

MARKETS FOR PROSPEROUS COMMUNITIES AND HEALTHY LANDSCAPES IN LATIN AMERICA



The Rainforest Alliance brings together farmers, forest communities, companies, governments, and consumers to change the way the world produces and consumes. Only by working as a broad alliance can we effectively combat the climate crisis, protect forests and biodiversity, promote human rights, and improve livelihoods.

Latin America at a crossroads

The climate crisis—prolonged droughts, altered rain patterns and more frequent and intense hurricanes—is devastating crops. Market shocks and ineffective government regulations prevent economic and social growth in rural communities across Latin America. Too many producer communities still live in poverty and youth have limited opportunities to advance. Many face the hardships of migration as they seek employment and better education in nearby urban centers or other countries.



Rainforest Alliance’s Latin America vision 2030:

Where rural communities thrive, nature does too. Our vision for 2030 is that more than 3 million producers, workers, and their family members will live better—all by conserving and managing more than 25 million hectares through improved sustainable land management practices.

To do this, our alliance tackles head-on the main challenges producer community partners face:

- Many producers, communities, and their associations lack know-how, technology, and access to financial resources to sustainably manage their lands and farms as businesses.
- Low market prices for products like coffee and bananas, low wages, and excessive use of agrochemicals affect workers’ livelihoods and health.
- Companies have limited knowledge of investments required to improve social and environmental conditions in production areas and have limited linkages to producers.
- Limited availability and access to government support programs and policies that make it easier for producers and companies to invest in sustainable, deforestation-free production.

Securing a Bright Future for Rural Youth Women and Indigenous Entrepreneurs

Core activities and illustrative 2030 milestones across Latin America

Supporting smallholder producers, associations, and community businesses to thrive.

- Continue to support tens of thousands of producers to improve their farm business management and performance by following the 2020 Rainforest Alliance Sustainable Agriculture Standard.
- Creating more than 100,000 full-time equivalent jobs, of which over 25 percent are for women and youth.
- Community businesses generating millions in incremental sales.

Improving workers’ rights and incomes and reducing agrochemical use and contamination.

- Farms reducing agrochemical use in key landscapes through new technologies.
- A locally appropriate living wage, to afford a decent standard of living for workers and their families, is being deployed in major coffee and banana regions.

Deepening company and producer connections in countries where products are grown.

- Unlocking investments and long-term partnerships between producers and companies.
- Hundreds of new companies joining our alliance.

Calling on companies and governments to establish policies and standards

- Supporting local communities to expand their land and resource rights through forestry concession renewals in Guatemala.
- Building on our track record in Guatemala, supporting policies for sustainable land management across the region.
- Supporting governments to apply sustainability tools, like LandScale, across production landscapes.

Priority countries and landscapes in Latin America

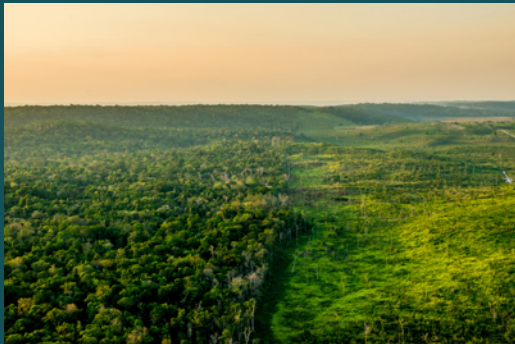
Our alliance works across Latin America’s most iconic and threatened landscapes and in the **coffee, fruit, forest, palm oil and cocoa sectors**. Our 2030 strategy focuses on implementation in 8 countries, with long-term landscape-scale initiatives in Mexico, Guatemala, Honduras, Peru, and Colombia, and potential replication in other countries.



Our 2030 vision brings to bear a landscape-focused alliance to scale social and environmental impacts across the region.

- Priority Landscapes
- ☕ Coffee
- 🍌 Fruit
- 🌲 Forest
- 🌴 Palm oil
- 🍫 Cocoa

Protecting Forests and Combating the Climate Crisis



This photo shows the border between Petén, Guatemala (left), and Belize (right). The community forest concessions located in the Multiple Zone of the Maya Biosphere Reserve have maintained a near-zero deforestation rate for more than 20 years while deforestation in neighboring areas is twelve times higher, as seen in the image.

Delivering impact: Guatemala's Maya Biosphere Reserve (MBR) Case Study.

The Rainforest Alliance partners with local communities, government agencies, and companies to catalyze rural prosperity in the MBR, a landscape once known for crisis-level deforestation rates and rampant poverty. Local communities safeguard more than half a million hectares through a model of forest management that balances conservation with community-centered, sustainable economic development. They have maintained a remarkable near-zero deforestation rate for more than 20 years—12 times less than in other parts of the reserve—all while creating 9,834 full time equivalent jobs and US\$63,065,658 total sales of local, sustainably produced forest products.



Our alliance prioritizes the empowerment of women, youth, and Indigenous entrepreneurs. Women, youth, and Indigenous entrepreneurs who had previously been excluded from access to finance or land rights in Mexico, for the first time accessed nearly US \$1 million in seed capital and technical training between 2018 and 2020 with support from the Rainforest Alliance. These entrepreneurs now lead more than 50 local, natural resource-based businesses that directly benefit more than 800 people.

Teresa Ramírez (left) and Julia Contreras (right) are Zapotec entrepreneurs in Oaxaca, Mexico. Through technical support from the Rainforest Alliance, they accessed seed capital for their business for the first time. They use climate-smart agricultural practices to diversify production within their plots, thus contributing to the conservation of local forest cover.

Forest conservation and climate action through rural prosperity

Over the course of 2020, our alliance helped improve conservation and biodiversity protection across more than one million hectares in Latin America, working with more than 7,000 people and 600 cooperatives and community forestry enterprises. Together, we strengthened their business and technical capacities, which allowed them to access more than US \$2.7 million in investments. As a result, they sold US \$27 million in forest products, generating more than 3,500 legal jobs—often in places where legal employment opportunities are scarce.

RAINFOREST ALLIANCE

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