total campaign (5x Q2)
of those surveyed recognize the Rainforest Alliance Certified™ green frog seal

33.5% understand what the certification means

25.2% indicated they are more likely to buy a product that carries the Rainforest Alliance Certified seal

source: Natural Marketing Institute, 2014 U.S. Consumer Perspectives and Trends in Sustainability®
Mainstream Growth in North America
Growing Brands in North America
SPAR is a Dutch multinational convenience store chain and franchise with approximately 12,500 stores in 35 countries worldwide. Now selling Rainforest Alliance Certified™ bananas from Guatemala.
Growing in Eastern Europe

TEEKANNE

EARL GREY CITRUS
BLACK TEA

Изысканный купаж черных листовых чаев с натуральными ароматами цитрусовых и маслом бергамота
Picking Up Steam in Brazil

“We are very encouraged by our growing coffee sales, particularly among younger consumers responding to our social media marketing.”

-Roberto Gnypek, Vice President for Marketing in Brazil
Growth in Japan
Expansion in India

DISTINCTIVE BLACK TEA

Typhoo

CLASSIC ASSAM

BRITAIN'S FAVOURITE SINCE 1903

A bright, robust, aromatic blend of premium Assam teas

25 HEAT SEALED ENVELOPE TEA BAGS
The Rainforest Alliance FY16–20 Strategic Plan

Vision
People and Planet, Prospering Together

Mission
Work to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behavior.

Goal
Mobilize and expand our alliance of stakeholders and partners to support the RA mission

Strategic Objectives
1. Conserve landscapes and stop ecosystem destruction
2. Enhance livelihoods and resilience of rural producers and their communities
3. Grow stakeholder sustainability commitments and impacts
4. Engage concerned citizens to support RA and our mission
5. Strengthen organizational effectiveness and efficiency in delivering the mission

Core Values and Beliefs
Save the world one step at a time.
- Be resourceful and innovative...
- Embrace and manage change....
- Walk in someone else’s shoes...
- Be optimistic...
- Be an ambassador...
- Hold ourselves accountable...

Core Strategies
1. Improve and innovate around our core strengths (commodities, standards, training, auditing, markets, M&E)
2. Collaborate with key stakeholders in proactive landscape initiatives
3. Help producers build assets and become better managers of production systems, natural resources, people, and businesses
4. Build and deliver a compelling sustainability value proposition to our stakeholders
5. Communicate our brand and mission in ways that increase awareness and build active support among concerned citizens
6. Raise and earn funds needed (especially unrestricted funds), nurture a vibrant values-based culture, and improve our management systems and structures
Priorities for Rainforest Alliance Field Work (FY16–FY20)

Priorities for investment (FY16–20)

- Agriculture
- Forestry

Level of RA activities in FY15

- Low
- Medium
- High
Vision 2020: What Will be Different for RA and the World?

**Land use practices**
- We will reduce the negative impact of key deforestation-drivers, palm oil and cattle
- 75 million hectares of land will be under sustainable management
- We will be tackling the impact of key supply chains at a landscape and watershed scale.

**Business practices**
- The tipping point for industry-wide sustainable production in key commodities will be reached
- Producers will have access to training in financial literacy, climate and water resiliency, use of information technology
- Companies working with RA will implement sustainability commitments credibly and impactfully

**Consumer behavior**
- We will engage concerned citizens through innovative use of social media and messaging.
- We will engage consumers in Brazil, India, Japan, and Mexico.
- RA will have more members who are supporting us financially.
Rainforest Alliance’s Position in Key Crops

- Tea: +88%
- Bananas: +30%
- Coffee: +53%
- Cocoa: +34%
- Palm Oil: +668%
- Cattle: +7,140%
- Timber: +24%

Note: Includes crops certified, verified, and under sustainable management.
2020 percentages derived from share of 2013 global production volume (FAOSTAT).