



Rainforest Alliance Sustainable Pathways

Helping Businesses Deliver Their Sustainability Commitments

Sustainable Pathways is a portfolio of mission-driven services delivered by Rainforest Alliance experts that offers businesses at any point in their sustainability journey a unique, integrated approach that spans the value chain. Driving impact from field and forest to shelf, Rainforest Alliance expertise brings benefits on a global scale to farmers, foresters, communities, landscapes, businesses and brands. The menu of services may be selected and combined according to your business needs to deliver transformative, data-driven, science-based sustainability impact that can address both structural and cultural change within your organization.

Who We Are: Our Mission

The Rainforest Alliance is an international nonprofit organization founded in 1987 with the mission to conserve biodiversity and ensure sustainable livelihoods by **transforming land-use practices, business practices and consumer behavior**. Our vision is a world rebalanced, with strong forests and thriving communities.

Why Sustainability: The Business Imperative

Sustainability has become a business imperative, with incentives as diverse as cost savings, risk mitigation, supply chain security, access to new market opportunities, and much more. But what does it mean to be sustainable, and how is it achieved?

Over the past 30 years, more than 3,000 companies, from global powerhouse brands to small independents, have turned to the Rainforest Alliance to support their sustainability journey. We have global experience in the development and implementation of sustainability programs in agriculture and forestry that protect the local and global environment and promote the well-being of workers, their families, and their communities, while helping companies ensure responsible practices in their supply chains. Our team of experts can support you at every stage of your business's sustainability journey.

What You Gain: Our Value Proposition

By working with the Rainforest Alliance, you access a global network of expertise in sustainable agriculture and forestry ranging across topics and value chain activities. Together we will develop and deliver:

- ✔ **A meaningful sustainability sourcing and marketing program** in relation to your forest and agriculture-based products to mitigate risks, improve value chain integrity and business continuity, and generate measurable value.
- ✔ **Effective execution within the company and across the value chain** through expert support to operationalize strategies that deliver demonstrable impacts and continuous improvement.
- ✔ **Transformative field projects at farm, forest, and landscape levels** to drive improvements in productivity and product quality, improved working conditions and livelihoods, and protected and restored ecosystems.
- ✔ **Support to access co-funding** to achieve greater impact for your projects, working towards financial self-sufficiency and viability.
- ✔ **Enhanced business reputation and brand value** with consumers and stakeholders through the impact of your work with the Rainforest Alliance and the use of our seals and supporting marketing and communications.
- ✔ **Credibility of sustainability achievements** through third-party certification and assurance against company commitments.



The Rainforest Alliance supports companies on sustainable pathways:



What We Do: Our Core Competencies

Rainforest Alliance Sustainable Pathways offers a choice of services to select according to needs and objectives. We work across the forestry and agriculture sectors, applying a diverse set of tools, techniques, and approaches in a flexible and tailored manner to assist organizations across the value chain to successfully integrate sustainability within their practices.

✔ Corporate and Value Chain Advisory

Provide an array of corporate-level services that encompass analysis, design, and execution to drive transformation, integrate sustainability and deliver impact at scale. This includes risk and opportunities review; business case and strategy development; crafting and implementation of sustainability sourcing policies and management frameworks; mapping of supply chains, traceability systems and supplier performance reporting; development of theory of change and KPIs framework; development and training in operating procedures; engagement and training of suppliers; stakeholder engagement; and sustainable markets development.

✔ Field Implementation Projects

Support producers, rural businesses, smallholders and forest communities to increase the productivity, profitability, and sustainability of their operations. Train farmers and forest managers to improve production practices and business management skills, and facilitate access to credit and markets. Implement innovative commodity landscape approaches to address key issues of concern to companies, such as risks and responses related to climate change, increasing productivity, improving producer livelihoods and wellbeing, and eliminating deforestation from supply chains.

✔ Assurance & Third-Party Certification

Conduct certification for third-party standards such as those developed by the Sustainable Agriculture Network (SAN) or the Forest Stewardship Council (FSC), and carry out gap assessment, performance evaluation, and assurance against company commitments, based on field and desk auditing.

✔ Monitoring & Impact Assessment

Define credible results frameworks and indicators for company sustainability programs. Monitor performance at the farm or landscape scale to assess baseline conditions, identify sustainability challenges and opportunities, assess change over time in key indicators, and evaluate impact associated with sustainability investments. Analyze production and sustainability trends within a geographical context.

