



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.

**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.**

Photo credits: Klasik Beans, Mohsin Kazmi, Sergio Izquierdo, Giuseppe Cipriani, Graciela Zavala