



2020

Rainforest Alliance Annual Report

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FOREWORD

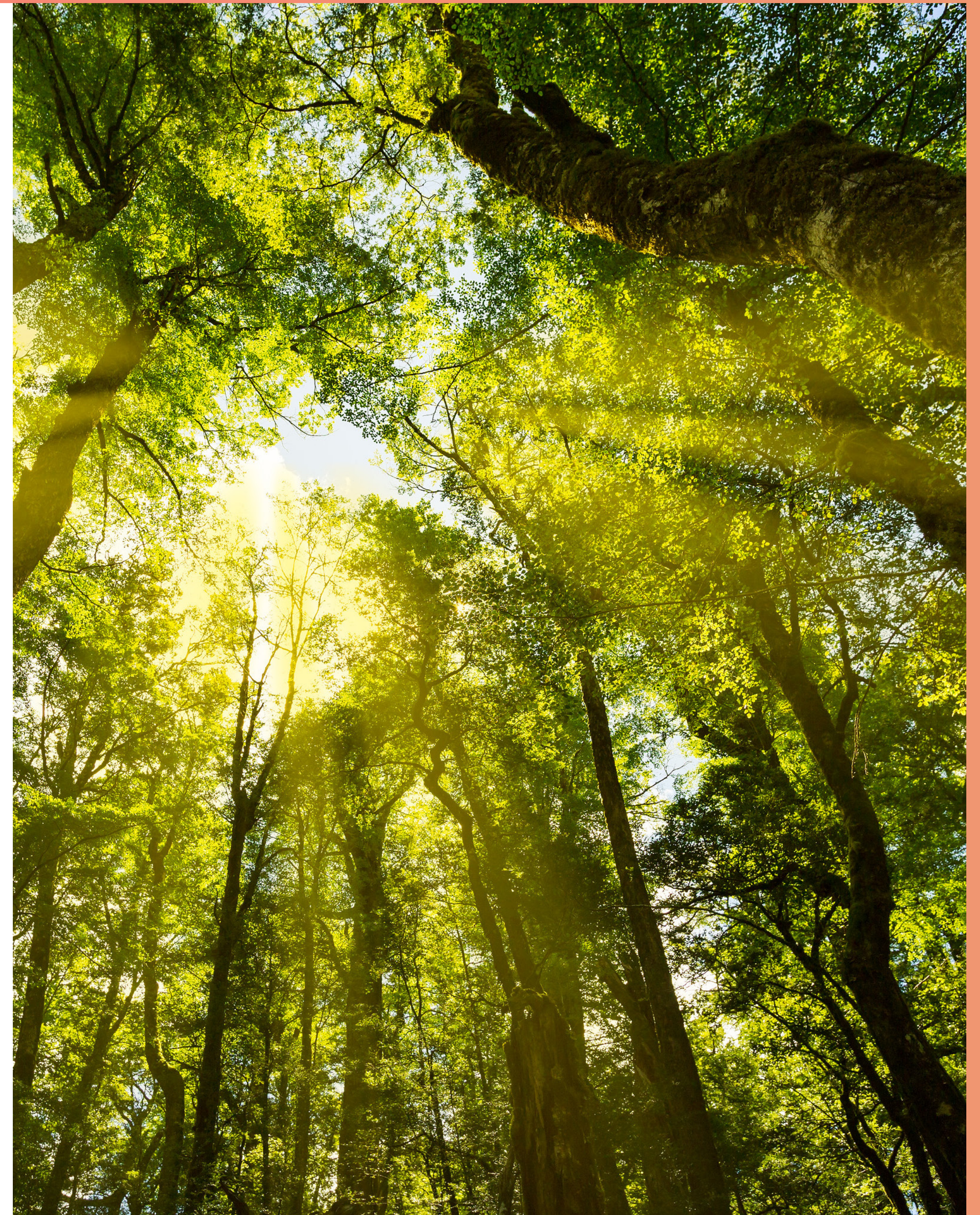
Reflecting back on 2020, it is only fitting to begin with a message of hope. Yes, there's no denying that it was a deeply painful year—one of separation, loss, and tremendous financial hardship for people all around the world. But as the stories that follow will show, 2020 was also a year of untold generosity, human kindness, accelerated innovation, and far-reaching collaboration. These are the qualities and conviction we need to take on the daunting global challenges before us, from pandemics to rural poverty and the climate crisis.

And so, it is with a renewed sense of energy and hope that we invite you to explore our achievements from this challenging year. To those who have worked alongside us, supported our programs, and amplified our calls to action, we thank you sincerely. Your commitment powers our alliance and reminds us every day how we thrive together.

OUR SOURCES OF ENERGY AND HOPE

We asked three of our colleagues
**“What gave you energy and hope
throughout 2020?”**

Read their responses.



“The leadership, courage, and resilience of the Indigenous communities and farmers we work with are an endless source of inspiration to me. Their commitment to the protection of nature—and in the face of such extraordinary challenges—is an example to us all.”



PATRICIA QUIJANDRÍA DÍAZ
Tropical Andes director

“One word: Solidarity. I was blown away by the generosity of those who donated to our emergency fundraiser—especially when so many were facing financial insecurity themselves. And without the continued support of our institutional donors, we couldn’t have supported our community partners the way we have.”



NADÈGE NZOYEM
Central Africa director

“The dedication of our regional teams, who have worked tirelessly to support our frontline partner communities, has renewed my belief that we can tackle daunting challenges— from this pandemic to the climate crisis—so long as we work together. I believe it is noble work and I am proud to be a small part of it.”



CHANDRA PANJIWIBOWO
Asia Pacific director

A MESSAGE FROM OUR NEW CEO

We are delighted that **Santiago Gowland** joined the Rainforest Alliance in the role of Chief Executive Officer as of May 2021. A native of Argentina, Gowland brings with him a wealth of international expertise in organizational innovation and sustainability transformation.



A MESSAGE FROM OUR NEW CEO

I'm honored to have joined the Rainforest Alliance as the new CEO. My own guiding ethos is that as human beings we all share a simple principle: We care about what's good for us, our communities, and the natural world that we all depend on.

That's why the Rainforest Alliance's mission resonates so deeply for me. By acting collectively and sharing responsibility, we can build a more sustainable and resilient future—one in which people and nature thrive together.

It's been hugely energizing to see how our alliance connects the rural communities who protect our forests and biodiversity with not only companies, governments, and local NGOs, but also with millions of passionate individuals around the world. 2020 brought extraordinary challenges—yet these inspiring partnerships only became stronger. And I, for one, feel much more hopeful because of it.

SANTIAGO GOWLAND
Chief Executive Officer



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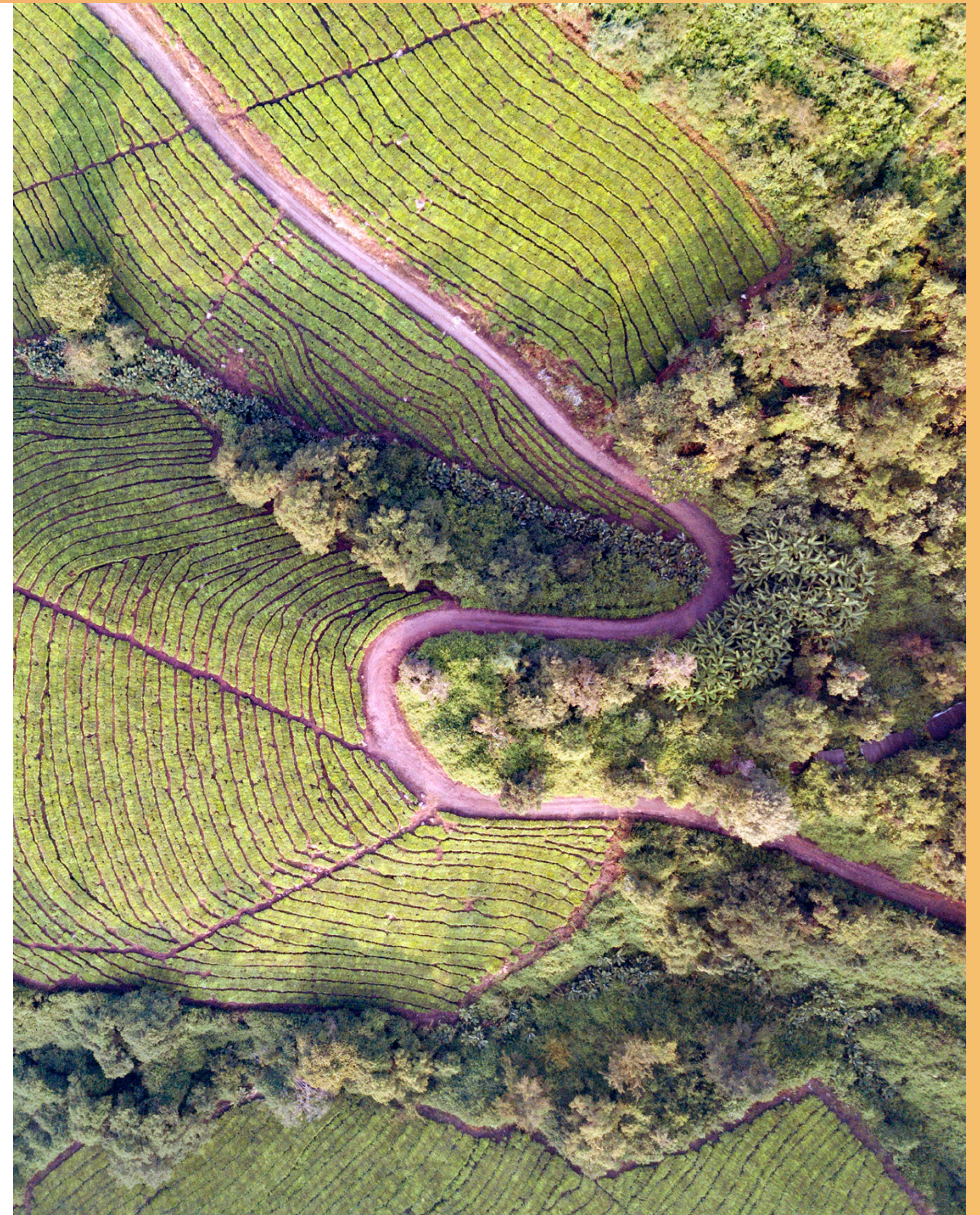
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WHO WE ARE

The Rainforest Alliance is an international non-profit organization working in 70 countries at the intersection of business, agriculture, and forests.





**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**

WHO WE ARE

Agriculture, Forests, Business



Agriculture drives nearly

75%

of deforestation worldwide.

www.fao.org/state-of-forests

The Rainforest Alliance works at the intersection of business, agriculture, and forests. Conventional agriculture causes 75% of global deforestation, which in turn fuels our climate crisis and threatens the livelihoods of farmers around the world. Working with both farmers and forest communities is essential to our collective future.

We partner with farmers and forest communities to build thriving rural economies rooted in more sustainable growing practices and forest stewardship. At the same time, we also promote responsible business practices to ensure that companies reward and invest in sustainability transformation from soil to shelf.

Big businesses have the power and resources to implement sustainability solutions on a massive scale—catalyzing positive change across critically important landscapes and fostering better livelihoods for millions of rural people. The Rainforest Alliance partners with more than 5,000 companies around the world to make responsible business the new normal.

WHO WE ARE

Our Key Impact Areas

Life on Earth is a delicately balanced web of interdependence. If we are to thrive, we must work together on many fronts to ensure a better future for people and nature. At the Rainforest Alliance, we focus our efforts on four closely connected issues that are vital to global sustainability:

● Forests and biodiversity

● Climate

● Rural livelihoods

● Human rights

33 YEARS

of sustainability transformation



OUR ALLIANCE

Our alliance is built upon a simple, yet powerful idea: When we act collectively, we can create a world where people and nature thrive together.



OUR ALLIANCE

A Global Movement

We partner with **farmers and forest communities** in many of the world's most important tropical landscapes—working together to promote land management practices that protect nature while boosting rural livelihoods.

We work with **companies**, big and small, to advance responsible business practices across global supply chains. At the same time, we work with **governments and civil society organizations**—at both the local and international level—to drive sustainability transformation through strengthened policies.

And last but not least, we mobilize millions of **individuals** to harness their collective power as consumers and make better choices for people and nature.

Our global movement grows every year. Here are just some of those who partnered with us in 2020.

2.3 MILLION

certified farmers*

* Includes both Rainforest Alliance and UTZ certified farmers. Total calculated using estimates of how many farmers have achieved both standards on their certified lands.

