

Rainforest Alliance

Innovative Solutions for Global
Conservation

Rainforest Alliance Mission

Our mission is to protect ecosystems and the people and wildlife that depend on them by transforming land-use practices, business practices and consumer behavior.



The Global Environment in Crisis

- In less than 20 years, world population will grow from 6.6 billion to 7.7 billion.
- 1.1 billion people live in the world's biodiversity hotspots, where population is growing 3.1% each year.
- 50% of our land mass is occupied by forestry, agriculture and livestock.
- One-half of our forests have been cleared to date; each year, 40 million additional acres are lost, 100 species a day.
- 25% of the world's mammals and 11% of the bird species are at risk of extinction.



The Global Environment in Crisis

- 70% of deforestation is due to agricultural conversion.
- Unsustainable agriculture threatens *more than half* of the world's protected areas.
- 90% of the world's forests lay outside government protected areas.
- If only current protected areas remain as habitat, we risk losing between 30-50% remaining species.



Collaborative Global Action

The Rainforest Alliance:

Promotes and implements global standards for sustainable management practices.

Monitors and evaluates progress and compliance through on-site investigation and certification.

Educates industry and consumers about their opportunities and responsibilities to conserve natural resources.



Collaborating with Industry



Forest products worldwide

Agriculture:
*Coffee, Citrus,
Bananas, Cacao,
Ferns & Flowers*



Tourism



Success to Date: Forestry



- The Rainforest Alliance's SmartWood program pioneered sustainable forestry certification worldwide.
- To date, more than 36 million acres (15 million hectares) worldwide have been SmartWood certified.
- We are working with 1100 small land-owners, indigenous and community forestry operations, medium size companies and multinational corporations.

Success to Date: Agriculture



- More than 318,000 acres (130,000 hectares) of bananas, oranges, cut flowers and ferns, coffee and cacao are Rainforest Alliance Certified.
- 15% of all bananas in international trade come from farms we have certified.
- We are working with cooperatives and estate farms, mid-size companies and multinationals.

Success to Date: Tourism

Through training workshops and networks, the Rainforest Alliance is helping tourism businesses become more socially and environmentally responsible, increasing visitors' opportunities to travel wisely while having fun.

- We launched the **Sustainable Tourism Stewardship Council** to share information on sustainable resource management.
- As secretariat of the **Sustainable Tourism Network of the Americas** we are helping tour operators, governments, civic organizations and travelers promote sustainable tourism.