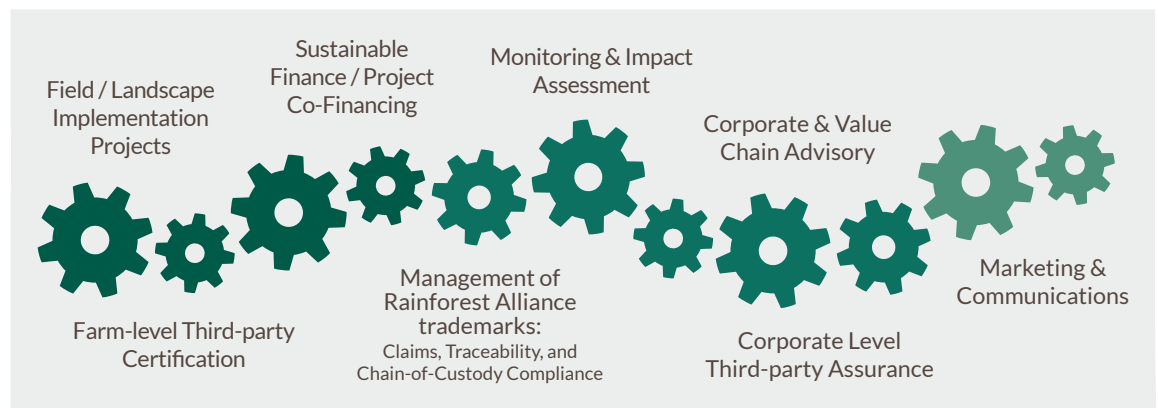
✔ Services Related to Use of the Rainforest Alliance Certified™ Seals and Labels

Provide integrated support throughout the value chain for use of Rainforest Alliance Certified™ seals and labels (on product pack and off pack) to demonstrate the sustainability of your products, brands, and company. Facilitate connections and transactions among certified producers, suppliers, and manufacturers; ensure product traceability and chain of custody compliance; and guide company teams on use of the Rainforest Alliance seals, labels, and trademarks.

✔ Marketing & Communication Support

Support the development and implementation of marketing, communications, and cause marketing initiatives to help maximize the value to the brand of sustainability commitments with the Rainforest Alliance. Includes co-creation of programs, materials, messages, internal and external engagement, and other means to reach and engage key stakeholders.

The Rainforest Alliance helps business deliver sustainable value chains, from production to final consumption



LAND USE PRACTICES

BUSINESS PRACTICES

CONSUMER BEHAVIOR



Rainforest Alliance 30 Years

What We Have Achieved: Three Decades of Impact

Since 1987, the Rainforest Alliance has collaborated on sustainability initiatives with communities, companies and governments in critical landscapes around the globe. We pioneered sustainability-oriented agricultural and forestry certification, developing rigorous, credible multi-stakeholder driven certification systems—FSC in forestry and the Sustainable Agriculture Network (SAN)/ Rainforest Alliance system in agriculture. These remain industry-leading certification models, tracing raw materials from farm or forest to consumer products with pioneering chain-of-custody and traceability techniques, including group certification, risk-based assessment and innovative technology.

We have engaged farmers and forest managers in over 70 countries, applied our expertise to more than 100 crops, and worked with thousands of companies producing or sourcing certified products.

The Rainforest Alliance has also worked over the past 30 years in critical landscapes with on-the-ground projects involving communities, indigenous peoples, producers of all scales, companies, and governments. These wide-ranging projects include providing farmers and forest managers with expert technical support to improve production techniques, enhancing business or entrepreneurial skills and creating practical frameworks for reporting achievements and impacts of our work with project collaborators. Our fieldwork is made possible by support from multiple corporate, foundation, and government donors.

We rigorously monitor and assess the impact of our work, publish results on our website, and encourage universities and research organizations to conduct independent research on impacts of our programs.

As we mark our 30-year milestone, we remain committed to innovative collaborations and alliances that identify, develop, and implement long-term sustainability solutions around the globe.



49,000,000+ hectares

of farms and forestlands under sustainable management in 2015

1,400,000+ people

trained in sustainable land management

70+ countries

where we have active sustainability training and/or certification programs

100+ crops

grown under sustainable management with Rainforest Alliance certification

Ready to learn more and get started?