5,000

company partners

1.7 MILLION

social media followers

180,000

newsletter subscribers

14,300

individual donors

51

institutional donors

40

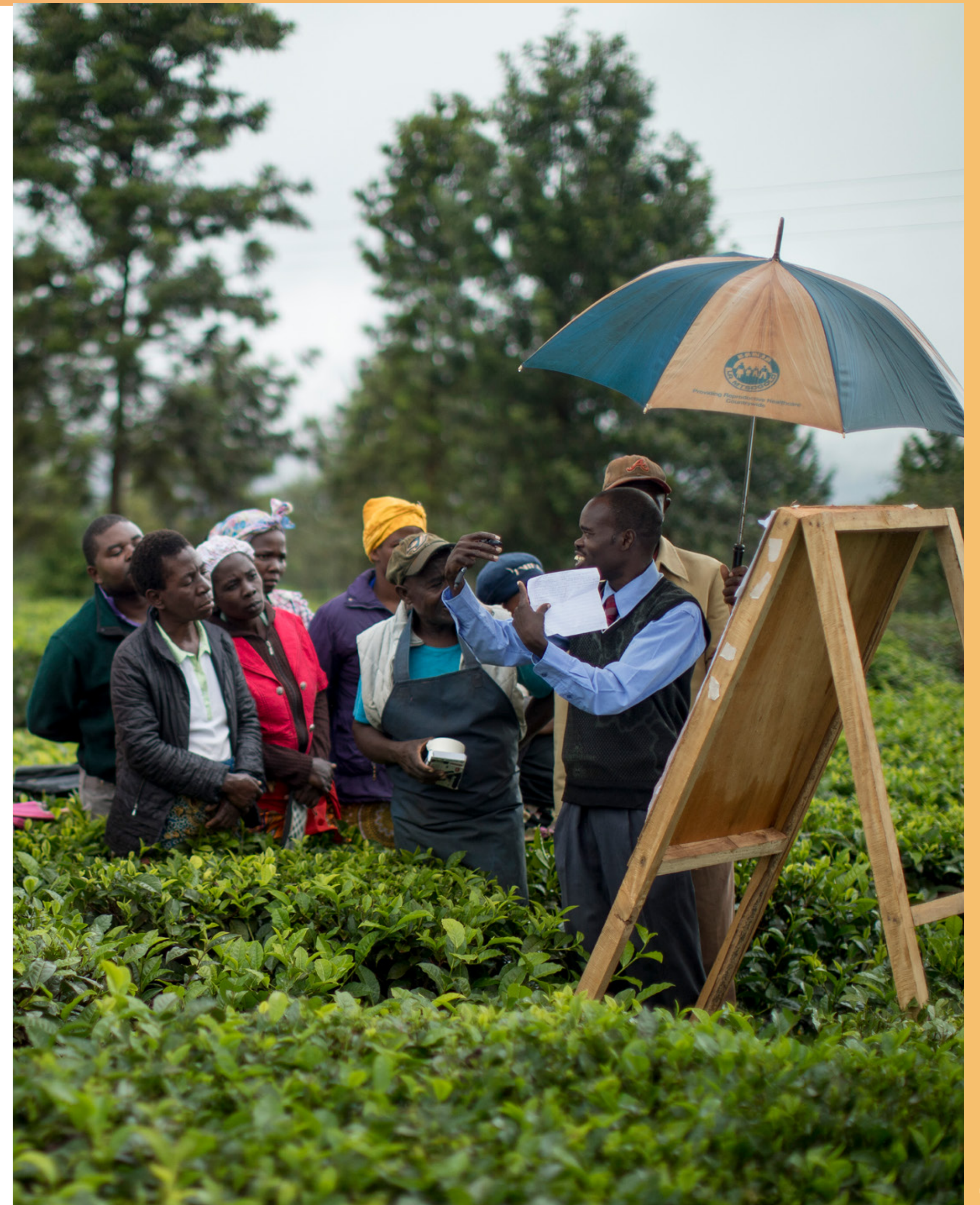
coalitions and platforms
that we take part in

120

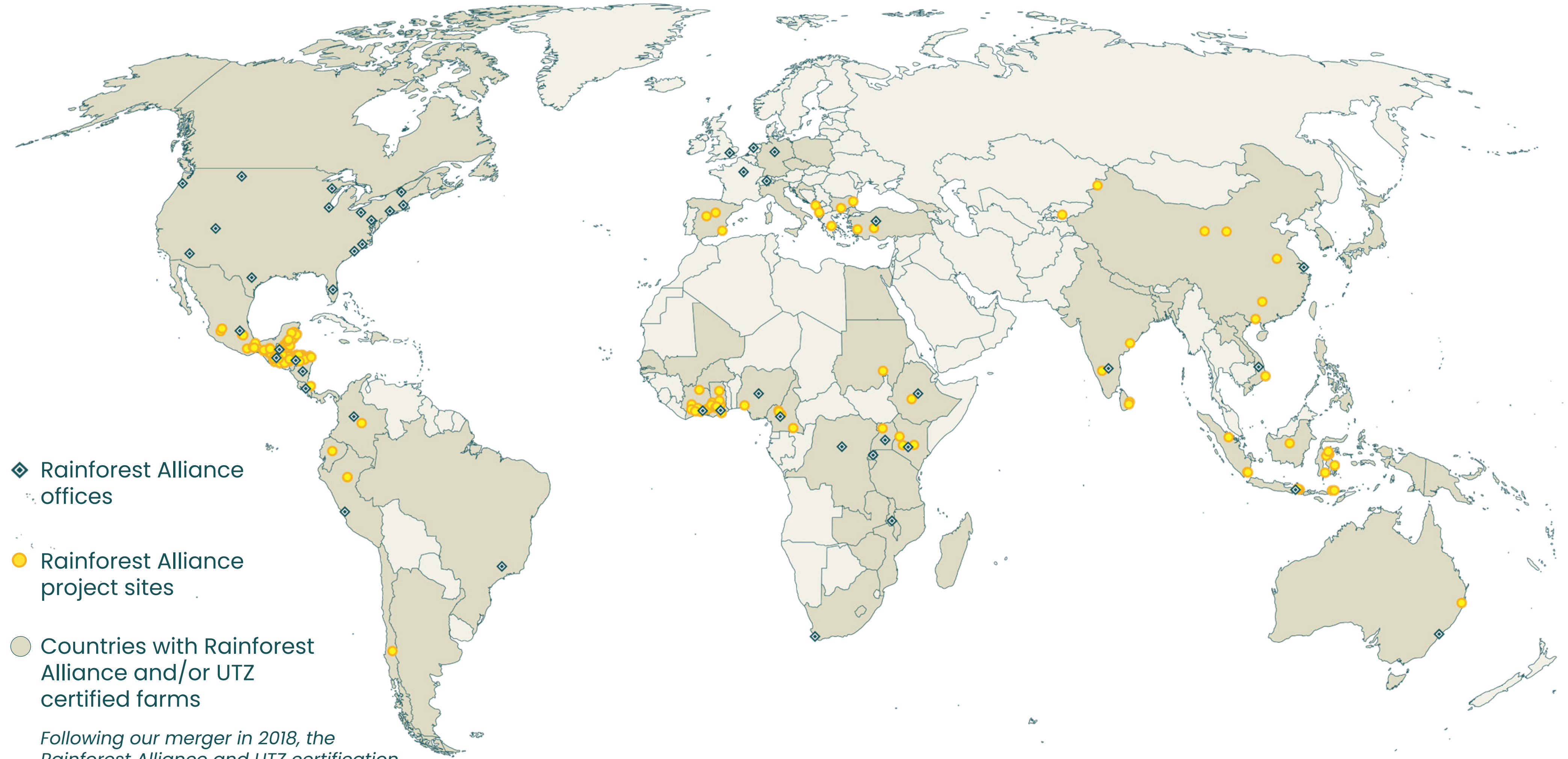
NGOs and CSOs that we
advocated alongside

OUR GLOBAL REACH

To achieve our mission, we partner with diverse allies around the world to drive positive change across global supply chains and in many of our most critically important natural landscapes.



OUR GLOBAL REACH



◆ Rainforest Alliance offices

● Rainforest Alliance project sites

● Countries with Rainforest Alliance and/or UTZ certified farms

Following our merger in 2018, the Rainforest Alliance and UTZ certification programs continue to run in parallel until the transition to our new, single certification program begins in 2021.

OUR GLOBAL REACH

Our Global Alliance

Our cocoa, coffee, tea, and banana certification programs are among the largest in the world.



70

countries with active projects and/or certified farmers

6.8+

million hectares of certified farmland*

68

projects bringing direct benefits to farmers, forest communities, and nature

3.5

million hectares of land covered by integrated landscape management programs**

**This includes both Rainforest Alliance and UTZ certified farmland. Total calculated using estimates of how much farmland is certified by both programs.*

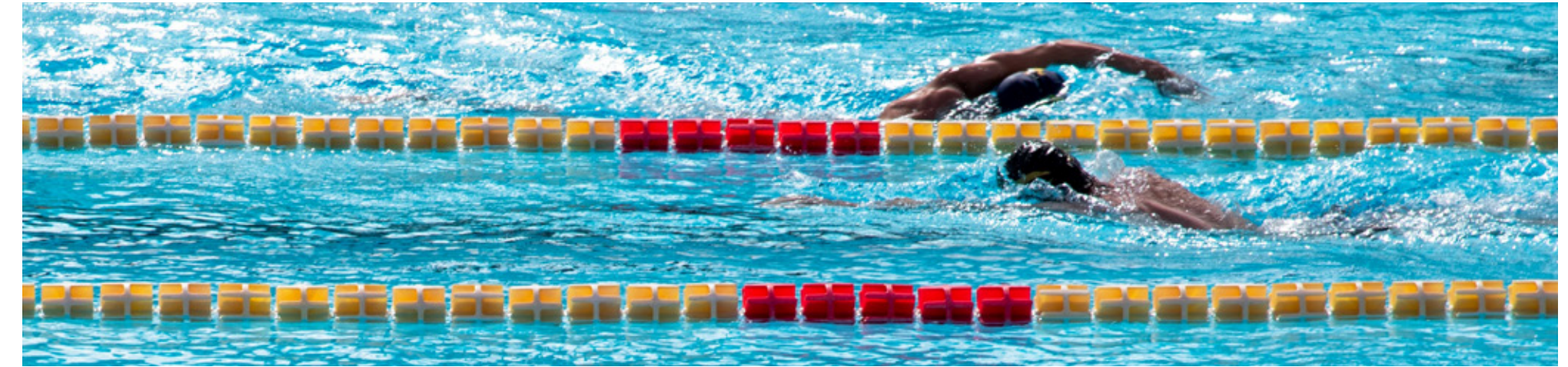
*** Integrated Landscape Management refers to initiatives that are strengthening landscape governance and connections between local communities and more responsible buyers and other investors, based on environmental sustainability criteria defined for the landscape.*

OUR GLOBAL REACH

In 2020 companies bought enough Rainforest Alliance or UTZ certified coffee, tea, and cocoa to make—every day—more than:

320 MILLION CUPS OF COFFEE

That's the equivalent of 30 Olympic-size swimming pools.



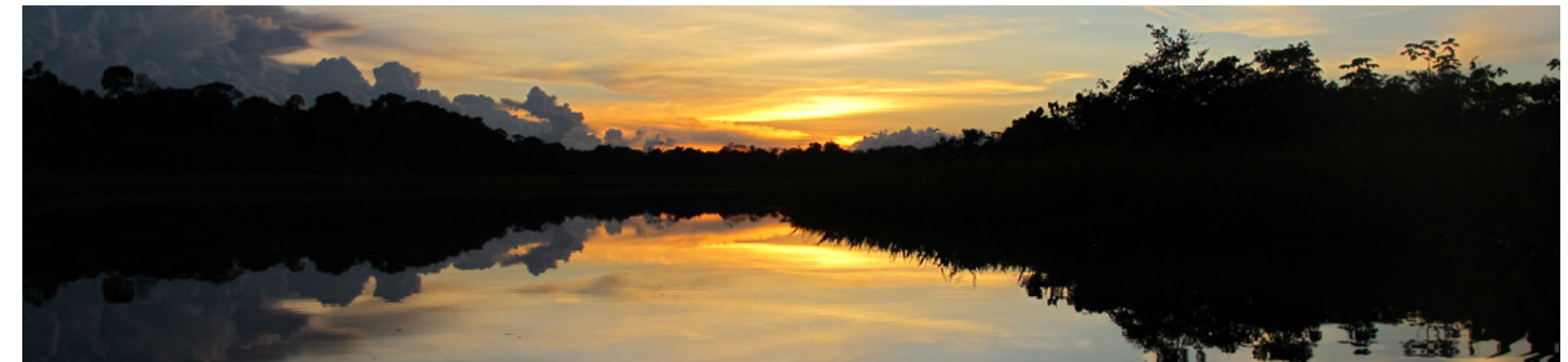
450 MILLION CUPS OF TEA

This is the volume of water falling down the Niagara Falls in 33 seconds.



80 MILLION BARS OF CHOCOLATE

When placed one after the other, this adds up to almost twice the length of the Amazon River.



Calculated based on first buyer sales volumes 2018–2020. 120,000 cups of coffee per metric ton, 500,000 cups of tea per metric ton, 25,000 100g bars of milk chocolate with 40% cocoa content per metric ton.

OUR TEAM

Our team is built on diversity, trust, and integrity, allowing us to focus on our passion for creating a better future for people and nature.



