



**BETTER FOR BUSINESS**

# RAINFOREST ALLIANCE ALMONDS



Photo: Elisabeth Rosenak, Unsplash

**Did you know that sourcing almonds from Rainforest Alliance Certified farms has wonderful benefits for businesses? It can help companies to minimize risk, promote responsible supply chains, and meet their sustainability commitments. It also helps make a product more appealing to consumers and raises a company's standing and reputation among investors, buyers, employees, and the industry.**

## CHALLENGES IN THE ALMOND SECTOR

As almond farming has expanded to meet the surge in health-conscious eating and plant-based diets, much of that growth has been centered in California—where an astonishing 80 percent of the world's almonds are grown. From 2011 to 2022 alone, the total acreage state's commercial almond orchards jumped from 760,000 acres to more than 1.3 million!

While California is known for its highly professional mega-orchards, almond farming is not without its challenges:

- **Water management:** Almond farming is thirsty work, with about 3.2 gallons of water needed to produce a single nut. This is a significant environmental concern, especially in drought-prone places like California.
- **Bee colony health:** Farmers depend on bees to pollinate their almond trees. While responsible growers are building and supporting new hives, over-reliance on pesticides and other toxic chemicals can decimate bee populations.

## THE RAINFOREST ALLIANCE ALMOND PROGRAM

Since 2023, the Rainforest Alliance has been helping ranches in California to boost their climate resilience and embrace regenerative growing practices.

Rainforest Alliance Certified almonds are grown in accordance with the strict guidelines of our Sustainable Agriculture Standard. These include environmental protections, such as conserving biodiversity and natural resources, as well rigorous social criteria, such as improving the well-being of farmers, workers, and their families. Our standard requires farms to manage and report on their water usage and adopt an Integrated Pest Management approach that reduces pests while protecting pollinators. Almond orchards also embrace regenerative agriculture techniques—like using cover crops

and setting aside areas to conserve and grow ecosystems—to help bolster biodiversity and improve soil health.

The Rainforest Alliance works with accredited third-party auditors to inspect farms and farm groups against our program's farm requirements. Likewise, businesses are audited against supply chain requirements. Those that meet the certification requirements can use the Rainforest Alliance Certified seal. Over 40,000 food, beverage, and forestry products across the globe already proudly display our green frog seal, which shows both businesses and individuals that the product contributes to a better future for people and nature.



Photo: John Cameron, Unsplash

## THE IMPACT OF RAINFOREST ALLIANCE CERTIFICATION

- **Farmer trainings:** Our certification program drives sustainability transformation from the ground up by supporting farmers with innovative training, data tools, and technical assistance.
- **A global alliance for responsible business:** We engage with producers, traders, manufacturers, brands, and retailers to help make responsible business the new normal. By working with us, companies are responding to the rising demand from customers, employees, and stakeholders for more responsible business that demonstrates credible, positive impact on people and nature.
- **Environmental and social due diligence:** Certification can play an important role in a company's due diligence processes—from monitoring and addressing identified risks through our various tools, to improved supply chain relationships. 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 almonds? 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](mailto: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.

## ABOUT THE RAINFOREST ALLIANCE

The Rainforest Alliance is an international non-profit organization working in more than 60 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](https://rainforest-alliance.org/for-business).

## 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).<sup>1</sup>
- 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.<sup>2</sup>
- 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.<sup>3</sup>

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](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 almonds?**

**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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