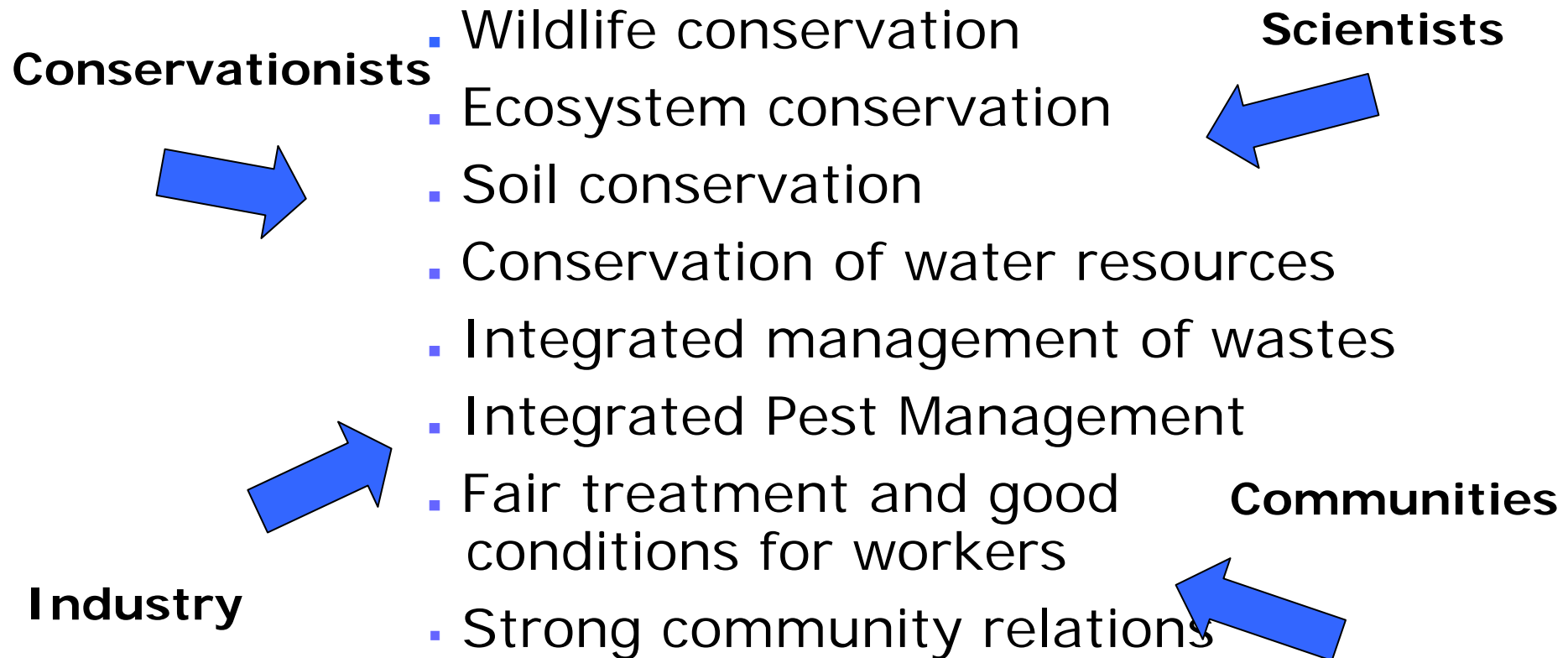


What is Rainforest Alliance Certification?

- As an independent, third party we award a seal of approval to farm and forestry operations that meet our guidelines.
- Rainforest Alliance guidelines are comprehensive and balance ecological, economic and social considerations.
- Our seal is a guarantee to consumers that the products meet our set of criteria for sustainability.
- Certification is a strictly voluntary, non-governmental process.



Designing Better Business Practices Collaboratively

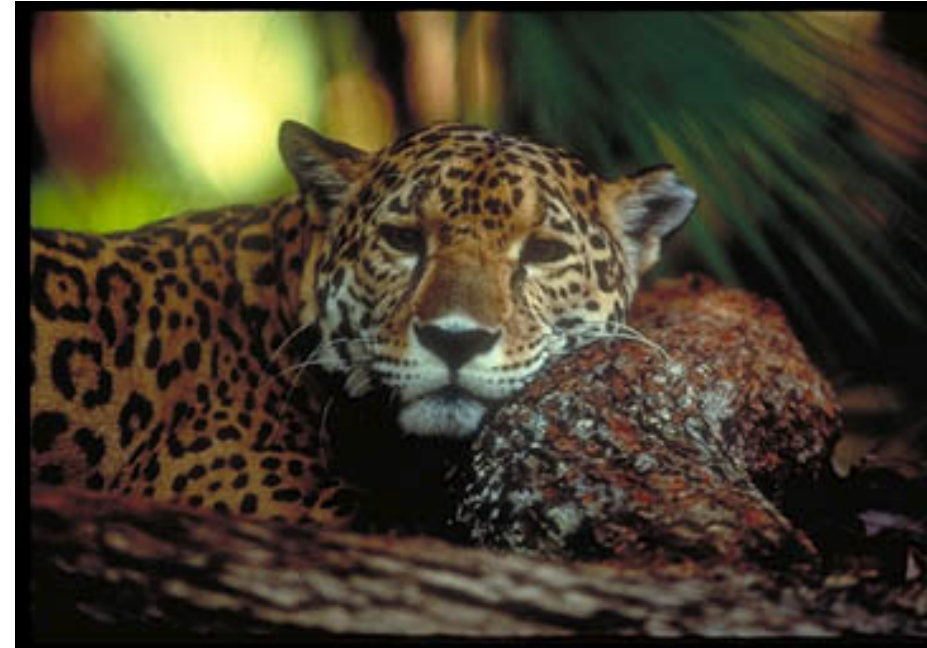


Protect Ecosystems



Deforestation is prohibited, reforestation required

Conserve wildlife



Half the world's plant and animal species are in the rainforests....

Fair Treatment for Workers



Fair Treatment for Workers



Good Community Relations



**More than 50,000 families benefit
from SAN certification**

Integrated Crop Management



Protecting the environment and farm families

Re-use, Recycle, Compost



Re-use, Recycle



Before Certification



**Plastic and
all garbage
must be
collected**



**Pedestrian bridge
made of recycled
banana plastics**

Water Conservation



Rivers are protected. People and wildlife live downstream.