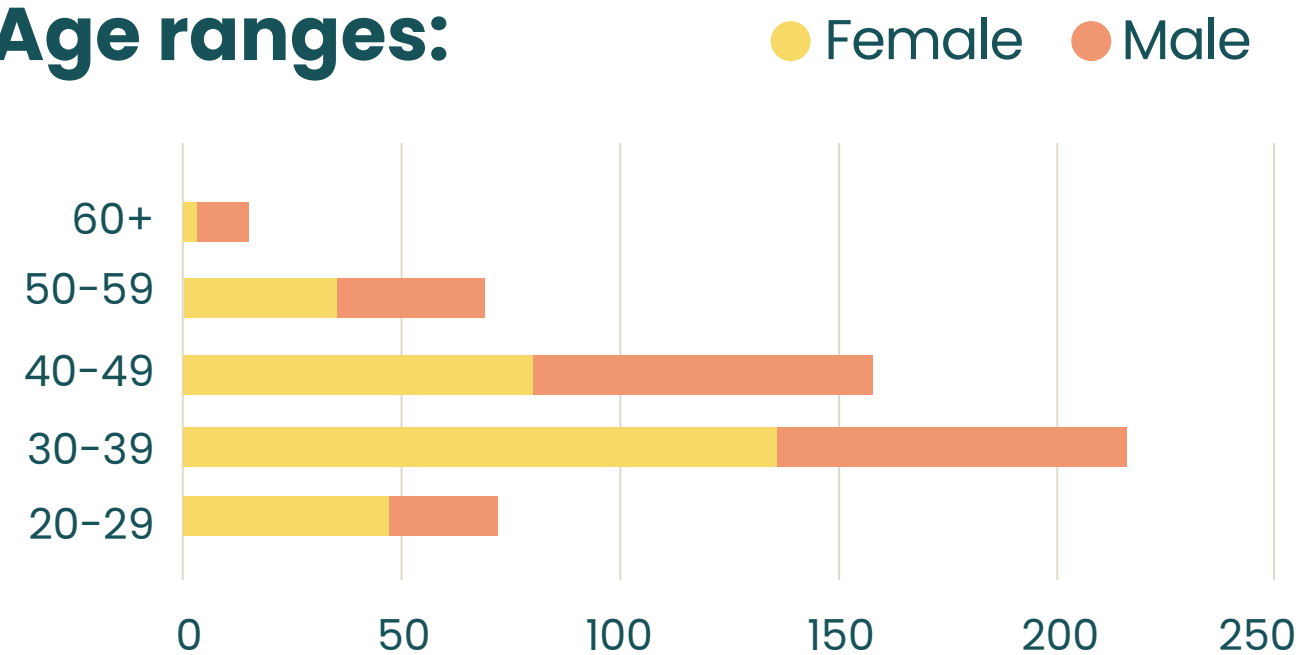
OUR TEAM

Staff Statistics

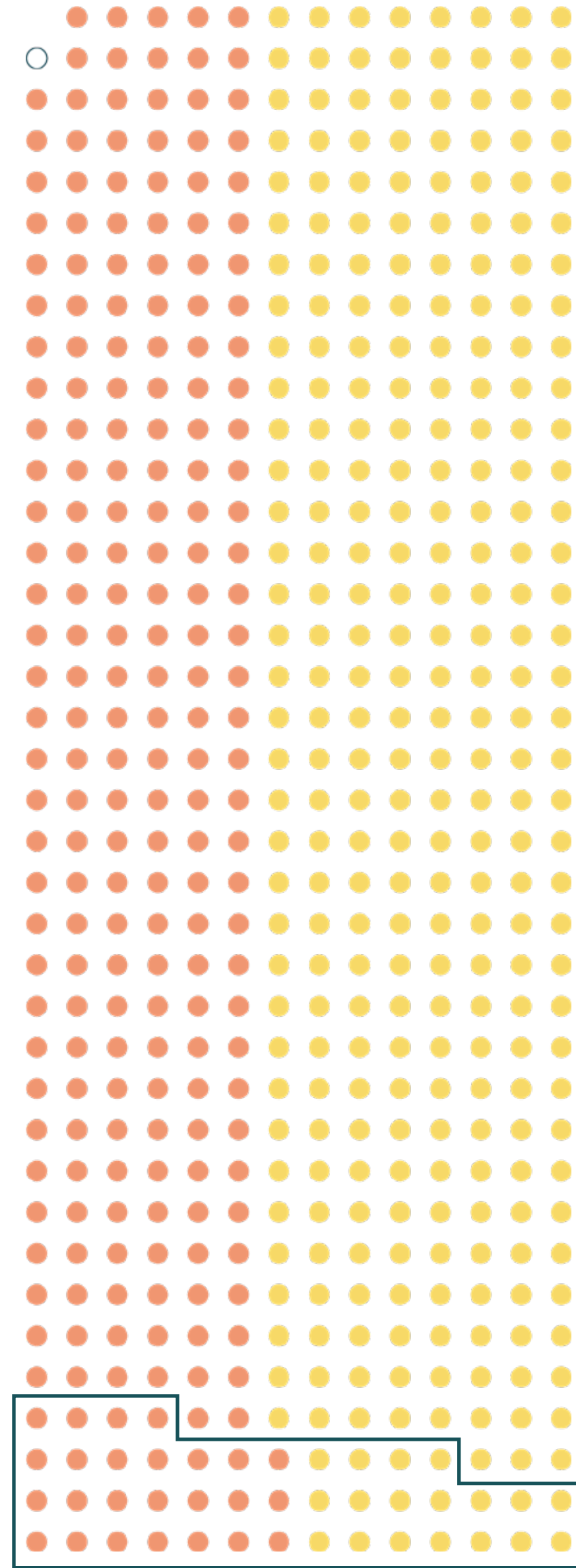
With our growing team of professional and passionate people located in strategic places across the world, we can create the biggest impact. Together, we tackle today's most pressing social and environmental challenges through our diverse contributions, perspectives, and approaches.

All data reflects the status as of December 31, 2020.

Age ranges:



- All Staff:
 - 301 women (57%)
 - 229 men (43%)
 - 1 not reported



Senior Managers:
18 women (42%)
25 men (58%)

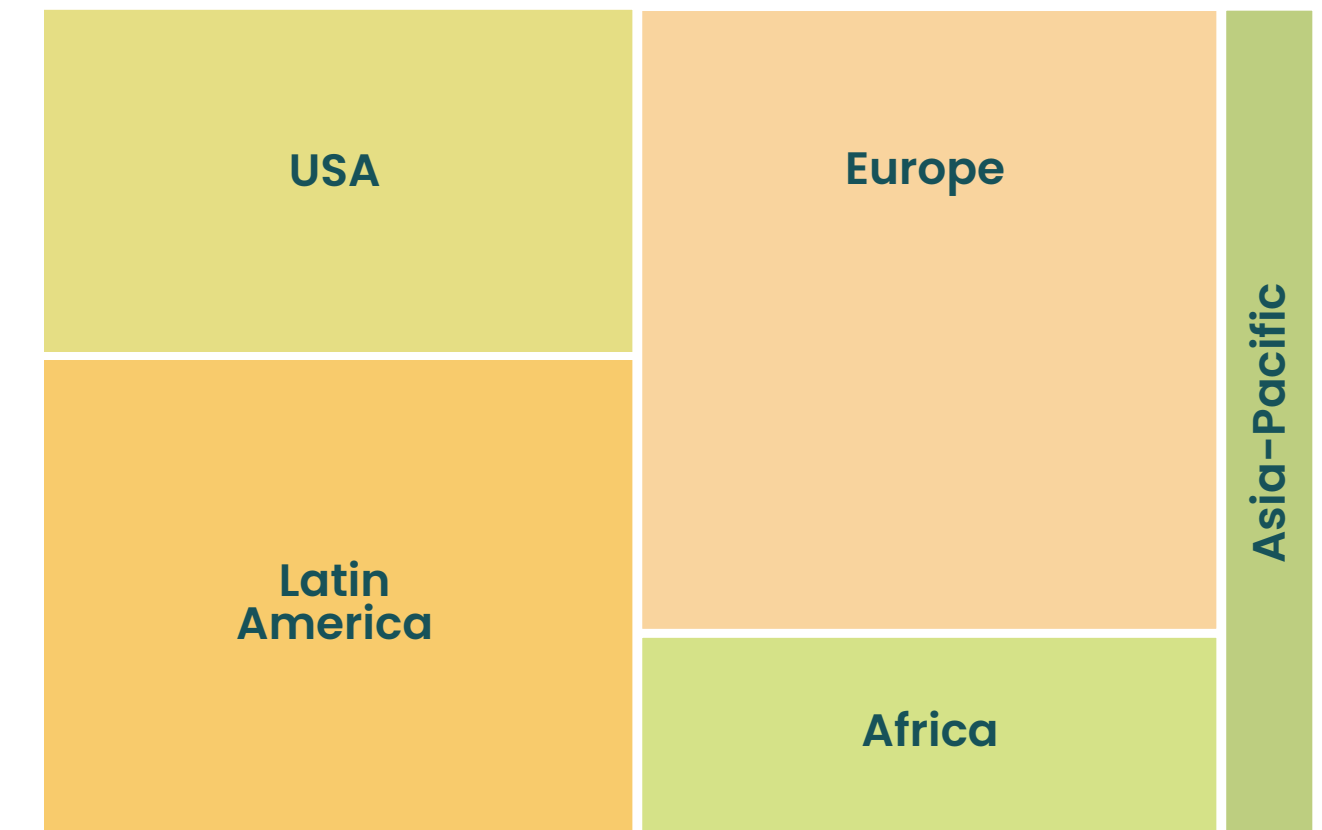
531

employees

31

countries on six continents

Global distribution:



REGION	# STAFF	GROWTH*
Africa	59	+74%
Asia-Pacific	40	+11%
Europe	182	+1%
Latin America	145	+27%
USA	105	+4%

* % staff increase compared to 2019

OUR TEAM

Diversity, Equity, and Inclusion

As a global community, the Rainforest Alliance recognizes its responsibility to foster a diverse, equitable, inclusive, and accessible environment in all aspects of our work. Any meaningful change we want to achieve in the world hinges upon prioritizing equity and fairness within our own workplace.

In 2020, we set out to strengthen our work to integrate the principles of diversity, equity, and inclusion throughout all aspects of our organization. As part of an ongoing initiative, we are:

- engaging staff in open and constructive listening sessions
- collecting input in other ways to make sure all voices are valued and heard
- reviewing our internal policies and procedures, especially in our staff recruitment to ensure that we seek out individuals with diverse identities, backgrounds, and perspectives

- incorporating more inclusive language and representation in our visual and written communications
- cultivating an intentional organizational culture that champions belonging, accessibility, respect, and empathy

We understand that this is a long-term journey, but we also know that taking action now is important. As part of our next steps we are setting up geographic specific initiatives based on local context, and we are listening and enabling all of our staff across the globe to drive our organization whilst representing our values. We are also working on creating a global framework which includes specific metrics, allowing us to measure our progress and helping us continuously strengthen our diversity, equity, and inclusion efforts.

OUR TEAM

A Great Place to Work

In February 2021 we asked staff to fill in Great Place to Work® survey. 77% of staff globally responded, and some of the highlights are shown below.

81% of staff would say that the Rainforest Alliance is a great place to work.

92% of staff are proud to tell others they work here.

80% of staff would say that management is approachable and easy to talk with.

97% of staff would say that people here are treated fairly regardless of their sexual orientation.

93% of staff would say that people here are treated fairly regardless of ethnicity and/or religion.



The Rainforest Alliance colleagues around the world performing together during the online Global House Party.

OUR TEAM

Why Do You Work Here?

Why do you love working for the Rainforest Alliance?

“The global core interventions of the organization and its focus in the field let me contribute to transformative changes for the forest communities and enterprises in Latin America’s key landscapes, such as the Selva Maya. I truly believe that the Rainforest Alliance generates a positive impact.”



José Román Carrera

Director, Latin America, Strategic Alliances and Development
Petén, Guatemala (joined January 2002)

“The Rainforest Alliance is constantly evolving—I feel like I have worked for six different organizations! It’s been fascinating and really exciting to watch and be a part of.”



Melissa Normann

Senior Manager, Digital Strategy & Development
Chicago, Illinois, United States (joined September 2002)

What made you want to join the Rainforest Alliance?

“I wanted to join the Rainforest Alliance because it offers solutions and strong strategies to help independent smallholders and landscape actors, like those working in Indonesia’s oil palm plantations, develop more sustainable practices. Anyone can be proud to be a part of the Rainforest Alliance.”



Hendri Ziasmono

Senior Associate, Stakeholder & Policy Engagement,
Palm Oil
West Kalimantan, Indonesia (joined January 2020)

“The Rainforest Alliance’s mission of creating a better future for people and nature originally compelled me to join. But then I was overwhelmed by the warm welcome from team members around the globe. Everyone appreciates and embraces new members of the Rainforest Alliance family.”



Diida Karayu Wario

Team Manager, Mt. Kenya Sustainable Landscape and Livelihoods Program
Nairobi, Kenya (joined December 2020)

OUR TEAM

Working During the Pandemic

4.5 MILLION MINUTES

(74,000+ hours) spent in video conferences and webinars

69

Virtual Monday Morning Cafes open to all staff (100+ participants on average)

40+

Online social gatherings and parties



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OUR RESPONSE TO THE COVID-19 PANDEMIC

Together apart: From emergency grants to virtual farm trainings and more, we are continually seeking impactful ways to support our frontline community partners through this crisis.



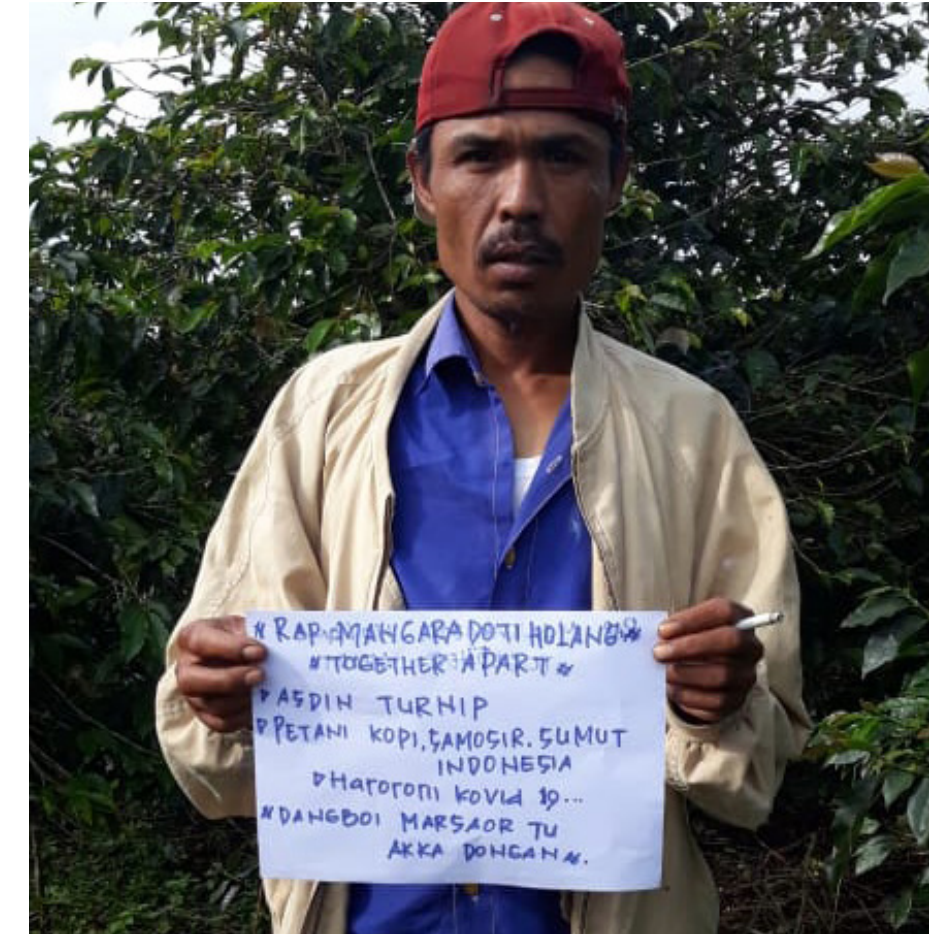
OUR RESPONSE TO THE COVID-19 PANDEMIC

When countries around the world went into lockdown last March, supply chains crumbled overnight—throwing the rural communities we work with into extreme financial uncertainty.

- Farmers couldn't travel to market to sell their crops.
- Cooperatives couldn't export goods internationally.
- Crop prices plummeted amid global instability.
- Shortages of face masks and sanitizers delayed harvests and put workers at risk.

Incomes took a massive hit. "The price I get for my coffee beans has fallen by 50 percent," said Asdin Turnip, a smallholder farmer in North Sumatra, back in March 2020.

Like most vulnerable workers, our community partners do not have the financial resources to weather such a sudden and severe loss of income. In Peru, coffee farmers who couldn't sell their beans resorted to bartering coffee for food.



INDONESIA – Asdin Turnip, coffee farmer



ZIMBABWE – Ruben Maambira, tea farmer



MEXICO – Gabriela Salvador Francisco, community trainee



INDIA – Preetha Selvi, tea plucker

OUR RESPONSE TO THE COVID-19 PANDEMIC



In April, we launched an emergency fundraiser in support of our frontline community partners. The members of our alliance gave generously despite widespread financial hardship and uncertainty brought on by the pandemic.