Contact us →

A Sampling of Companies That Have Worked with the Rainforest Alliance

Across a variety of services, sectors and geographies, including producers, traders, manufacturers, brands and retailers

7-Eleven	Comisión Nacional Forestal (CONAFOR)	John Lewis Partnership	Novolex
918 Coffee	Connor Sport Court	Kao Corporation	Olam International
Afrikanische Frucht Companie (AFC)	CO-OP JCCU (Japanese Consumers' Co-operative Union)	Kanan Devan Hills Plantations Company (KDHP)	Oriflame Cosmetics
Ahold Delhaize	COOP Sweden	Kendal Floral Supply	Perales Huancaruna
Ajinomoto General Foods	Costa Coffee	Keurig Green Mountain	Plantaciones De Balsa Plantabal
Alberta-Pacific Forest Industries	Costco	Keyfarms, Fundos Don Marvin Y Migani	Procter & Gamble
Aldi	Daabon Organic	Kirin Holdings	PT Perkebunan Nusantara IX
Anderson-Tully Company	Dagoba Chocolate	The Kraft Heinz Company	Koffiebranderij Peeze
Apeejay Surrendra Group	Danone	The Kroger Company	The Republic of Tea
Arcos Dorados	Dennebos	Kenya Tea Development Agency	Reunion Island Coffee
Asda Stores Limited	Domtar Paper	Lavazza	Rewe Group
Asia Pulp & Paper	Dorset Tea	Lawson Inc.	Rona
Avery Dennison	Dunkin' Donuts	Lidl Stiftung & Co.	Royal Cup Coffee
Axfood	EcoPlanet Bamboo	Lipton Tea	RoyOMartin
Barry Callebaut	Ecom Trading	Löfbergs	S&D Coffee and Tea
Bettys and Taylors of Harrogate	Eden Project	L'Oréal	Sociedad Agrícola Saturno
Balzac Brothers & Company	Edeka Group	Louis Dreyfus Corporation	ScanCom International
Blommer Chocolate Company	Evergreen Packaging	Maderera Río Acre	Second Cup Coffee Company
BlueLinX	Falcon Farms	Magnum	Seventh Generation
BASF	Ferrero Rocher	Marfrig Global Foods	Smit & Dorlas
BMW	Fibria Celulose	Marks & Spencer plc	Staay Food Group
Breyers	Finlays	Martin Guitar (C. F. Martin & Co.)	Staples, Inc.
Cargill	Flakeboard	Masteroast Coffee Co.	Tata Global Beverages
Caribou Coffee Company	FORESCOM	Mattel	Tchibo
Carrefour	Forestland Group	Matthew Algie	TEEKANNE
Cascades Containerboard Packaging	FruitXChange	McDonald's	Tembec Industries
Central National Gottesman	Fyffes	McLeod Russell India	Tesco
Charmin	Glenburn Tea Estate	Midwest Hardwood Corporation	Tetley
Chiquita Brands	Goodricke Tea	Mohawk Fine Papers	Tetra Pak
CIMAL (Compañía Industrial Maderera Ltda)	GlaxoSmithKline	Mondelēz International	Tiffany & Co.
Clearwater Paper	Groupe Rougier	Morinaga Milk	Typhoo Tea Limited
Clif Bar & Company	The Hershey Company	Mother Parkers Tea & Coffee	UCC Ueshima Coffee Co.
CMPC	IKEA	Muskoka Roastery Coffee Co.	Unifrutti Traders
Cobana Fruchtring	Imporient Tea	Nestlé Nespresso	Unilever
The Coca-Cola Company	Innocent Drinks	Nestlé	Univeg Group
Colruyt Group	Jacobs Douwe Egberts (JDE)	Neuman Kaffee Gruppe	Walmart
Columbia Forest Products	Joe Coffee	New Britain Palm Oil	Wawa
		Northland Forest Products	Whole Foods Market Inc.
			Zandbergen World's Finest Meat

Contact us and learn more

It is easy to get started with the Rainforest Alliance, whether you simply want to learn more or are ready to get to work. We are ready and able to assist across all regions worldwide. Let's talk!

Fill out an inquiry form and we will be in touch: www.rainforest-alliance.org/business/get-started

Email us directly at business-support@ra.org

