



# PEOPLE AND NATURE **THRIVING TOGETHER**

RAINFOREST  
ALLIANCE



## THIS IS WHY YOU SHOULD LOOK FOR **OUR FROG**



The Rainforest Alliance is an international non-profit organization working in more than 70 countries at the intersection of business, agriculture and forests. Conventional agriculture causes 75% of global deforestation. This, in turn, fuels our climate crisis and threatens the livelihoods of farmers around the world.

Together with farmers and forest communities, companies, governments, civil society, and millions of individuals we work to solve these urgent social and environmental issues by changing the way the world produces and consumes.

When you buy a product with the Rainforest Alliance seal you are supporting farmers who are looking after their workers and the planet, and companies that invest in buying more sustainable ingredients.

Look for our green frog on your products and make your positive contribution to a world where people and nature thrive in harmony. Learn more at [rainforest-alliance.org](https://rainforest-alliance.org).

**RAINFOREST  
ALLIANCE**

## FORESTS

We keep our  
tropical forests  
standing and  
protect  
biodiversity.

## LIVELIHOODS

We contribute to  
better living and  
working conditions,  
and a higher income  
for rural people.

## CLIMATE

We train  
farmers to  
mitigate and  
adapt to the  
climate crisis.

## HUMAN RIGHTS

We address child  
and forced labor,  
workers' rights,  
and promote  
gender equality.

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