We raised US\$36,000 from our supporters and we contributed another US\$144,000—enabling us to distribute US\$180,000 in logistical support and relief grants to longstanding partner communities across Latin America, Africa, and Asia.

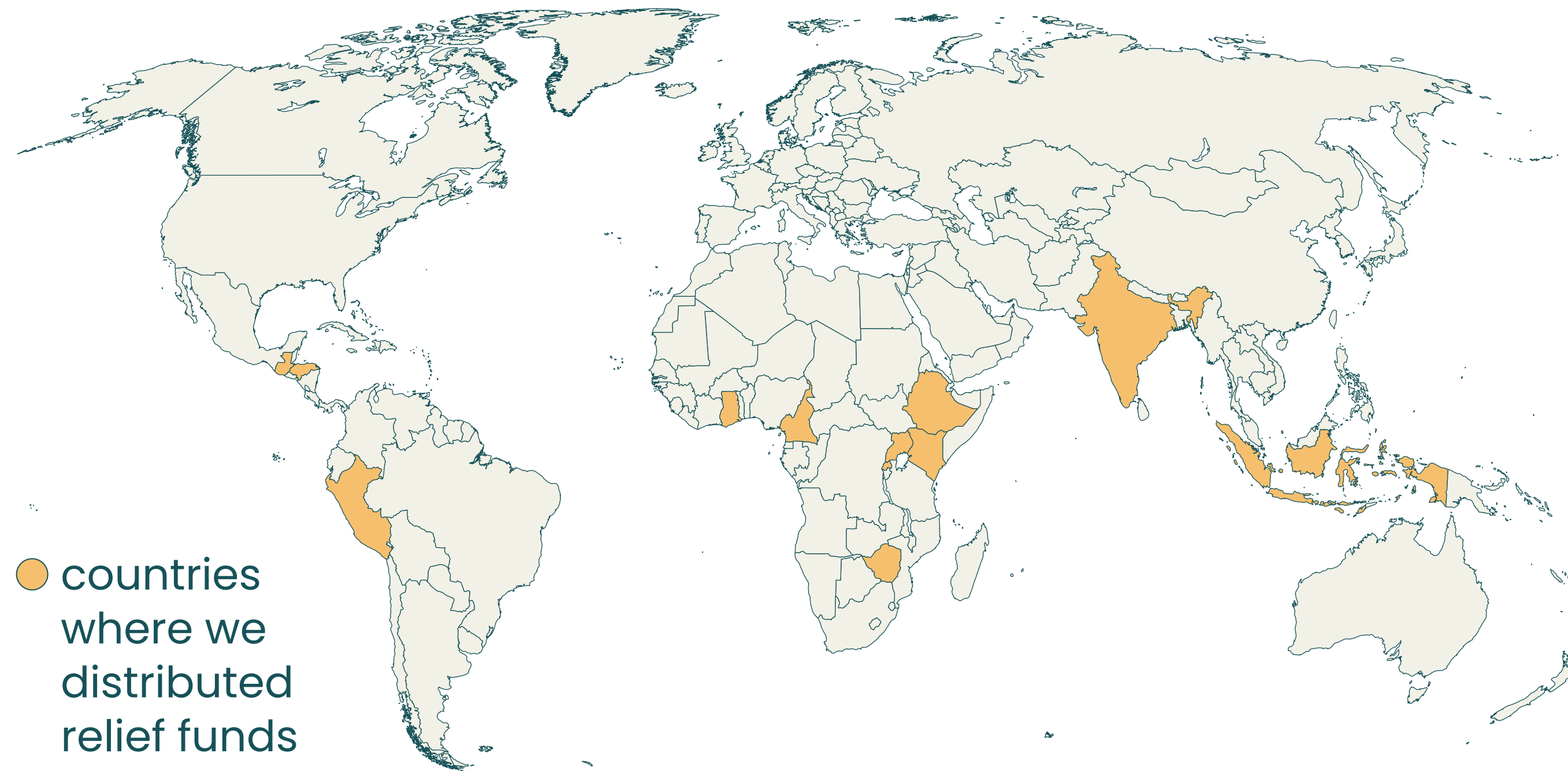
US\$180,000

distributed to farmers and forest communities affected by the pandemic

Our COVID-19 Relief Grants went toward:

- *distributing thermometers, protective gear, and sanitation kits*
- *trainings on COVID-19 health and safety measures*
- *providing food for struggling farmers and their families*
- *investing seed capital to help smallholders and forest enterprises restart activities*
- *continuing our farmer trainings remotely via radio broadcasts and mobile apps*

OUR RESPONSE TO THE COVID-19 PANDEMIC



Our COVID emergency fund has supported positive action around the world.

Cameroon

At the start of the pandemic, experts warned that the economic fallout from the crisis

could lead to an increase in child labor in vulnerable farming communities. In Cameroon, our emergency grant supported efforts to mitigate this risk by providing primary and secondary-level school kits for the children of more than 1,400 small-scale coffee and cocoa farmers.

Ethiopia

Bebeka Coffee Estate, one of the largest Rainforest Alliance certificate holders in Ethiopia, employs a large number of workers across its 10,000 hectares. Bebeka needed help acquiring personal protective equipment for the workers it houses on the estate to keep them and their families safe.

Ghana

In early April 2020, a devastating rainstorm hit the cocoa-growing communities of Juaboso-Bia, western Ghana. Homes were destroyed, leaving many homeless just as the COVID crisis was kicking off. Our emergency grant helped provide displaced local families with food and personal protective equipment and contributed to the cost of essential repairs. The grant has also helped continue farmer trainings—via radio broadcast—so that our partner communities can maintain certification.

Guatemala

The Ramón Nut Committee, a cooperative made up of 20 women in Petén, Guatemala, harvests tree nuts from the forest floor and processes them. Our emergency grant has helped cover income lost due to export

OUR RESPONSE TO THE COVID-19 PANDEMIC

restrictions and provided much-needed seed capital to reactivate harvests.

Honduras

Our grant provided emergency support to small-scale farmers across Honduras whose incomes had dropped due to the pandemic. Thanks to these funds, 30 farmers' groups (in the coffee, cocoa, fruit, and forest sectors) were able to distribute food and essential health supplies, including personal protective equipment and sanitizers.

India

In Assam, northeast India, our grant provided essential supplies (thermometers, masks, gloves, and sanitizers) to nearly 1,500 healthcare workers on 145 Rainforest Alliance tea estates. This helped support the safety and well-being of more than 350,000 tea workers and their families across the region.

Indonesia

We disbursed grants to several farmers' groups across Indonesia. In West Java, Bali, and Central Sulawesi, our support helped

alleviate food scarcity brought on by the sharp drop in coffee and cocoa prices. Across the island of Sumatra, we provided seed capital to support income diversification initiatives for struggling local coffee farmers. And in North Luwu, South Sulawesi, we helped purchase face masks and sanitizers for the members of two local cocoa cooperatives.

Kenya

In East Africa, our grant was disbursed to two long-time local partners: the Kenya Tea Growers Association and the Kenya Tea Development Agency. The funds supported the purchase of face masks and hand-washing equipment for workers on Rainforest Alliance Certified tea estates.

Peru

Oro Verde is one of the largest coffee and cocoa producer groups in Peru's beautiful San Martín region bordering the Amazon. Our grant supported Oro Verde's efforts to implement government safety protocols in order to continue production and restart the harvest while minimizing the risk of contagion.

Rwanda

Nestled between the green hills of Rwanda's southern province is Abateraninkunga Ba Sholi, a coffee cooperative dedicated to producing specialty beans more sustainably. Our grant supported the distribution of personal protective gear and sanitation supplies to the cooperative's 451 members and 225 workers.

Uganda

Our grant allowed the Mount Elgon Agro-Forestry Community Cooperatives Enterprises (MEACCE) to train local farmers on COVID-19 safety measures, set up hand-washing facilities, and distribute protective gear and thermometers. The grant also supported the continuation of farmer trainings via mobile messaging and radio broadcasts.

Zimbabwe

In the Eastern Highlands of Zimbabwe, our grant allowed the Honde Valley Tea Growers Association to distribute protective gear, sanitation supplies, and basic household food packs (including maize, oil, salt, and dried beans) to its members.

OUR RESPONSE TO THE COVID-19 PANDEMIC

When lockdown restrictions forced many of our regional teams to suspend face-to-face agricultural trainings with farmers, we needed to come up with innovative alternatives—and fast.

We pivoted to online trainings where possible, but many of our community partners live in remote areas with limited internet access. The solution: We started recording audio trainings for broadcast over radio and public address systems.

For our most vulnerable partners, these broadcasts have been vital—providing practical guidance on how to implement sustainable growing practices that can boost yields and improve their incomes.

600+

face-to-face, online, and radio trainings given by our staff in 2020

In this excerpt from radio training—recorded for cocoa farmers in Ghana—the announcer explains the steps farmers can take to prevent outbreaks of black pod, a disease that often strikes cocoa plants during the rainy season:

There is no need for your community to panic. “Akuafoo anko a, Oman no bua da!” We are here to support you with information about what measures are necessary to protect your health, your farm production, and minimize the pandemic’s impacts across your community.

As we know, disease is one important economic factor in cocoa farm management. Several diseases attack the cocoa trees and fruits depending on the area and age of trees. The most important disease that we can expect to manage during this period of COVID-19 is black pod. To safeguard your farm, we urge you to take the following activities seriously: pruning, management of shade, regular weeding, removal of shoots, drainage of stagnant water, and general farm sanitation, as they are very important in combatting black pod. Since the disease thrives in humid and moist conditions, anything that can reduce the humidity and moisture in the cocoa farm will reduce the incidence and spread of the disease.

We also encourage you, our farmers, to carry out regular farm visits for early detection, because “early detection is the best protection!”

COMMUNITY HEROES

Our alliance protects some of the world's most critically important landscapes. How? By working side-by-side with the communities who call these extraordinary places home.



COMMUNITY HEROES

Guatemala's Forest Guardians

In the Maya Biosphere Reserve, our partner communities have maintained a near-zero deforestation rate for 20 years across an area spanning 353,000 ha. This is a remarkable feat given that neighboring areas suffer some of the highest deforestation rates in the Americas. The secret: Community forestry.

Nine communities have been granted 25-year management rights over neighboring forestry concessions by the Guatemalan government. This means they are allowed to make a living from timber and other forest products, such as ramón nuts and palm fronds—so long as they do so in harmony with nature.

Only one tree per hectare is extracted every 40 years, while native seedlings are grown to regenerate deforested areas outside the concessions.



COMMUNITY HEROES

Guatemala's Forest Guardians

Our community partners in Guatemala have truly inspired the world with their success.

Yale Environment 360—an online magazine published by the Yale School of Forestry & Environmental Studies—described the concessions as “a shining beacon of conservation.” And *Apolitical*, a peer-to-peer learning platform for international policy makers, featured them in their 2020 list of “100 Breakthrough Climate Policies.”



In February 2020, actor and director Bonnie Wright visited Uaxactún, one of the nine community forestry concessions in the Maya Biosphere Reserve.

COMMUNITY HEROES

Guatemala's Forest Guardians—2020 Impacts

Despite the challenges presented by the COVID-19 pandemic, our partner communities were granted government permission to expand production of non-timber forest products across an area covering 64,000 hectares—allowing communities to harvest more xate leaf in 2020.

In the buffer zones surrounding the reserve, local farmers are helping to restore lost forest cover by establishing new agroforestry areas, where native tree species, such as mahogany and cedar, are nurtured alongside income-generating crops like cocoa, plantain, and corn.



US\$7 MILLION

combined total revenues of the 111 community-owned forest enterprises in the concessions

1,200

new jobs created by community-owned forestry enterprises

64,000+

hectares added to the management area permitted for non-timber forest products

200

hectares of degraded lands under productive landscape restoration

COMMUNITY HEROES

A Renewable Energy Transition in Kenya

One of the major drivers of deforestation in Kenya is the tea industry, which relies on wood-fired boilers to wither and dry black tea.

To take pressure off local forests, our Kenya team is working closely with the Kenya Tea Development Agency (which represents 630,000 farmers) and social enterprise EnSo Impact to produce and promote briquettes made from waste materials, like bagasse and coffee husks.



COMMUNITY HEROES

A Renewable Energy Transition in Kenya—2020 Impacts

12

tea factories have begun a partial transition to renewable energy



20

factory managers have been trained on the importance of renewable energy



200+

factory boiler operators and technical staff have been trained on briquette use



24,000

kilograms of briquettes used per week, equivalent to 60 trees saved every month

176,000+

tree seedlings planted by local farmers and their communities in 2020

COMMUNITY HEROES

A Marathon Year of Tree-Planting in Sumatra

Indonesia's Bukit Barisan Seletan National Park is a rainforest paradise—home to rare Sumatran elephants and tigers. But much of the park has sadly been destroyed for coffee cultivation.

We partner with thousands of local farmers who are not only committed to more sustainable ways of growing coffee, but also to regenerating deforested areas. Together, in 2020, we planted an impressive 124,000 tree seedlings in the buffer zones bordering the park—carefully selecting species that bring benefits for people and nature:

- **fruit trees and spices**—to diversify farmers' incomes
- **shade trees**—to protect coffee plants from heat
- **flowering trees**—to attract birds and pollinators
- **bamboo**—to strengthen riverbanks
- **sugar palm**—for soil stability



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“Reforestation is a must to prevent flooding and landslides.”



JOKO SUPRIANTO
Sumatran coffee farmer



COMMUNITY HEROES

New Project Highlights

In 2020, we kicked off 24 exciting new projects across 13 countries. These are some of the most notable:



Forest Allies

Forest Allies is a community of practice focused on protecting, restoring, and enabling responsible management of tropical forests. Together with company partners, we will build unique partnerships, work beyond individual supply chains, and engage local communities in critical forest landscapes.



Cameroon

In the Western Highlands of Cameroon and the southern periphery of the Dja Faunal Reserve, we are partnering with local forest communities to break down barriers to biodiversity protection and improve rural livelihood opportunities through participatory landscape management.



Indonesia Cocoa

Working closely with seven independent cocoa cooperatives across the island provinces of Bali, Sulawesi, and East Nusa Tenggara, the Rainforest Alliance is implementing a wide range of activities to boost crop productivity and improve the livelihoods of thousands of small-scale farmers.



Mount Kenya

The forested slopes of Mount Kenya are the primary source of water for over seven million people. The Rainforest Alliance is helping establish a community-led landscape management board to help protect this critical landscape and improve the livelihoods of local coffee and cocoa farmers.

