



Rainforest Alliance Certified™





The Rainforest Alliance

An international, nonprofit environmental and sustainable development organization.

Our mission is to protect ecosystems and the people and wildlife that depend on them by transforming ...

Land use practices



Consumer Behaviour



Business practices



Rainforest Alliance programmes



Forestry

- Work with local and indigenous communities to produce more efficiently and at higher quality for international markets.
- Certified 130 million acres in 60+ countries



Agriculture

- 3% of the world's coffee
- 3% of the world's tea
- 18% of the world's bananas
- Cocoa, citrus, mangoes, pineapple, flowers, ferns, passion fruit, etc



Tourism

- Improve sustainability of tourism operations
- Conserve local ecosystems
- Recycling, water conservation and waste management



A **22 years old** organization with work in **63 countries**. **300 staff** based in **13 countries**; an operating budget of **\$30m**; **35,000 members** and **\$3bn** in annual sales of **Rainforest Alliance Certified™** products. Almost **35,000 farms certified** (1.3m acres); **130 million acres of certified forests** in **1,900 operations**. Trained **1,500 tourism entrepreneurs** in best practices for sustainable tourism.





Certified Farms...





Economics Environment Ethics

A holistic view of integrated challenges





The Credibility of the SAN Standard (Sustainable Agriculture Network)

- Defined by tropical agricultural organizations (SAN)
- Working towards ISO 65 accreditation
- Indicators developed by national stakeholders
- Uses trained local auditors
- Compliant with ISEAL code of best practice
- Applicable to plantations and small holdings





The Principles of Sustainable Agriculture

(The Sustainable Agriculture Network Standard)

Developed with input from:

NGOs
Industry
Scientists
Farmers
Farm workers
Consumers
Government

- 1 Social and Environmental Management System
- 2 Ecosystem Conservation
- 3 Wildlife Protection
- 4 Water Conservation
- 5 Fair Treatment and Good Working Conditions for Workers
- 6 Occupational Health and Safety
- 7 Community Relations
- 8 Integrated Crop Management
- 9 Soil Management and Conservation
- 10 Integrated Waste Management



Tree Cover

Non-certified farm



No shade trees, or only scattered shade of only one, or few tree species, often exotic species of no use to local wildlife

Certified farm



Abundant shade trees of varied species and sizes, native species to conserve soils, provide habitat for wildlife and firewood, materials, etc. for workers and neighbors. **Conservation areas for non-shade crops**



Tea and conservation areas





Wildlife Protection

Non-certified farm



Hunting, or extraction of orchids and other flora commonplace– capturing wild animals for possession

Certified farm



Natural ecosystems and their flora and fauna well protected



Finca Arroyo Negro



Waste Management

Non-certified farm



Certified farm



Garbage properly disposed, or recycled, coffee pulp used for fertilizer, workers use latrines



Pesticides

Non-certified farm



Dangerous, "dirty dozen" pesticides in use, excessive pesticide use, workers unaware of dangers, no protective gear use, unsafe storage and transport

Certified farm



"Dirty dozen" pesticides banned, pesticide use cut to minimum, handled only by trained workers wearing protective gear, stored in locked sheds far from housing



Soil Resources

Non-certified farm



No soil conservation measures, heavy reliance on chemical fertilizers and herbicides

Certified farm



Erosion decreased with barriers, manual or mechanical weeding, soil enriched with compost



Water Resources

Non-certified farm



Excessive water use, streams and rivers polluted with runoff from coffee mills, sewage and garbage, riverbanks and watersheds deforested

Certified farm



Water conservation practiced, watersheds protected, sewage and mill wastewater channeled to septic tanks and treatment lagoons, riverbanks reforested



Occupational health

Non-certified



Insufficient worker safety regulations, no first-aid kits at work sites, no ongoing medical care

© Copyright 2008 Rainforest Alliance

Certified



Safe working conditions, first-aid kits available, farm-supported clinics, or regular doctor visits, health education



Worker housing

Non-certified



Certified



On farms and in forests, workers must have access to dignified housing and sanitation facilities



