

BETTER FOR BUSINESS

RAINFOREST ALLIANCE CERTIFIED TEA



Sourcing tea from Rainforest Alliance Certified farms brings with it key business benefits, such as helping to minimize risk, promoting responsible supply chains and meeting sustainability commitments. It also helps drive consumer preference, and raises a company's standing and reputation among investors, buyers, employees and the industry.

CHALLENGES IN THE TEA SECTOR

Tea production has increased by an impressive 3.5% annually over the last decade,¹ and this has been largely driven by greater demand from countries such as China and India. While the Rainforest Alliance has seen improvements in the tea sector, particularly on certified farms, significant social, economic, and environmental sustainability challenges continue to affect the industry at origin:

- Tea workers often face human rights and livelihoods issues, including low wages, (gender) discrimination, and unhealthy living and working conditions;
- Although the demand for tea is high; low yields, high input costs and gaps in production hinder smallholder farmers from earning sufficient income. With often a low level of farmer organization and a lack of land ownership, opportunities for economic advancement are marginal;
- Tea production is increasingly impacted by the negative effects of climate change. Changes in temperature, unpredictable rainfall and more severe droughts decrease yields and tea quality and reduce the area suitable for tea production.

THE RAINFOREST ALLIANCE TEA PROGRAM

The Rainforest Alliance tea program works with large estates, small-holder tea farms and companies in the tea supply chain to tackle these issues, working towards a more sustainable tea sector. In 2020, almost 6.3 million tons of tea were produced² and an estimated 22% of this was Rainforest Alliance Certified.

Certified tea is grown in accordance with the guidelines of the Rainforest Alliance Sustainable Agriculture Standard which consists of a wide range of good agricultural practices and rigorous social and environmental criteria. These include requirements for the farm's productivity, conserving biodiversity and natural resources as well as improving the well-being of farmers, workers, and their families.

The Rainforest Alliance works with accredited third-party certification bodies to audit farms and farm groups against the Sustainable Agriculture Standard; businesses are audited against the supply chain requirements in the Standard. Those that meet the certification requirements can use the Rainforest Alliance Certified seal. Thousands of food, beverage, and forestry products across the globe already proudly display the Rainforest Alliance Certified "green frog" seal, which signals to both businesses and consumers that the product contributes to a better future for farmers, foresters and their families.



¹ FAO: [Current global market situation and emerging issues](#), 2020

² SEAL/ Aidenvironment: [The Business Benefit of Using Sustainability Standards](#), 2017

THE IMPACT OF RAINFOREST ALLIANCE CERTIFICATION

Rainforest Alliance certification is a proven tool to address the economic, social, and environmental challenges of rural communities engaged in agriculture. The understanding of our impacts on tea farms draws from an evidence base of independent research from East Africa and Asia.³ These studies allow us to assess our impact and prioritize future efforts, in order to create a more sustainable tea sector.

Impacts on People – Studies show that Rainforest Alliance Certified tea farms often provide safer living and working conditions and higher benefits to farm workers compared to non-certified farms, as well as better access to education for their children.

Impacts on Nature – Research finds that tea farms implement stronger soil conservation practices, improve their agrochemical use and waste management, and provide better training for workers on natural ecosystem conservation after becoming certified.

By working with us you can drive business value across the supply chain while responding to the rising demand of customers, employees and other stakeholders for companies to act responsibly and demonstrate credible, positive impact on people and nature.

GET STARTED

Are you interested in sourcing Rainforest Alliance Certified tea? Whether you simply want to learn more or are ready to get to work, it's easy to get started.

- **Visit our website** for info on [supply chain certification requirements](#), costs, and how to use the seal.
- **Email us directly** at customersuccess@ra.org. We are ready and able to assist across all regions worldwide.
- **Complete our quick form** and we will be in touch.

The Rainforest Alliance team of experts is ready to support your business's sustainability journey, from sourcing to marketing.

ABOUT THE RAINFOREST ALLIANCE

The Rainforest Alliance is an international non-profit organization working in more than 70 countries at the intersection of business, agriculture, and forests. We are an alliance of farmers, forest communities, companies, and individuals, committed to creating a world where people and nature thrive together by making responsible business the new normal.

Learn more at rainforest-alliance.org/for-business.

³ Newsom et al. (2020) 2019 Certification Impacts Report, Rainforest Alliance, https://www.rainforest-alliance.org/sites/default/files/2020-05/Rainforest-Alliance_impacts_report_2019_4.pdf

SUSTAINABILITY IS GOOD BUSINESS

Sustainability in sourcing and the supply chain brings direct benefits to people and nature while driving business value. A wide array of research studies has demonstrated measurable positive business impacts:

- 98% of businesses experience sales and marketing benefits after adopting sustainability standards—these include areas such as improved reputation (60%), increased profitability (53%), cost reduction (30%) and increased production (30%);
- Heads of households feel better when purchasing products that are sustainable or better for the environment: 53% UK, 78% US, 85% Brazil, 85% Turkey, 88% India²;
- More than 50% of 15,000 respondents from 15 countries say they have changed their everyday shopping choices within the past year to make a difference on an economic, social, environmental, or political issue.³

¹ ISEAL/ Aidenvironment: The Business Benefit of Using Sustainability Standards, 2017

² Unilever: Making Purpose Pay, Inspiring Sustainable Living, 2019

³ GlobeScan: Consumer Survey, 2021



Want to help change the way the world sources and produces tea?

Join our alliance!

**RAINFOREST
ALLIANCE**

The Rainforest Alliance is creating a more sustainable world by using social and market forces to protect nature and improve the lives of farmers and forest communities.

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