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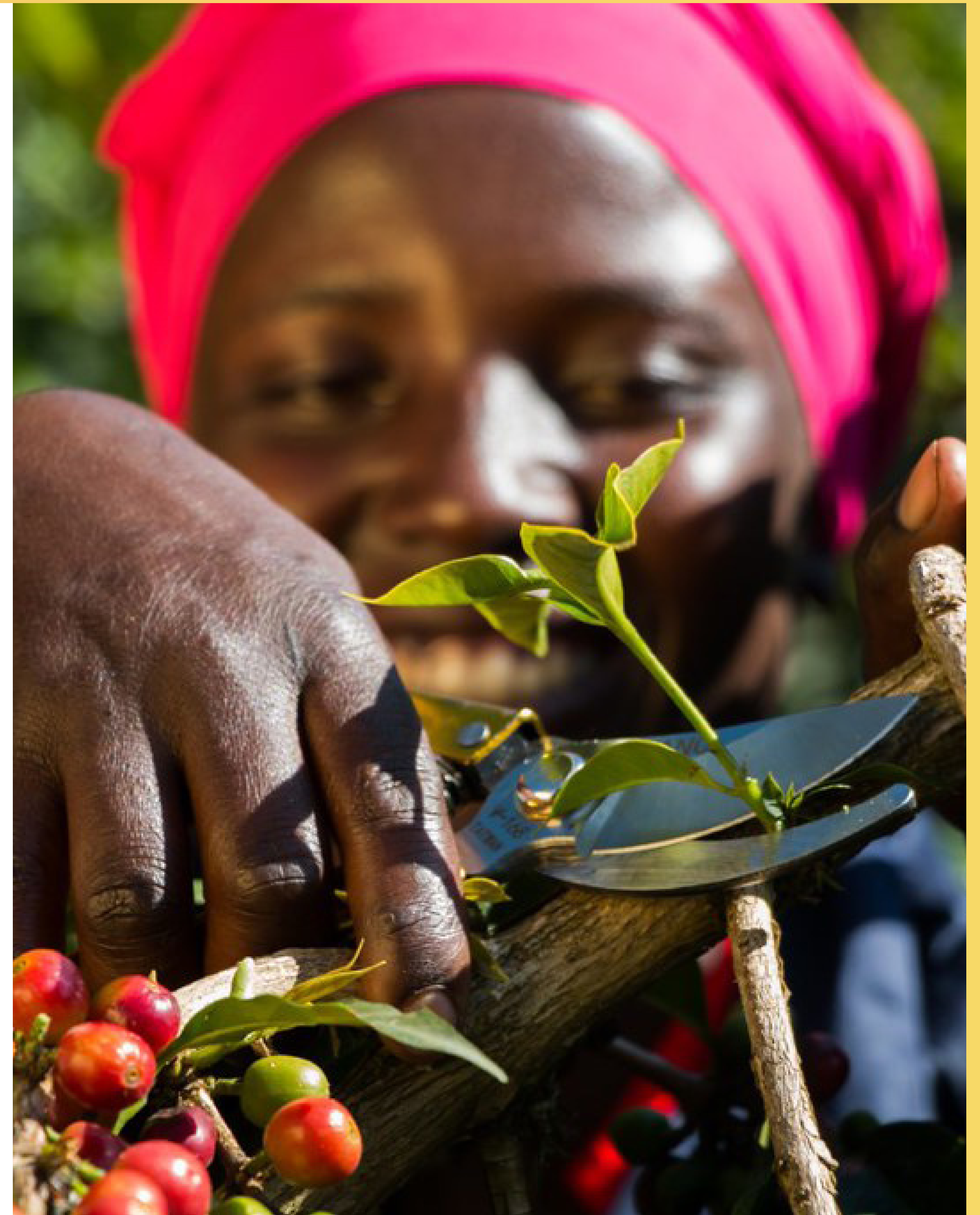
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REIMAGINING CERTIFICATION

Presenting the Rainforest Alliance's 2020 Certification Program—our path toward a more resilient and inclusive future.



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“Sustainability is not an endpoint—it’s a journey.”

RUTH RENNIE
director of standards and assurance,
Rainforest Alliance

*“3 ways sustainable supply chains can
build better business in a post-COVID world”
World Economic Forum
June 26, 2020*

REIMAGINING CERTIFICATION

Our 2020 Certification Program

Certification is a powerful tool for sustainability—especially in combination with landscape-level programs and advocacy efforts. But the world has changed dramatically since we began our mission more than 30 years ago, and we must evolve with it.

After two years of far-reaching consultation with farmers, companies, NGOs, governments, and researchers—with input from more than 1,000 people in nearly 50 countries—we have raised our ambitions and reimagined certification as we know it.

Our new certification program lays out a clear and inviting path toward a more sustainable future by:

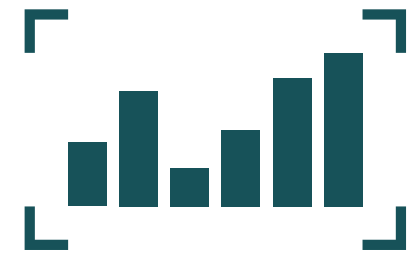
- building climate resilience
- cultivating rural prosperity
- protecting forests and biodiversity
- advancing human rights



REIMAGINING CERTIFICATION

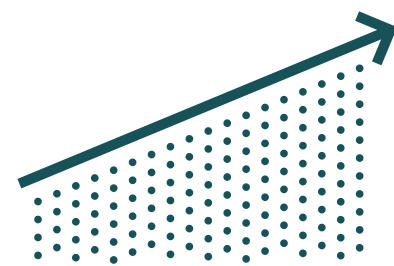
Our Key Principles

Our new certification program is guided by four key principles.



Improved Data Management

Our new program fully embraces the power of data—from detailed record-keeping systems to cutting-edge geospatial analysis. This means exciting new digital tools to help farmers implement more sustainable practices, clearer performance insights and risk analysis for companies, and more effective auditing processes to ensure transparency and accountability.



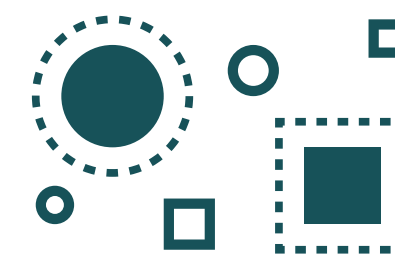
Continuous Improvement

Sustainability is a journey, not a destination. Accordingly, our new certification program moves away from the classic pass/fail model towards an approach that measures and incentivizes continuous progress along each step of the journey.



Shared Responsibility

Sustainability transformation can require significant investments of time and money. To ensure responsibility for this is shared across the entire supply chain, our 2020 Certification Program introduces new requirements for companies to invest in and reward more sustainable production.



Context Adaptability

We have shifted decisively from a one-size-fits-all model to being context-adaptable. This more flexible approach better reflects the diverse realities we face on the ground, which vary considerably from country to country, between different crop sectors, and depending on the size or type of farm or company we work with.

REIMAGINING CERTIFICATION

Building Climate Resilience

Climate change poses daunting challenges for farmers: droughts, floods, shorter growing seasons, and more. Our 2020 Certification Program builds resilience from the ground up by promoting climate-smart growing techniques—such as planting shade trees—that help farmers adapt to and prepare for impacts, while also supporting biodiversity.

The beauty of this approach is its adaptability. A high-altitude tea farm in India struggling with drought will need very different strategies to a low-lying banana farm in Costa Rica vulnerable to flooding. So, we provide a variety of tools to help farmers assess the locally specific climate challenges they face on the ground.

The “smart” part is then figuring out—and implementing—the perfect combination of more sustainable solutions to meet those needs.



REIMAGINING CERTIFICATION

Cultivating Rural Prosperity

Our 2020 Certification Program includes new measures to help farmers improve their livelihoods while taking care of their workers and the land—a key step towards breaking the cycle of rural poverty.

Sustainability transformation can require significant investment. And too often, this burden falls on farmers' shoulders. To ensure that responsibility is shared across the entire supply chain, we are introducing new requirements for companies to invest in and reward more sustainable production. These include:

A Sustainability Differential

A mandatory cash payment to certified farmers for their crops (above market price) to reward current sustainability efforts and incentivize continuous improvement.

Sustainability Investments

An additional cash or in-kind payment to help farmers implement and meet our rigorous sustainable agriculture requirements.



REIMAGINING CERTIFICATION

Protecting Forests and Biodiversity

Our strengthened 2020 Certification Program introduces exciting digital innovations and enhanced requirements to maximize our impact for forests and biodiversity.

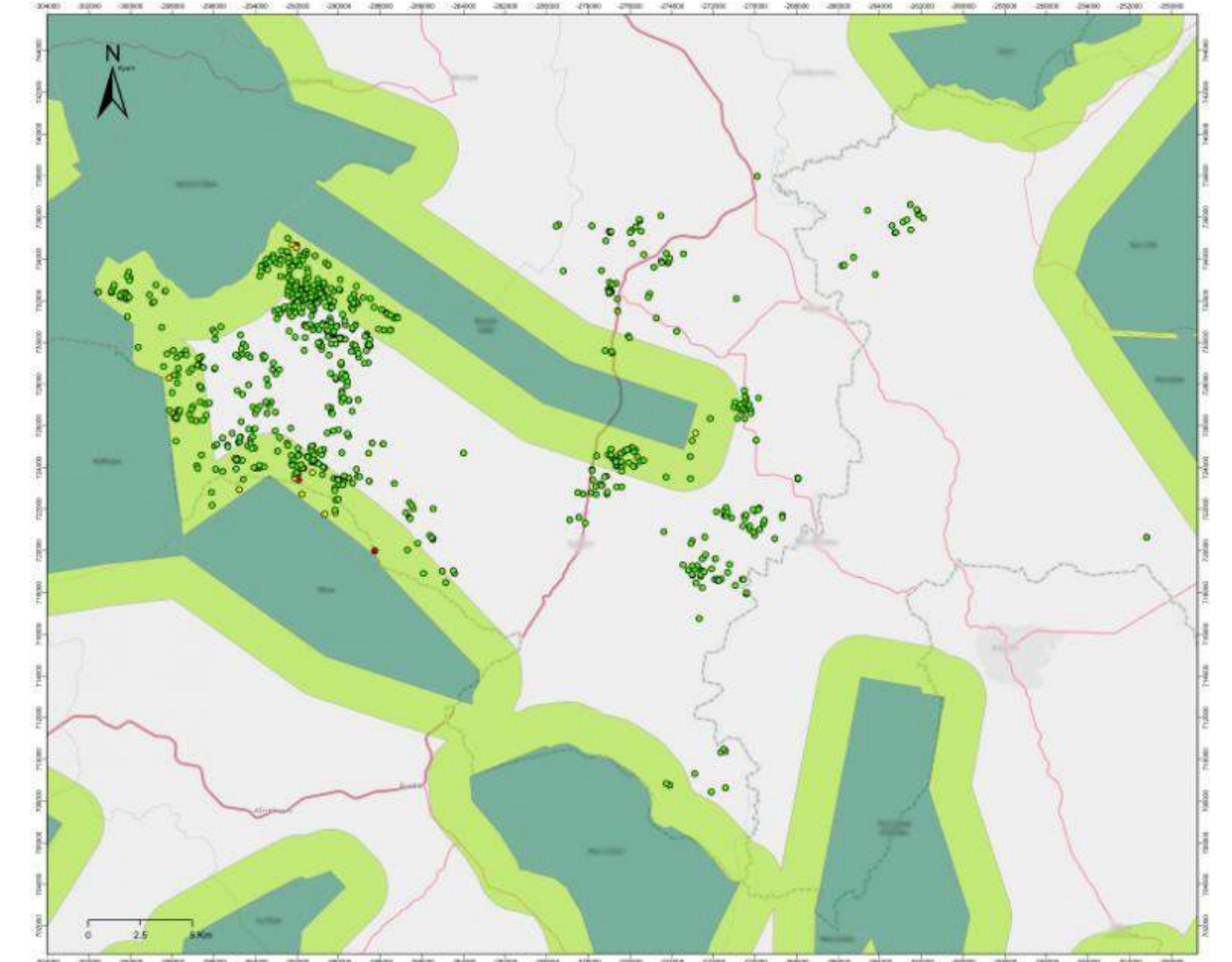
Geospatial analysis: The GPS locations of certified farms will be cross-referenced against custom baseline maps for evidence of deforestation.

Risk-mapping: We're developing customized risk maps—using forest data collected with remote-sensing devices—targeting deforestation hot spots around the globe.

Increased tree cover: Our new program also requires farmers to increase on-farm tree cover and promotes biodiversity-boosting measures like agroforestry—a practice where shade-loving crops like coffee are planted alongside trees.

Beyond forests: Our new program not only prohibits deforestation but also the destruction of all natural ecosystems (including wetlands and peatlands)—meaning much more nature will be protected.

Risk Map



- Farm
- Protected areas
- Protected areas (buffer 2 km)



REIMAGINING CERTIFICATION

Advancing Human Rights

The Rainforest Alliance's new 2020 Certification Program takes a stronger and more holistic approach to tackling human rights abuses—from child labor and forced labor to discrimination and workplace harassment.

Our approach is built on the three pillars of prevention, engagement, and incentivized improvement. And enshrined within that is our new “assess-and-address” system:

Step 1 – Assessment: All certified farms and processing facilities must set up an internal oversight committee.

Step 2 – Monitoring: This committee will monitor the farm or processing site for evidence of human rights violations.

Step 3 – Remediation: Committee members will have access to training in ways to remediate cases (if identified), following our new Rainforest Alliance Remediation Protocol.



REIMAGINING CERTIFICATION

Early Feedback on Our New Certification Program

Leading Ugandan coffee exporter, Kyagalanyi Coffee, is one of 15 early implementers of our new certification program. Throughout 2020, they kept us regularly updated, so we were always learning and improving together.

One innovation that Kyagalanyi has particularly appreciated is how the new program supports continuous improvement by allowing farmers and companies to choose some of their own progress indicators.

Take gender equality. For many certificate holders, the best way to measure progress would be monitoring the percentage increase of female farmers in farm groups. But Kyagalanyi already runs a successful gender program that encourages husbands and wives to make decisions together. That's why their sustainability team have chosen gender indicators that include the number of farming families that have made a joint household plan.

“In our community, coffee growing is mainly considered a man’s job. After my husband and I joined the gender program, we started planning together and we now jointly manage our coffee farm...and we harvest two times more coffee!”