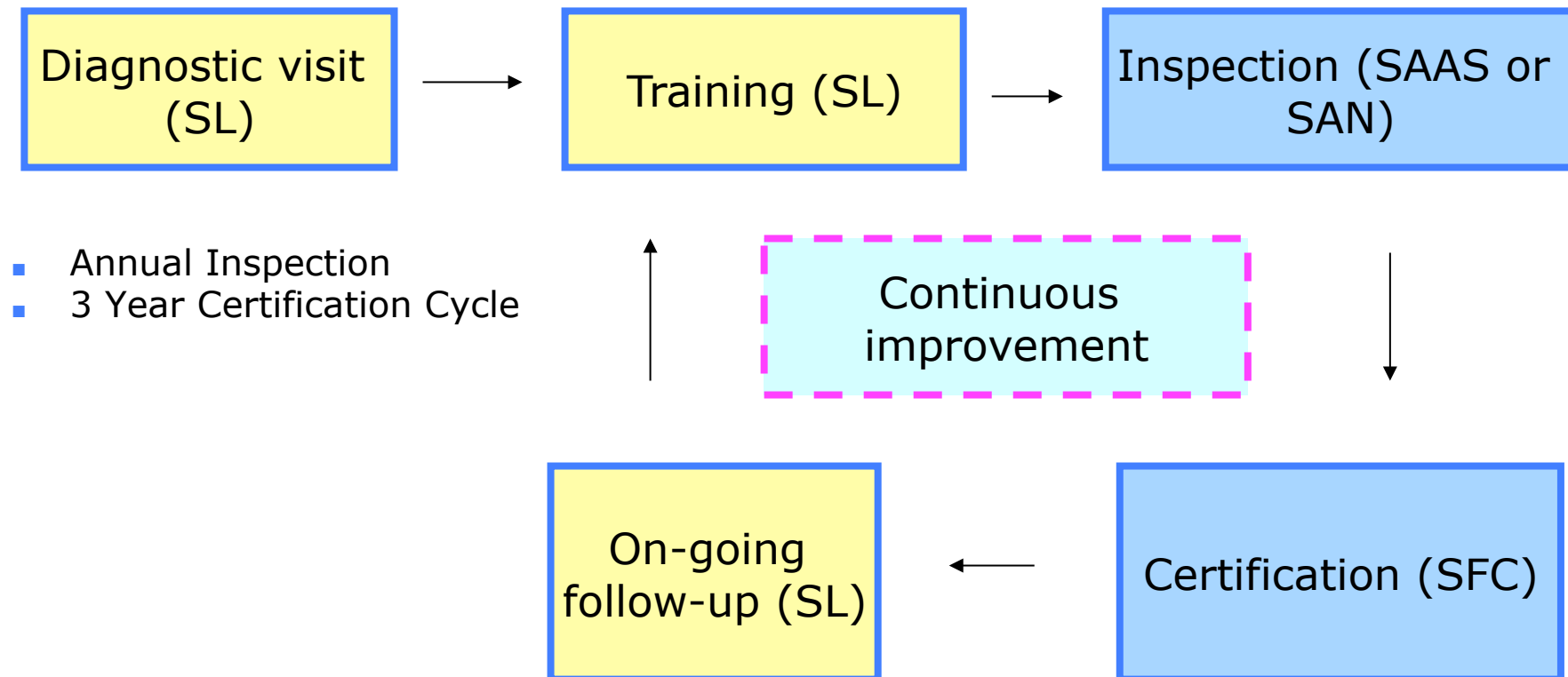
Access to education



Certified farms must implement education programs for workers' children.



Producer Training and Certification Process





Beyond Certification...

Climate Initiative

- Policy input on global level: post-Kyoto, REDD
- Input into global standards development
- Verification of Carbon projects: Plan Vivo, Chicago Climate Exchange
- Linking carbon measurement with sustainable agriculture standard audits





Colombia Case Study

- 50% of specialty Colombian coffee is RA-certified, bringing producers \$2.4 million in premium in 2007.
- Productivity increases up to 20% or more
- Farms in Huila grew from 20 to 26 bags/hectare
- Increased number of butterfly and migratory bird species on Rainforest Alliance Certified farms
- Water treatment technology installed



Transformation at Work

Study on sustainable forest management in Maya Biosphere Reserve 1995- 2007:

- Deforestation in the 1,2 million acres of FSC-certified concessions is *12 times lower* than the rate for the Reserve's protected area
- Substantially fewer forest fires in the FSC-certified concessions (0.1% forest area burnt annually) than in the core protected area of the reserve (10.4%)





Creating sustainable livelihoods in Guatemala's forest communities

- Sales of certified wood topped \$4.7 million
- More than 2.6 million board feet of certified wood and wood in the process of certification sold
- More than \$5.2 million invested by partners in building new factories and mills, and repairing and upgrading old ones
- More than 2,000 temporary and nearly 500 permanent jobs created





INDUSTRY TRENDS

- A 21st century green revolution that is triple bottomline and provides sustainable livelihoods (and minimizes contribution to climate change).
- A focus on origin—understanding where products come from and how they are grown and produced.
- New connections between producers, buyers and consumers. (Supply chain management, direct consumer engagement)



The Rainforest Alliance Path Toward a 21st Century Green Revolution

- . Start with a locally relevant, comprehensive, holistic standard and indicators (common language with achievable goals).
- . Provide a holistic set of benefits to producers, incl ecosystem payments, and to industry, incl supply chain sustainability and market recognition
- . Design a system that will work to scale, supported by the market throughout the supply chain
- . Provide assurance to the buyer and to the consumer of sustainable production and consumption.
- . Work with government to provide financial incentives and the financial sector to provide financing.
- . Help market sustainability through the little green frog and connect the consumer directly to the product!



Thank You!



Rainforest Alliance Certified™
www.rainforest-alliance.org