Soil Conservation



Vegetative groundcovers can eliminate the need for herbicides, stop erosion and protect rivers from sedimentation

Understanding certification:

A tool for linking consumers and producers



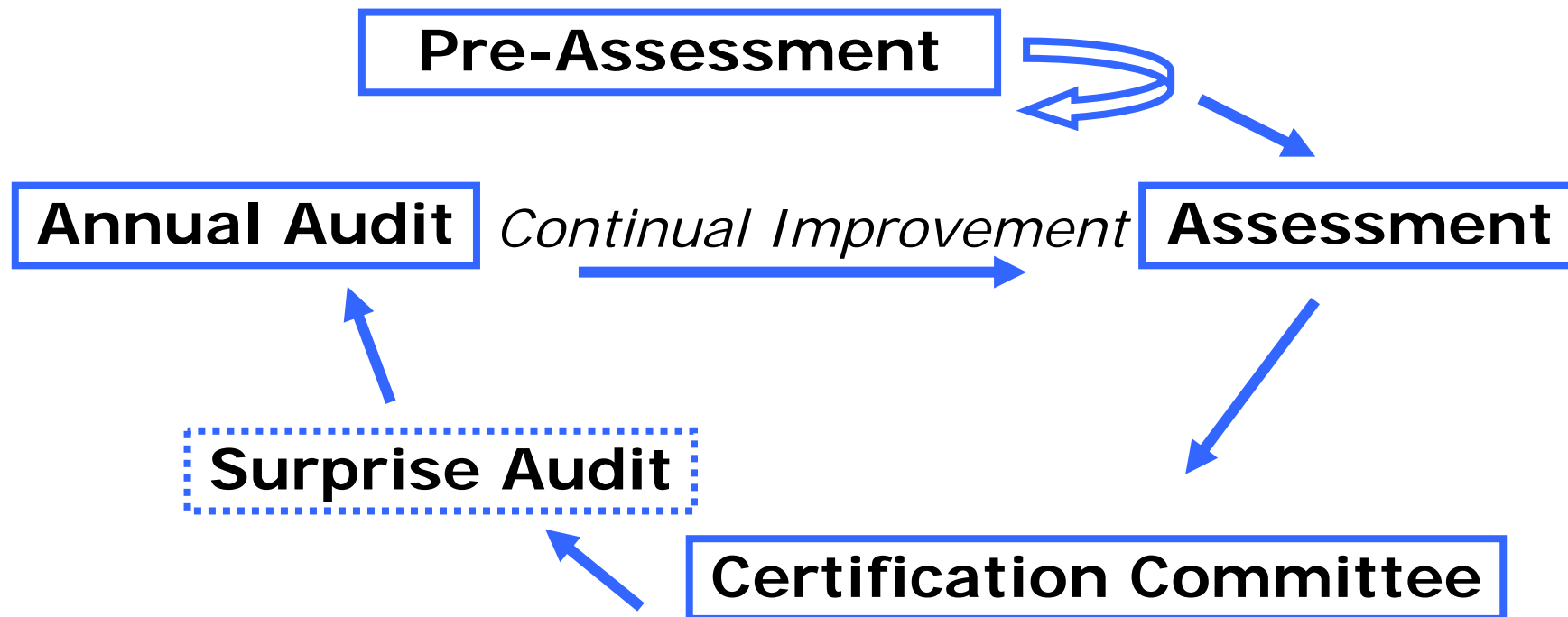
- Identify well managed operations
- Establish linkages in the production chain
- Create recognizable label
- Enable consumers to support responsible practices

Components of a credible certification system



- Voluntary, non-regulatory
- Collaborative, inclusive & transparent
- Broad acceptance
- Performance based
- Truly third-party
- Market oriented
- Global recognition

Ensuring Accountability: The Certification Process



Benefits of Certification for Businesses:

- Cost efficiencies
- Improved worker productivity
- Reduced risk from health/
labor issues, reduced criticism from
advocacy groups
- Long term sustainability of the resource
- Access to specialty/gourmet markets and
increased market share
- Improved public image; consumer support



Coffee: Environmental Win-Win

- Grown in harmony with the rainforest
- High levels of biodiversity
- Protect watersheds
- Buffer and extend parks
- Create “biological corridors”
- “Corner store” for local people



Certified Sustainable

- ✓ **Ecology**
- ✓ **Ethics**
- ✓ **Economy**



Finca Santa Isabel, Guatemala

...coffee with a conscience

- All water for processing recycled
- 40% farm under protected reserve
- Coffee pulp used for fertilizer
- Environmental education in farm school curriculum
- Free potable water & private doctor on hand
- Good housing with running water
- Three meals per day



Partnership with Chiquita:

Environmental, financial, social successes

- 100% certification of all company-owned farms
- Clean, safe conditions for workers
- Farm wages twice as high as local standard; health & child care and environmental education provided
- Reforestation of 2,500 acres in key buffer zones, using native species
- Recycle or reuse 80% of the plastic bags and twine used
- Integrated Pest Management used on all farms; 80% fewer herbicides now used; \$4.8 million annual savings in agrochemical costs since 1997
- \$3.8 million annual savings from recycling of pallets, packaging
- Social Accountability International gave Chiquita Corporate Conscious Award and SustainableBusiness.com, publisher of The Progressive Investor newsletter, named Chiquita as a top 20 sustainable stock pick