ANNA CHEPTOEK CHEMUTAI
coffee farmer who took part in gender equality trainings together with her husband Alfred

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TRANSFORMING THE COCOA SECTOR

The Rainforest Alliance's enhanced cocoa certification program is the world's largest scale initiative to drive more sustainable cocoa production.



TRANSFORMING THE COCOA SECTOR

Our Approach

Cocoa farmers around the world face daunting challenges: from declining yields and low prices to the ever-increasing pressures of climate change. In turn, these challenges drive or intensify other systemic issues within the cocoa sector—notably, rural poverty, deforestation, and child labor.

The Rainforest Alliance is committed to advancing sustainability across the cocoa sector. Our four main areas of work are all interconnected and have been designed to drive deep-rooted change in the landscapes where we work and throughout global supply chains:

- **certification**
- **landscape management**
- **advocacy**
- **supply-chain services**



TRANSFORMING THE COCOA SECTOR

Strengthening Cocoa Certification

In February 2020, following two years of extensive research and consultation, the Rainforest Alliance announced a new set of ambitious measures to strengthen our cocoa certification programs.

Built on trust and transparency, our new program has been designed to provide the highest level of assurance regarding the origins and conditions under which Rainforest Alliance Certified cocoa is produced.

- **stronger systems** to identify and manage risk—including improved data analysis and targeted audits
- **advanced monitoring techniques** to help auditors better detect child labor and deforestation
- **increased awareness** amongst farmers and farmworkers of key sustainability issues, including deforestation and biodiversity loss



TRANSFORMING THE COCOA SECTOR

Our US\$5 Million Africa Cocoa Fund

In 2020, we announced our new US\$5 million fund to support cocoa-farming communities and protect nature across West and Central Africa.

Our Africa Cocoa Fund is an exciting opportunity to help farmers in need of assistance to implement key requirements of our strengthened certification program.

Our first call for applications went out during the summer of 2020—and received more than a hundred submissions. We selected eight exciting projects for our first disbursement (US\$661,000) which kicked off in January 2021.

These projects focus on key activities, including:

- monitoring systems to tackle child labor
- increasing on-farm shade trees through agroforestry
- harnessing digital technology to drive sustainability progress
- diversifying rural livelihood opportunities



TRANSFORMING THE COCOA SECTOR

Regenerating Ghana's Sui River Landscape

Spanning an immense 244,000 hectares—including five incredible forest reserves—Sui River, northwest Ghana, is one of West Africa's most important cocoa landscapes.

Sadly, as in many other parts of the region, agricultural expansion for cocoa has put huge pressure on local forests. But after taking part in Rainforest Alliance trainings, farming communities across Sui River were inspired to come together to regenerate their landscape.

With the support of our Ghana team, local farmers have teamed up with other land users—including the national forestry commission, the Ghana Cocoa Board, and international cocoa traders—to form two Landscape Management Boards. Their mission: to protect and restore tree cover across Sui River.



“Since the rollout of the climate-smart agriculture training, my yields have increased from six bags per year to 10 bags.”

JOSHUA ARMOH
local cocoa farmer

TRANSFORMING THE COCOA SECTOR

Regenerating Ghana's Sui River Landscape

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4

community seedling nurseries
established



60,000+

tree seedlings planted



2,600+

farmers trained in climate-smart
growing techniques

TRANSFORMING THE COCOA SECTOR

Working with Local NGO, EcoCare Ghana

Tree cover loss has been especially severe in Western Ghana. Together with local NGO, EcoCare, we have helped 14 cocoa-growing communities in two regional deforestation hotspots to become part of the solution.

A key focus of our work has been raising awareness amongst farmers of the Cocoa & Forests Initiative (CFI)—a landmark endeavor to halt deforestation from leading cocoa companies and the governments of Ghana and Côte d'Ivoire. Many farmers have found some aspects of the CFI unclear—especially rules about registering on-farm shade trees with the Ghana forestry commission—and this has hindered progress.

With our support, EcoCare has trained thousands of farmers on CFI processes and how to implement and monitor progress on key commitments.



TRANSFORMING THE COCOA SECTOR

Working with Local NGO, EcoCare Ghana

As of 2020, we have trained 10,000 cocoa farmers—across three districts in Western Ghana—on how to:

- digitally monitor protected forest areas
- develop accurate farm maps (to avoid forest encroachment)
- implement climate-smart growing practices like planting shade trees

“Initially, farmers felt that they didn’t benefit from planting trees,” said Bababalayiri Piitang, who works for the government-run Ghana Cocoa Board. “But now, they work with the Forestry Commission to register the trees.”



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SECTOR HIGHLIGHTS

We work with more than five thousand businesses and two million farmers to drive more sustainable agriculture and responsible supply chains.

Explore some of this year's achievements by sector on the next few pages.



SECTOR HIGHLIGHTS



Market Opportunities for Smallholder Farmers

We joined forces with Twin, Divine Chocolate, and Imaflora to strengthen smallholder farmer groups across Brazil, Indonesia, Sierra Leone, and Liberia. This four-year partnership created market opportunities for more than 4,000 smallholders in four countries by connecting them with big traders and manufacturers with the resources to invest in more sustainable production at scale.



Climate-Smart Agriculture for Better Livelihoods

In partnership with Olam International and the Toks restaurant chain, and local farmer associations, we joined forces, we formed the Alliance for Sustainable Landscapes and Markets in Mexico. This alliance helped 2,150 coffee farmers implement climate-smart agriculture practices to make their crops more resilient to changing weather patterns, increase food security, reforest the region, and improve the livelihoods of rural communities.



Helping Frontline Workers on Tea Estates in India

In response to the COVID-19 pandemic, we partnered with the India Tea Association to provide basic health and protective equipment to frontline health workers on the 145 Rainforest Alliance Certified tea estates. With this support, 1,450 health workers were able to serve a tea community of nearly 350,000 people, including workers and their families.

SECTOR HIGHLIGHTS



Constructive Feedback for an Improved Standard

While rolling out the new Sustainable Agriculture Standard, we engaged in dialogue with our partners to ensure that our new certification program is practical and flexible to different contexts. Every piece of feedback we received helps us improve the program and have a positive impact on the sustainability of banana farms around the world. Improvements based on the feedback have been incorporated in version 1.1 of the new standard.



Conserving Forests in Indonesia

In 2020, our colleagues took a community-led land management approach to address deforestation, biodiversity loss, and uncontrolled land-use practices around palm oil and rubber production in West Kalimantan. This project aimed to link small-scale farmers in the region to global markets and improve their livelihoods with more sustainable farming practices. Now, they are scaling up the work to the landscape level.



The Launch of Forest Allies

After two years of planning, we launched Forest Allies, a community of practice that will work together to have a positive impact on tropical forests and their communities. By teaming up with local forest community representatives and leading industry partners, including Procter & Gamble and Kingfisher PLC, we'll form unique partnerships and work beyond individual supply chains to protect and restore critical forest landscapes.

SECTOR HIGHLIGHTS



Pineapple Farms Prepare for Certification Program

In Costa Rica, we began the rollout of the new 2020 standard to 30 certificate holders and 20 additional small-scale farmers that are aiming for certification. Sector representatives, the Ministry of Agriculture, and two authorized certification bodies were also trained on the standard. Training included context specific materials and examples, integrated pest management, and best practices for safe disposal of organic matter at the end of the production cycle.



Addressing Child Labor in Turkey

Together with local NGOs and our partner companies (including leading nut traders and manufacturers), we trained more than 7,600 hazelnut farmers in prevention, monitoring, and remediation strategies to combat child labor. In the face of COVID-19, we shifted to online trainings and workshops. We also worked with the Turkish Ministry of Health to ensure protections for migrant farm workers and their families. Our partner, Durak Hazelnuts, launched a summer program for the children of seasonal workers.



Certified Chili Peppers from Thailand

We welcomed Inproba B.V., Dutch producer of oriental ingredients and meal components, to our alliance. Their chili peppers are the first Rainforest Alliance Certified product to be produced in Thailand.

FIELD PROJECTS WITH COMPANIES

By joining forces with our company partners, we're driving more responsible business practices to protect nature and improve the livelihoods of rural people.



FIELD PROJECTS WITH COMPANIES

Driving Improvement in the Banana Sector

Conventional banana farming uses more agrochemicals than many other commodities, including some that are harmful to the health of nearby communities and nature. We're working with banana farmers and companies to reduce and mitigate the use of agrochemicals and protect ecosystems.

Our initiative, Promotion of Social and Environmental Best Practices in the Banana Supply Chain in Guatemala and Ecuador, is designed to:

- help farmers improve their farm business management and adopt sustainability best practices
- minimize agrochemical use and related risks; find natural alternatives
- conserve natural ecosystems, promote native vegetation, and boost climate resilience
- improve household health and sanitation

11,693

people served in
Guatemala & Ecuador

2,185

of those are
young workers &
entrepreneurs

4,360

are women



FIELD PROJECTS WITH COMPANIES

Driving Improvement in the Banana Sector

A Replicable Model for More Sustainable Banana Farming

In partnership with Agroamérica, one of Guatemala's largest agribusinesses, we established pilot farms in the southwestern region of Guatemala. Our goal was to create a replicable model of improvements that could be used throughout the banana industry. These include:

- **buffer zones** to protect plants from disease and keep waterways clean
- **a recycling collection center** for the plastic generated in agricultural activities; trainings on sorting recyclable and non-recyclable waste
- **a native plant nursery** with capacity for 75,000 plants to be distributed among community leaders and small-scale farmers (30,000 plants distributed so far)
- **disinfection stations** for vehicles and workers to prevent the spread of *Fusarium oxysporum* (TR4), a crop-devastating contagion
- **dining facilities** where workers can wash their hands and eat; collection bins for food and drink plastic waste



FIELD PROJECTS WITH COMPANIES

Driving Improvement in the Banana Sector

Jasafrut Goes One Step Further for the Wellbeing of Banana Workers



After recognizing the unmet social and mental health needs in the rural areas in which it operates, the Rainforest Alliance Certified Ecuadorian banana exporter Jasafrut decided to take a step beyond what was required in our Sustainable Agriculture Standard. Through its Equapak Foundation, Jasafrut introduced mental healthcare (in addition to basic healthcare) for farm workers and their families. We supported Jasafrut's efforts as part of our overarching initiative.

The impact was significant: Between July and September 2020, almost 1,000 people received mental healthcare through psychologist visits and group workshops, both on the farms and in the broader community. Discussion topics included addiction prevention, domestic violence, communication, and work-related stress. When the COVID-19 pandemic hit, programming continued virtually.

FIELD PROJECTS WITH COMPANIES

Albert Heijn Joins Us to Advance a Living Wage for Farm Workers

Through our Sector Partnerships Program, we partnered with Dutch supermarket chain Albert Heijn and other supply-chain stakeholders to learn more about the impacts and costs of ensuring a living wage for farm workers. The unique collaboration included two coffee farms in Kenya, their exporter, a retailer, a coffee roaster, and an impact research agency. Together, we aimed to develop practical solutions that address the challenges of bridging the living wage gap for farm workers.



In 2020, Albert Heijn's payments helped bridge the wage gap by 38 percent, and the retailer will continue to pay the same in 2021. While the project is ongoing, the payment of a living wage has already proven to positively impact farm workers' livelihoods. This model could become a replicable example for—and beyond—the coffee sector. The outcomes have already steered our new certification program toward more transparency and equity.

FIELD PROJECTS WITH COMPANIES

How Lidl's Project Used Climate-Smart Agriculture to Uplift Women's Leadership in Coffee

A two-year collaboration, called Project Guatemala, brought together supermarket chain Lidl, the Rainforest Alliance, and CARE (an organization focused on eliminating poverty), and the UGK Foundation (local farmer federation), to conduct a clear approach to strengthen the position of women coffee farmers. For 111 women participants, this resulted in more decision-making power, higher confidence in public, greater control over resources on their farms and in their homes, and increased desire to participate in work groups. Today 95% of the women-led coffee farms have systems in place to guarantee better agricultural practices and adaptation to climate change.



“This project trained us to accomplish greater empowerment as women... and positioned us to make decisions and address education.”

DOÑA VICENTA, DOÑA ROSALBA, AND DOÑA MANUELA | Women farmer representatives from the project

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“We don’t need a superhero or even 100 superheroes to make positive change. We need an international alliance of individuals, communities, corporate leaders, and governments to collaborate, innovate, and work together for a shared vision of sustainability.”



INTAN FARDINATRI
Rainforest Alliance coffee & spices manager
Lampung, Indonesia

BUILDING A GLOBAL MOVEMENT

No single person or organization can solve our planet's challenges. But together, we are an unstoppable force for people and nature.



BUILDING A GLOBAL MOVEMENT

#FollowTheFrog Campaign 2020

Our annual Follow the Frog campaign highlights everyday actions—like buying products with our green frog seal—that can make a positive difference for people and nature.



87

Collaborating
company partners

12.8M

Overall reach
on social media

21

Influencers with
combined reach
of 5M

205K

views of Bonnie Wright's
Instagram Live with our
Ethiopia Director

BUILDING A GLOBAL MOVEMENT

Voices from Our Community

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“Really interesting conversation, it can become so easy to just pick stuff off the shelf without thinking about the communities behind it. Thank you!”

@alanr.lea

commenting on ambassador Bonnie Wright’s Instagram Live conversation with Denu Tsegaye, our Ethiopia Director



“The @rainforestalliance’s new green frog certification is a tool to help people on this journey—not a mark of perfection, but a reminder of the massive collective power we have as consumers to do better for people and planet.”

