



Rainforest Alliance Certification

Voluntary Standards and Certification in Environmentally and Socially Responsible Trade
FAO Rome, 22 April 2004

Rainforest Alliance

The mission of the Rainforest Alliance is to protect ecosystems and the people and wildlife that live within them by *transforming land-use practices, business practices and consumer behavior*. Companies, cooperatives and landowners that participate in our programs meet rigorous standards that conserve biodiversity and provide sustainable livelihoods.







Rainforest Alliance Certification Programs

- Forestry**
 32 million acres certified;
 1000 clients
- Agriculture**
 Over 70,000 hectares and 700 farms certified.
 15% world market in Bananas
- Tourism**
 Setting int'l/regional standards
 For sustainable tourism
- Natural Forest Products**
 Certifying maple syrup, xate, chicle, botanicals



Designing Better Business Practices Collaboratively

Government • Management system planning and monitoring
 • Ecosystem protection
 • Wildlife conservation
 • Water conservation and watershed protection
 • Fair treatment and good conditions for workers
 • Good community relations
 • Integrated crop management
 • Soil conservation
 • Complete waste management

NGOs →

Industry →

Scientists ←

Communities ←



Sustainable Agriculture Network

Marketing Certified Products: Advantages of RA Certified

- ✓ Broad consumer appeal
- ✓ Social + environmental
- ✓ Positive message
- ✓ No licensing fees
- ✓ Promotional support



KRAFT Makes Commitment to Sourcing Sustainable Coffee

Kraft Foods

- UK & Ireland
- France
- Sweden
- USA
- Canada



P&G Launches the Signature Collection

- Rainforest Alliance Certified
- FairTrade Certified
- Cup of Excellence



Food Service/ Catering

- Restaurants, Hotels, Corporate Offices, Cafeterias serving certified sustainable coffee



- United Nations, Citigroup, Goldman Sachs, Johnson & Johnson serving certified coffee



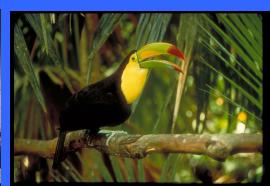
Rainforest Alliance Certified in Japan



Growing Green Markets

- Global coffee companies engaged
- Farmer associations certified
- Interested buyers
- Supermarkets asking for certified products
- Companies addressing corporate social responsibility
- Informed consumers

A Promising Future



Sustainable Agriculture