Del Oro



Sweet fruit of conservation success in Costa Rica



- Native forest protection
- Reforestation of vulnerable areas
- Pollution prevention
- Strict controls on agrochemical use
- Waste management
- Worker training, health and safety

Gibson Guitar

Partners in Sustainable Sounds



- World's first line of ecofriendly guitars
- SmartWood seal guarantees the wood is grown and harvested to protect the environment as well as the welfare of workers and local communities
- Muir top and Mahogany back; grows extensively in Brazil, but ranges from Southern Mexico to the Amazon Basin
- Buying certified mahogany from local communities in Guatemala, Honduras and Nicaragua; providing technical assistance
- Certified wood used in over 40% of Gibson USA guitars

Certified Sustainable Coffee – Growth in North America

- United Nations in NY serves Rainforest Alliance Certified coffee.

- Foodservice - Universities & Offices.

- Kraft launches **All Life™** in collaboration with the Colombian Coffee Federation.

- Citigroup, Johnson & Johnson and Goldman Sachs offer RA Certified.



- **Audubon Coffee** available in retail outlets (i.e. Whole Foods), gourmet stores, pet stores, supermarkets; represents ongoing collaboration with NGOs.



Certified Sustainable Coffee - Growth in UK and Europe

- **Catering.**

Kraft's Kenco 'Sustainable Development Coffee' supplying restaurants, hotels, hospitals in the UK.



- **Visitors Attractions - Eden Project.**

UK Millennium Project and sustainability think tank serving certified coffee to 1.4 million visitors a year.

- **Supermarkets.**

Rainforest Alliance Certified bananas in 520 **Migros** megastores in Europe.



Certified Sustainable Coffee - Growth in Japan

- **Leading roasters.**

UCC Ueshima launched certified coffee products for coffee shops, cafes, and restaurants.

- **Restaurants.**

Nippon Restaurant Enterprise with 33 shops at East Japan Railway stations to serve RA certified coffee: drip, espresso, iced, etc.

- **Thousands of Convenience Stores.**

Family Mart, Seven Eleven

Chains carry RA cert. blended coffee/milk beverages

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Partner Marketing Efforts

Kraft Poster



Gloria Jean's In-Store



Ajinomoto Coffee Gift



Matthew Algie Poster

tiki o café

A great deal for everyone

With so many brands, logos and messages, and not much information, it's sometimes hard to know that you're making the right choice. Tiki Café makes the choice easy. And we'll tell it to you straight. We serve coffee that's Fairtrade, organic and Rain Forest Alliance Certified. So it's good for the people who grow it and good for the land they grow it on. The end result? Great tasting coffee - without exploiting people or the planet.

www.tikicoffee.com



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Millstone Retail Stand and Shelf Talker



Timothy's Window Sign



Products that have earned the certification seal can be found throughout the United States, the United Kingdom, Europe, Asia and Australia.

What they're saying about us.

"Promoting sustainability is fundamental to the success of our business and is the best way forward for coffee growing." – Sr. Director for Commodity Sustainability Programs, *Kraft Foods*

"The Rainforest Alliance is a respected organization that sets high standards for sustainability – economic, social, and environmental." – Marketing Director, *Millstone*

"...we see this as a great growth opportunity to satisfy our customers' diverse coffee palate." - President, *Timothy's Coffee*

"Of all the causes related to the coffee industry, we believe the Rainforest Alliance serves the greatest good for the most people..." - Chief Coffee Purchaser, *Diedrich's*

"It's not just another seal or certification, but also results in high quality coffee." - Owner, *La Esmeralda (Panama)*

"...this is a tremendous step toward making high quality certified sustainable coffee available while helping to conserve the rainforest, protect wildlife, and sustain farming communities." - Coffee Master and VP of Coffee Operations, *Boyd Coffee Company*

RA Certified Momentum

- Rainforest Alliance's approach to sustainable supply-chain development has attracted reputable attention and collaboration:
 - USAID, Overbrook Foundation, Citigroup, World Bank, United Nations Environment Programme and Development Programme, US Environmental Protection Agency, The Nature Conservancy, Audubon, World Wildlife Foundation, Consumer's Choice Council
- Large retail partners are increasing their commitment and putting Rainforest Alliance Certified products on retail shelves and in cafes, restaurants and hotels...

A few place you can find our seal...

restaurants/cafes/hotels



grocery stores



institutions



...and others.

Cupping for Quality: Formal Evaluation of Rainforest Alliance Certified coffees

- Rainforest Alliance Certified coffees judged by panel of experts from the specialty coffee industry
- 95% of samples submitted deemed to be of exceptional quality
- Sponsored by SCAA, New York Board of Trade, French Culinary Institute, Tea & Coffee Magazine, and volunteers from the coffee industry





Rainforest Alliance

<http://www.rainforestalliance.org>

Thank you

- Sabrina Vigilante