@lesswastelaura

in her Instagram post for #FollowTheFrog 2020

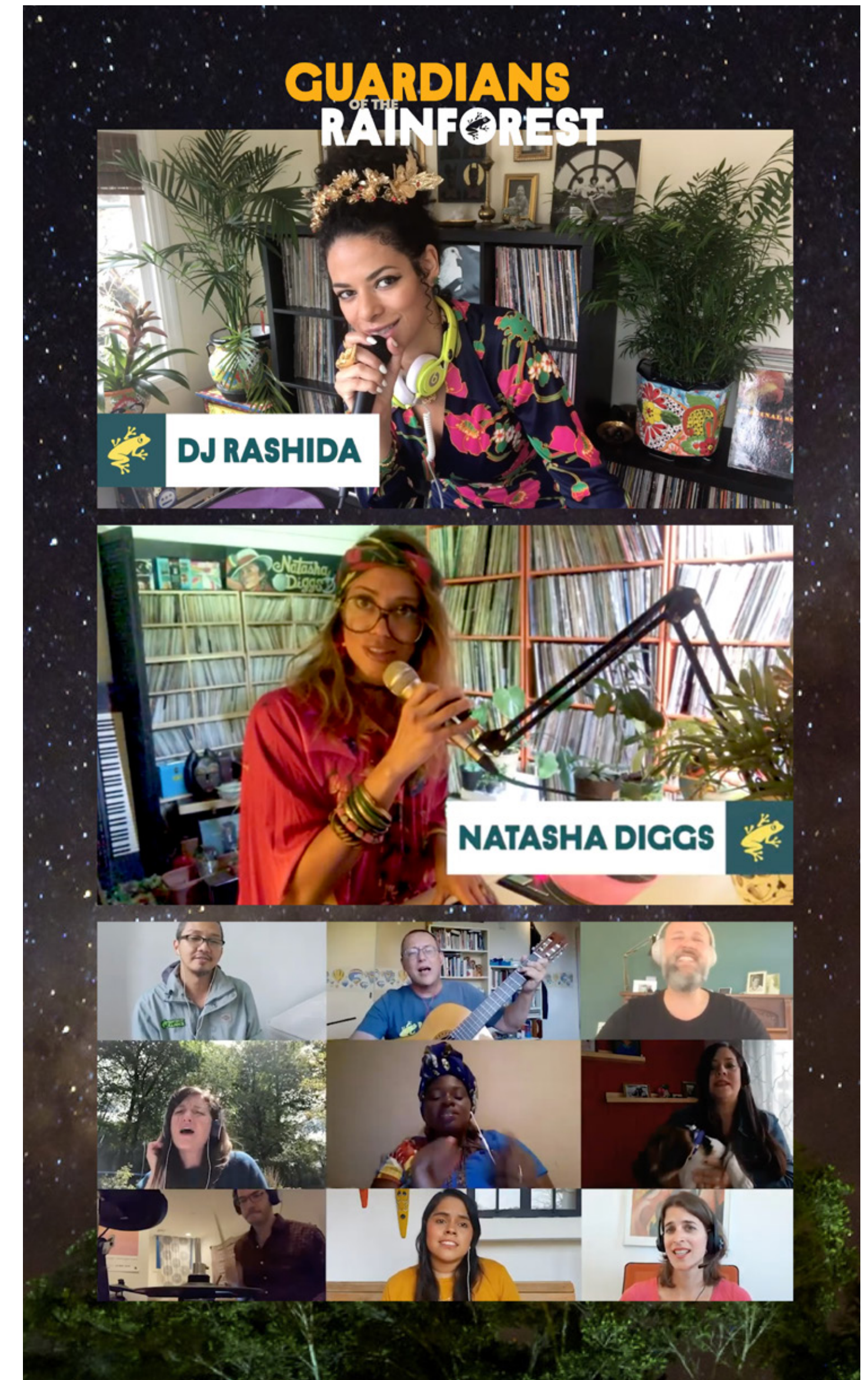
BUILDING A GLOBAL MOVEMENT

Celebrating Together, Apart

In March, the COVID-19 pandemic brought our annual fundraising gala planning to an abrupt halt. As the Rainforest Alliance directed its entire staff to begin working from home full time, the communications and fundraising teams threw their traditional plans out the window and started from scratch. The result was the most inclusive, international event in our history: a 1.5-hour livestreamed video program that embodied the very best of our alliance.

Our program featured a documentary-style segment on our frontline partners in the Amazon, a video poem by actor/designer/tea purveyor Waris Alhuwalia, interviews with some of the world's leading youth climate activists, and a musical collaboration by staff musicians from around the world.

The livestream celebration culminated with uplifting, tropical-themed deejay sets by Natasha Diggs and DJ Rashida.



BUILDING A GLOBAL MOVEMENT

#TogetherForForests to Fight Deforestation

In September, the Rainforest Alliance joined #Together4Forests, a campaign to demand a strong, new European Union law to protect the world's forests and other ecosystems by keeping products associated with deforestation out of the EU market.

Our alliance members were among the 1.1 million people who participated in the European Commission's public consultation on deforestation, and their input was delivered to the European Commission on December 14, 2020. It was the largest number of submissions to a public consultation on the environment in the history of the European Union.



PURCHASING POWER

Our seal makes it easy for hundreds of thousands of consumers to wield their collective purchasing power.



PURCHASING POWER

Our New Seal Takes a Leap

The Rainforest Alliance launched a vibrant new seal in September of 2020—and within three months, our re-invigorated little frog had already leapt onto 6,000 new products in more than 100 different countries.

This new seal is a symbol of our vision for achieving a world where people and nature thrive in harmony—a vision enhanced and expanded by the 2018 merger of the Rainforest Alliance and UTZ. Eventually the new seal will replace the previous Rainforest Alliance Certified seal and the UTZ label entirely, but during this transition phase all three appear on the market, on more than 20,000 products.

To choose the Rainforest Alliance seal is to support farms that work to protect local ecosystems, boost farm productivity, increase climate resilience, and advance the economic and social well-being of farmers.



PURCHASING POWER

Rainforest Alliance Certified Products Now Highlighted on Amazon

It's now even easier to shop responsibly. In 2020 online retail giant Amazon bestowed a Climate Pledge Friendly badge upon all Rainforest Alliance Certified products—which means that consumers can filter for products that bear our green frog seal when browsing Amazon.

The Rainforest Alliance's certification program is one of only 18 to earn the Climate Pledge Friendly badge, which helps shoppers in the US and Europe make choices that are better for people and nature. The badge also creates unique opportunities for brands we work with to garner more visibility for their certified products.



PURCHASING POWER

Rainforest Alliance and UTZ Earn Top Scores for Sustainability

We're delighted to report that both our Rainforest Alliance seal and the UTZ label have once again earned a coveted spot among Milieu Centraal's top 10 labels for sustainable food in the Netherlands. The Rainforest Alliance won the highest score in the categories of coffee, tea and chocolate, and fruits and vegetables.

Dutch consumer advice organization Milieu Centraal ranks a total of 140 food labels and brands each year according to their sustainability requirements, control processes, and transparency.



SUSTAINABLE DEVELOPMENT GOALS

The United Nation's 2030 Agenda for Sustainable Development outlines 17 goals that go hand-in-hand with our efforts to create a future where people and nature thrive together.



SUSTAINABLE DEVELOPMENT GOALS

The Sustainable Development Goals (SDGs) bring together world leaders committed to making significant progress in human rights, environmental sustainability, climate change, prosperity, and peace. Many of the causes that we have dedicated ourselves to for the past 33 years are reflected in this ambitious agenda.

Here, you can see which goals aligned with our initiatives in 2020.

Sustainable Agriculture and Supply Chains



Climate and Biodiversity



Human Rights



Building the Alliance



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We finance our work and sustainability programs through diverse sources of income. The largest of them are participation royalties from certification, grants from governments and foundations, and individual donations.

Participation Royalties

Participation royalties* are paid by companies that buy and sell goods produced on Rainforest Alliance Certified or UTZ certified farms. The Rainforest Alliance uses the royalties to support and sustain our certification programs. We invest these royalties in developing standards and policies, training farmers and auditors, managing a quality control system for auditors, tracing certified products throughout the supply chain, measuring impact, and more.

Grants and Contracts

Foundation, bi-lateral government, and multi-lateral government agency grants as well as corporate grants and contracts fund

a variety of our landscape management programs to accelerate the adoption of more sustainable agricultural and forestry practices throughout the world.

These grants also fund global partnership initiatives designed to advance new solutions to systemic sustainability challenges. These partnerships demonstrate the power of working as an alliance. Examples include the Accountability Framework Initiative and LandScale.

Grants and contracts cover direct project costs as well as operating costs.

Donations

The Rainforest Alliance has a long and robust history of individual philanthropic relationships. Individual donations to the Rainforest Alliance range from US\$5 to more than US\$1,000,000. These contributions come from people committed to taking action on some of the most pressing social and

environmental challenges of today. They play a critical role in making our work possible as they fund a spectrum of the Rainforest Alliance's organizational needs—from general operations to distinct sustainability programs in agriculture and forestry.

Other Contract Revenue

We work with international companies in agriculture and forestry on tailored programs to make their supply chains more sustainable. Each of these programs is funded by the company that the program is for.

In-Kind Contributions

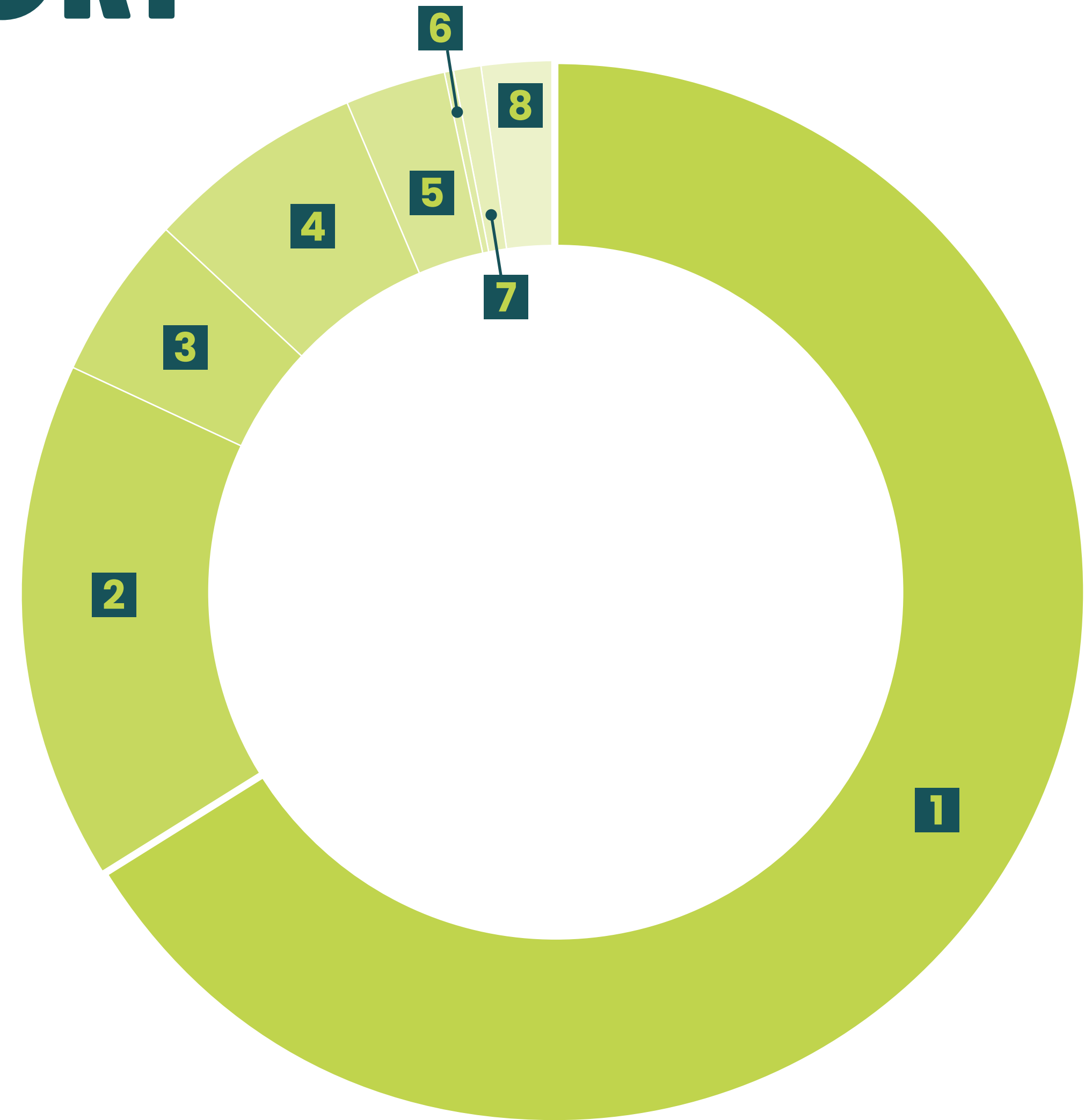
We also receive donations of goods and services such as legal advice, space, and consulting.

* The equivalent of "participation royalties" in the UTZ program is "volume-based fees."

REVENUE & SUPPORT

1	Royalty Revenue (67%)	US\$ 49,347,798
2	Government Grants and Contracts (16%)	11,828,253
3	Foundations and Corporate Grants (5%)	3,396,489
4	Major Donors and Individuals (7%)	4,912,358
5	Other Contract Revenue (3%)	2,042,454
6	Special Events – Net (0.2%)	134,025
7	In-Kind Contributions (1%)	963,077
8	Other (2%)	1,356,626

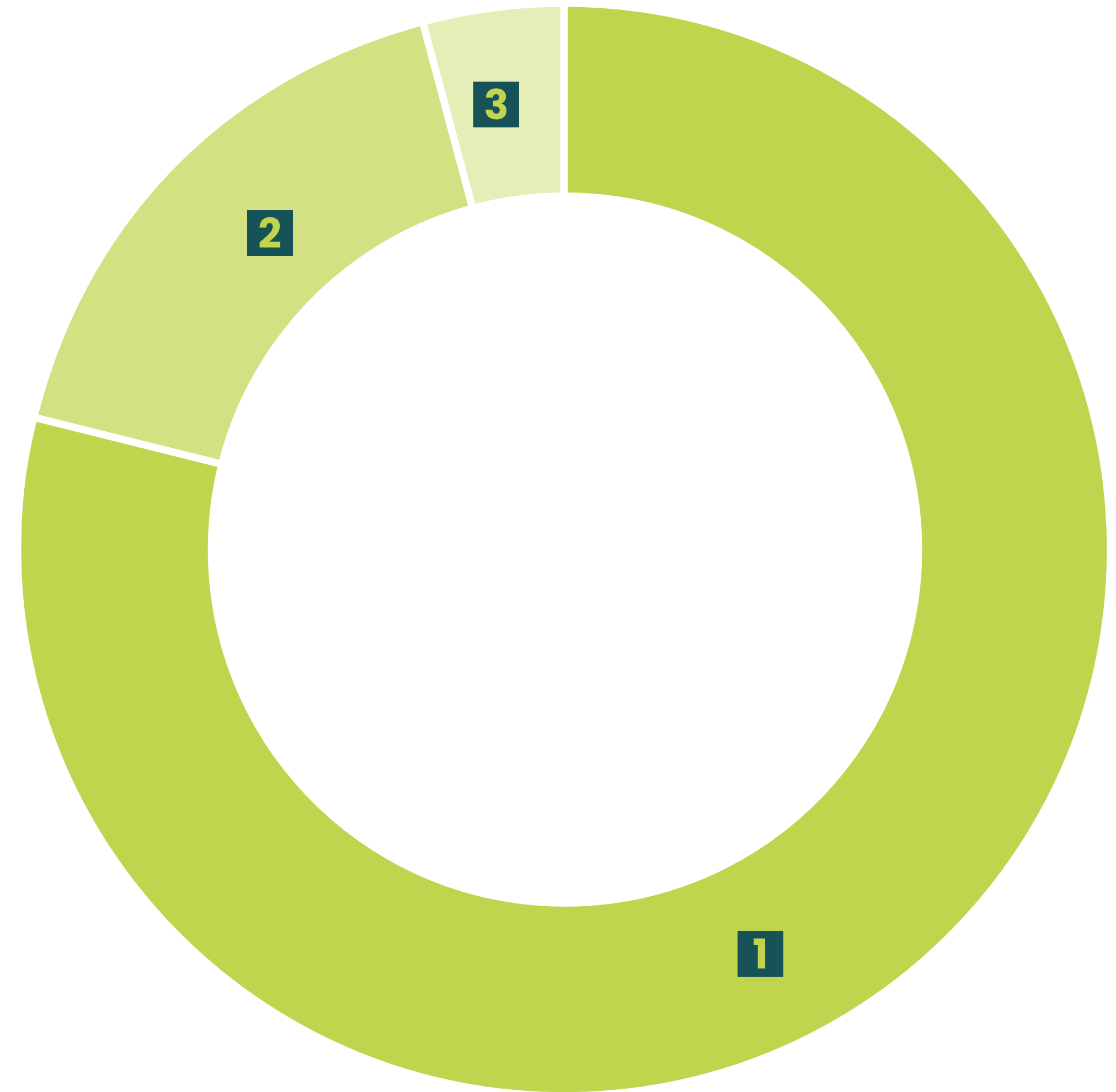
TOTAL REVENUE & SUPPORT **US\$ 73,981,080**



