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
<table>
<thead>
<tr>
<th><strong>FORESTRY OVERVIEW</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>160 MILLION</strong></td>
<td>acres of certified forest</td>
</tr>
<tr>
<td><strong>49</strong></td>
<td>countries worldwide</td>
</tr>
<tr>
<td><strong>23,000</strong></td>
<td>households supported through community forest operations</td>
</tr>
<tr>
<td><strong>$34 MILLION</strong></td>
<td>earned by indigenous forest communities</td>
</tr>
</tbody>
</table>
5.47 MILLION acres across 45 forest carbon projects

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

23 countries worldwide
## Tourism Overview

12.3 MILLION acres of protected land

<table>
<thead>
<tr>
<th>10</th>
<th>929</th>
</tr>
</thead>
<tbody>
<tr>
<td>countries</td>
<td>tourism businesses &amp; organizations benefit</td>
</tr>
</tbody>
</table>

27,670 households benefit

rafting photo © Aventuras de Sarapiquí
Smallholder farmers suffer from a lack of credit access, but sustainability certification can help change that.

A study published by the Rainforest Alliance surveyed 110 smallholder coffee and cocoa producers in Colombia and Peru, 63 of which are Rainforest Alliance Certified, to better understand smallholder farmers’ issues concerning financial administration and credit access.

<table>
<thead>
<tr>
<th></th>
<th>Certified farms</th>
<th>noncertified farms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg. Dollar Value of Loans</td>
<td>$5,562</td>
<td>$3,311</td>
</tr>
<tr>
<td>Avg. Number of Loans per Year</td>
<td>1.36</td>
<td>0.66</td>
</tr>
</tbody>
</table>
Growth with Mainstream Brands
Growth in Palm Oil & Beef

MARKETS

Mrs. Meyer's Clean Day Soap

Clavel Palm Oil

Pangea Organics Bar Soap

Faz a conta. Faz Carrefour.

WE LOVE RAINFORESTS
Proudly featuring Organic & Sustainably Grown
Palm Oil from Rainforest Alliance Certified™ Farms
pangeaorganics.com
International Growth
Growth in International Markets
RAINFOREST ALLIANCE VISION 2020

• 100 million hectares under sustainable management (tropics and landscapes)
• 5 million producers with improved livelihoods
• 20% of current key commodities, 2-5% new commodities
• Platform of RA one million certified producers and companies creates active delivery mechanism.
• Networked producers, consumers, and companies create engagement and support as ambassadors
• Expertise with Boots on the ground with social media = a step change
The Problem: Sustainability doesn’t mean anything real to consumers. Too often, it brings to mind technical issues or seemingly insurmountable environmental challenges.

- The Opportunity: At the same time, the moment is ripe for disruption. More than ever before, consumers want to live meaningfully and engage brands with purpose.

- The Rainforest Alliance Response: Create a movement for the values underpinning sustainability.
BBMG & GlobeScan
Aspirationalists unite materialism, environmentalism and cultural influence to drive market trends.
ASPIRATIONALS, VOCAL GLOBALISTS

• About 39% of the global population
• Dominance in India (42%), China (53%). In developed countries, about 33%.
• An ideal target audience because:
  • Size, influence, openness to marketing & brands
  • Propensity to shop
  • Connect attitudes with action in their lifestyle choices, purchase decisions
  • Not exclusively young or high-income
Follow the Frog: A Powerful Platform

Your contribution to climate change: see your impact on the Earth's vital signs

What can we, as individuals, do to help the environment? The first step is keeping a finger on the pulse of the planet. View an up-to-date snapshot of the impact your country - and humans across the globe - are having on the Earth's vital signs.

Has the great climate change migration already begun?

As rising sea levels, drought and disasters scrub some of Earth's most picturesque places off the map, the first climate refugees apply for asylum. But where will they go?
The Guardian Rainforest Alliance Partner Zone
1 USD INVESTED SUSTAINABLY: $22.66 VS $15.40 (1993-2011)

Data by Eccles, Ioannou & Serafeim / Harvard Business School. 180 companies over 28 years
MEANINGFUL BRANDS OUTPERFORM THE MARKET BY 120%

The MB Index considers the top 25 meaningful global brands (from companies operating in the stock market).
CORPORATE “ECOSYSTEM” AND SUSTAINABILITY (CREATE VS. TAKE VALUE)

Corporate “Ecosystem”

• Its own operations/business
• Its suppliers
• Its consumers
• Its stakeholders: government, civil society, investors
• The natural and human resources on which it depends
SUSTAINABILITY IN YOUR COMPANY AND ITS “ECOSYSTEM” CREATES VALUE

First Generation:

**Materials**: Save money through waste, energy, water, chemical reduction

**People**: Save money through higher productivity, higher morale, retention and recruitment

**Market**: Increase market share; premiums

**Media**: Free good publicity/community good will.

**Regulatory**: Reduces risk; creates better relationship with government
SUSTAINABILITY IN YOUR COMPANY AND ITS “ECOSYSTEM” CREATES VALUE

Second Generation:

• Unlock more value: Assist suppliers to unlock sustainability gains. Improve relations/create loyalty in value chain
• Unlock innovation in processes, services, products.
• Ensure a sustainable natural and human resource base by protecting natural capital.
• Create net positive impact.

Uncommon Collaboration…
The Rainforest Alliance works to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behavior.