

BETTER FOR BUSINESS

RAINFOREST ALLIANCE AND UEBT CERTIFIED HERBS AND SPICES



Sourcing herbs and spices from certified farms brings valuable benefits to businesses, 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 HERBS AND SPICES SECTOR

There is huge variety in the herbs and spices sector in terms of the way the crops are grown or collected, the landscapes they're grown in, the scale they are grown at, and the range of products and markets they are used in around the world. There are also many sustainability challenges, particularly at the production level:

- Crop quality can be unreliable, and yields are reduced by the negative effects of climate change, such as rising temperatures, unpredictable weather, and increased outbreaks of pests and diseases.
- Biodiversity is threatened by soil degradation, pesticide runoff, and the overlap of profitable production areas with high biodiversity regions. Local biodiversity is also threatened by deforestation and the over-collection of wild crops.
- Farmers and workers often face human rights and livelihoods issues, including low wages and incomes, gender discrimination, child labor, and unhealthy living and working conditions.
- Low yields, high input costs, and gaps in production hinder smallholder farmers from earning sufficient income.

JOINT UEBT-RAINFOREST ALLIANCE CERTIFICATION PROGRAM FOR HERBS AND SPICES

To address these issues, the Rainforest Alliance partnered with the Union for Ethical BioTrade (UEBT) to create a joint Herbs and Spices Certification Program that is fostering a more sustainable and regenerative future for the industry.

The program certifies cultivated and wild-collected herbs and spices for use in table spices, seasoning mixes, herbal teas, and fruit infusions.

Under the partnership, most herbs and spices farms are certified with UEBT against the joint requirements, and all supply chain actors must be certified with the Rainforest Alliance. Both farms and supply chain actors must be third-party audited.

All ingredients certified under the UEBT-Rainforest Alliance program can carry the Rainforest Alliance Certified frog seal.

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 and forestry. Our certification program drives sustainable transformation by supporting farmers and foresters with innovative training, data tools, and technical assistance. We also engage with producers, traders, manufacturers, brands, and retailers to help make responsible business the new normal.



Harvested chilis in Guntar, India.

RAINFOREST ALLIANCE CERTIFIED HERBS AND SPICES

By working with us, companies are responding to the rising demand of customers, employees, and stakeholders for more responsible business that demonstrates credible, positive impact on people and nature.

Certification can play an important role in a company's due diligence processes. It can be used to address and monitor identified risks through the various tools certification offers and through improved supply chain relationships. Certified companies must demonstrate advanced management of their production and sourcing practices, meeting the Rainforest Alliance's expected levels of social and environmental responsibility.

GET STARTED

Are you interested in producing or sourcing Rainforest Alliance Certified herbs and spices? 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](#), [how to use the seal](#), and [the six steps to certifying your company](#).
- **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 production to marketing. Farms wishing to get certified should contact certification@uebt.org. Companies can email us directly at customersuccess@ra.org.

ABOUT THE RAINFOREST ALLIANCE AND UEBT

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.

UEBT is a non-profit association that promotes sourcing with respect. We work to regenerate nature and secure a better future for people through ethical sourcing of ingredients from biodiversity. We aim to contribute to a world in which all people and biodiversity thrive. We set good practices for how companies and their suppliers source specialty ingredients for the beauty, food, natural pharmaceuticals, flavors and fragrances, and herbs & spices sectors, among others.

SUSTAINABILITY IS GOOD BUSINESS

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

- 43 percent of businesses experience sales and marketing benefits after adopting sustainability standards—these include areas such as improved reputation (33 percent), increased profitability (23 percent), cost reduction (25 percent), and improved resilience (20 percent).¹
- Consumers are more likely to trust a product with the Rainforest Alliance seal: 63 percent of consumers in the UK, 49 percent in Germany, 44 percent in the Netherlands, 47 percent in France, and 51 percent in Sweden.²
- Certification boosts brand reputation: 60 percent of British consumers, 50 percent of German, 36 percent of Dutch, 50 percent of French, and 48 percent of Swedish say that seeing the Rainforest Alliance seal on a product improves their opinion of a company.³

1 Molenaar, J. W. "The Business Benefits of Adopting Sustainability Standards: A Review of Literature and Evidence in the Last Six Years." *London ISEAL*, (2022). https://www.isealalliance.org/sites/default/files/resource/2022-09/Business-Benefits-Report_ISEAL_09-2022.pdf.

2 "Brand Tracker Results 2023 (IPSOS I: Omnibus Tool) USA, UK, Germany, The Netherlands, France, Sweden, Brazil, India, China." (2023).

3 "Brand Tracker Results 2023 (IPSOS I: Omnibus Tool) USA, UK, Germany, The Netherlands, France, Sweden, Brazil, India, China." (2023).

Want to help change the way
the world sources and produces
herbs and spices?

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.

[RAINFOREST-ALLIANCE.ORG](https://www.rainforest-alliance.org)

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