EXPENSES

1 Program Services (79%)	US\$ 51,551,324
2 Management and General (17%)	11,022,827
3 Fundraising (4%)	2,824,815

TOTAL EXPENSES **US\$ 65,398,966**



SUMMARY

TOTAL REVENUE & SUPPORT **US\$ 73,981,080**

TOTAL EXPENSES **65,398,966**

OTHER ACTIVITY

Foreign Currency Translation 597,283

DISCONTINUED OPERATIONS*

RA-Cert – Net 442,704

ASSETS

Change in Net Assets 9,622,101

Net Assets, Beginning of Year 40,787,322

Net Assets, End of Year **US\$ 50,409,423**



Rainforest Alliance Holding, Inc. is an international non-profit organization, organized on January 1, 2018 in the State of Delaware to serve as the common parent non-profit corporation providing centralized governance and oversight over Rainforest Alliance, Inc. and Stichting Rainforest Alliance. The above financial summary represents the consolidated revenue and expense for 2020 for the merged organization.

**During 2018, RA sold its assets in connection with its RA-Cert line of business. This sale represented a strategic shift in RA's operations and as such was recorded as a discontinued operation in the consolidated statement of activities and changes in net assets.*

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The Rainforest Alliance finances its work and sustainability programs through diverse sources of income. The largest of them are participation royalties from certification, grants from governments and foundations, and individual donations.



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A Message from Our Board Chair

Since its founding 1987, the Rainforest Alliance has responded to complex, global challenges by focusing on constructive, pragmatic solutions. 2020—a year defined by unimaginable hardship and suffering, called on us to harness our collective determination in new ways.

Colleagues around the world mobilized in the early weeks of the pandemic, even as they, too, experienced heartbreaking losses in their own communities. When we learned that farmers in some of our partner communities could no longer put food on the table, let alone afford personal protective equipment or hand sanitizer, we launched an emergency fundraiser to support longstanding partners with their most urgent needs (See more on pages 29–32). And we found ways to continue and grow our sustainability programs, despite the new challenges brought by the pandemic.

We are deeply grateful to the thousands of individuals and organizations who supported our work, even in the face of economic uncertainty. And we are inspired by your enduring commitment to our alliance.



DANIEL KATZ
Board Chair

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The donors who contributed more than US\$500 to support our work in 2020 are listed below.

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Gordon and Betty Moore Foundation
The Government of Norway's Ministry of Climate & Environment
Green Climate Fund
IKEA Foundation
The International Fund for Agricultural Development (IFAD)
The Multilateral Investment Fund (MIF), a member of the IDB Group
The Netherlands Ministry of Foreign Affairs (MoFA)
The Netherlands Space Office (NSO)

Tides Foundation
The United Kingdom Foreign, Commonwealth and Development office (FCDO)
The United States Agency for International Development (USAID)
Walmart Foundation
World Bank

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United Nations Development Programme (UNDP)
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Contributions

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The Benevity Community Impact Fund
Brilliant Earth

” *Our partnership with the Rainforest Alliance has been incredibly positive, and we’re thrilled with how quickly we’ve been able to make an impact through reforestation together. There’s much more on the horizon as we continue to grow and expand in 2021!* —**Matt Hill**, founder of One Tree Planted



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” *I support the Rainforest Alliance, not only for the organization’s dedication to the health of the planet, but for their commitment to the well-being of smallholder farmers and their families. For me, this is central: when farmers are earning decent income, they will stop looking for other ways to support their families, such as through illegal logging and child labor. And ultimately, we will have healthier food and more productive land.* —**Marilú Hernández de Bosoms**, member of the Rainforest Alliance Board of Directors since 2009



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” *It is thrilling and humbling to meet the farmers and foresters who are on the front lines of saving some of our most pristine rainforests and ecosystems, sometimes putting their personal safety and family security in peril. These are truly difficult times, but we have seen the incredible beneficial impact of agricultural sustainability certification, forest conservation, and restoration.—*

Cathy Ludden and Eric Rothenberg, supporters of the Rainforest Alliance for more than 20 years



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*”The Rainforest Alliance’s
work lays the foundation
for trust between
farmers, companies, and
consumers, critical to
protecting people and
nature. Their immense
experience and deep
relationships across
the globe provide the
tools needed to achieve
long-term impact for
generations to come.
We are proud to place
our trust in the Rainforest
Alliance and its impactful
work.—Linda and Bill
Richter, members of the
Judith Sulzberger Society
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Koorey on Unsplash
p. 22: Graciela Zavala
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WE
THRIVE
TOGETHER

INTRODUCTION

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CERTIFICATION DATA

Coffee, Cocoa, Tea, Banana

The data on the following pages presents the scope and scale of the Rainforest Alliance and UTZ primary certification programs in 2020—the third year after our merger. The Rainforest Alliance and UTZ certification programs continue to run in parallel until the transition to our new certification program begins in 2021.

The data includes our coffee, cocoa, tea, and banana programs.

Most of this data is collected via our online certification and traceability systems. We do our best to ensure that all the information in this report is accurate and reliable. As much of the data is collected by third parties, we are aware that there may be some shortcomings.



COFFEE

*1+ million hectare
400,000+ farmers
28 countries*



COCOA

*2.7+ million hectare
890,000+ farmers
20 countries*



TEA

*650,000+ hectare
950,000+ farmers
22 countries*



BANANA

*250,000+ hectare
187,000+ farmers and workers
19 countries*

CERTIFICATION DATA

Coffee – Rainforest Alliance Certification Program



ESTIMATED PRODUCTION (MT)

Country	2018	2019	2020
Global	655,314	669,698	770,295
Brazil	235,214	221,283	243,023
Burundi	455	1,057	1,057
China	-	247	349
Colombia	101,313	110,330	154,962
Costa Rica	32,070	26,696	27,137
El Salvador	7,393	8,144	7,179
Ethiopia	27,150	50,698	63,058
Guatemala	33,579	43,025	57,276
Honduras	27,886	26,090	27,332
India	32,995	31,995	32,577
Indonesia	5,505	4,793	6,176
Jamaica	37	42	42
Kenya	15,336	13,658	10,049
Laos	1,007	293	1,422
Malawi	555	550	550
Mexico	9,272	9,601	13,289
Nicaragua	22,765	27,279	31,649
Papua New Guinea	631	631	631
Peru	39,087	44,588	38,852
Rwanda	6,827	3,733	5,590
Sri Lanka	-	-	1
Tanzania	12,056	5,641	5,664
Uganda	7,969	3,153	11,925
USA	1,139	1,139	1,139
Vietnam	31,941	32,933	27,060
Zambia	3,131	2,100	2,305

GLOBAL SALES (MT)

Country	2018	2019	2020
Global	328,082	393,550	403,241
Brazil	138,722	164,480	169,066
China	-	200	1
Colombia	49,601	70,110	79,373
Costa Rica	20,215	16,632	20,273
El Salvador	4,932	5,315	4,143
Ethiopia	3,310	4,282	4,150
Guatemala	23,637	30,847	29,487
Honduras	21,123	28,323	21,573
India	4,253	3,955	4,183
Indonesia	5,647	4,950	3,716
Jamaica	3	8	5
Kenya	4,948	4,348	5,094
Mexico	6,059	5,476	9,737
Nicaragua	10,131	13,692	14,575
Peru	13,154	16,138	11,379
Rwanda	742	1,936	2,111
Tanzania	2,156	2,155	1,424
Uganda	1,630	2,465	2,905
Vietnam	16,660	17,088	18,836
Other*	1,161	1,150	1210

*Other countries are Burundi, Laos, Malawi, and Zambia

NUMBER OF FARMERS

	2018	2019	2020
Global	228,271	194,294	228,430
Africa	183,360	146,845	171,304
Asia / Pacific	14,771	13,015	17,418
Latin America	30,139	34,433	39,707
North America	1	1	1

**NUMBER OF WORKERS
(permanent and seasonal)**

	2018	2019	2020
Global	369,087	286,461	334,449
Africa	77,730	80,379	89,805
Asia / Pacific	84,414	36,068	44,354
Latin America	206,751	169,822	200,100
North America	192	192	190

AREA (Hectare)

	2018	2019	2020
Global	470,841	470,611	519,828
Africa	143,333	120,372	142,396
Asia / Pacific	49,969	45,114	46,841
Latin America	276,413	303,999	329,464
North America	1,126	1,126	1,126

CERTIFICATION DATA

Coffee - UTZ Certification Program



ESTIMATED PRODUCTION (MT)

Country	2018	2019	2020
Global	1,102,826	1,083,649	1,235,526
Brazil	402,936	336,815	422,233
Burundi	4,270	2,464	1,950
China	8,435	9,917	14,669
Colombia	110,782	115,178	123,292
DR Congo	3,062	6,297	5,061
Ethiopia	25,232	35,431	28,034
Guatemala	23,225	27,684	36,399
Honduras	101,828	85,577	102,961
India	42,241	45,632	37,993
Indonesia	19,337	12,635	11,380
Kenya	6,741	7,976	5,378
Laos	2,484	5,111	13,398
Mexico	17,512	15,742	18,163
Nicaragua	46,439	46,812	60,977
Peru	77,773	89,122	92,520
Rwanda	2,761	3,276	4,978
Tanzania	3,451	3,558	7,618
Uganda	18,306	21,050	20,167
Vietnam	176,406	205,046	217,589
Other*	8,410	8,328	10,766

*Other countries are Costa Rica, El Salvador, Papua New Guinea and Zambia

GLOBAL SALES (MT)

Country	2018	2019	2020
Global	518,807	589,522	708,579
Brazil	208,225	256,321	276,735
Burundi	1,302	2,071	1,822
China	1,623	8,100	6,868
Colombia	43,437	54,992	80,160
DR Congo	1,293	1,255	3,233
Ethiopia	2,925	6,537	6,649
Guatemala	9,298	12,694	12,381
Honduras	75,314	75,350	85,374
India	13,177	14,774	18,875
Indonesia	8,944	6,166	4,917
Kenya	1,313	1,939	3,110
Laos	60	945	5,659
Mexico	5,196	2,816	3,697
Nicaragua	17,683	22,922	15,793
Peru	22,328	20,388	27,742
Rwanda	874	2,000	2,062
Tanzania	1,534	1,093	1,110
Uganda	5,211	4,813	8,321
Vietnam	94,156	90,739	139,173
Other*	4,915	3,605	4,898

*Other countries are Costa Rica, Papua New Guinea and Zambia

NUMBER OF FARMERS

	2018	2019	2020
Global	283,487	309,048	326,726
Africa	164,245	190,290	181,519
Asia / Pacific	55,653	54,932	71,763
Latin America	63,589	63,826	73,444

**NUMBER OF WORKERS
(permanent and seasonal)**

	2018	2019	2020
Global	193,158	201,779	183,834
Africa	56,148	55,864	54,982
Asia / Pacific	60,397	44,183	42,493
Latin America	76,613	101,732	86,359

AREA (Hectare)

	2018	2019	2020
Global	770,423	720,250	772,882
Africa	131,296	122,711	141,707
Asia / Pacific	139,384	145,498	136,357
Latin America	499,743	452,041	494,818

CERTIFICATION DATA

Cocoa – Rainforest Alliance Certification Program



ESTIMATED PRODUCTION (MT)

Country	2018	2019	2020
Global	413,932	439,417	327,915
Côte d'Ivoire	245,124	248,359	191,759
Dominican Republic	22,429	21,144	21,715
Ecuador	26,057	29,456	21,260
Ghana	85,959	117,519	76,854
Indonesia	18,861	9,529	8,983
Nigeria	3,795	5,461	1,545
Papua New Guinea	1,058	1,527	1,252
Peru	3,964	3,295	1,532
Other*	6,685	3,127	3,015

*Other countries are Cameroon, Costa Rica, India, and Tanzania

GLOBAL SALES (MT)

Country	2018	2019	2020
Global	183,195	202,568	186,005
Côte d'Ivoire	131,442	136,956	137,250
Dominican Republic	5,967	11,757	7,117
Ecuador	8,369	8,288	12,638
Ghana	19,852	42,518	26,528
Indonesia	11,132	1,039	895
Other*	6,433	2,010	1,577

*Other countries are Cameroon, Costa Rica, India, Peru, Papua New Guinea, Tanzania and Trinidad & Tobago

NUMBER OF FARMERS

	2018	2019	2020
Global	189,793	209,484	156,391
Africa	168,672	185,463	132,430
Asia / Pacific	13,909	16,717	15,880
Latin America	7,212	7,304	8,081

NUMBER OF WORKERS
(permanent and seasonal)

	2018	2019	2020
Global	14,834	8,400	8,880
Africa	4,667	5,156	2,471
Asia / Pacific	7,245	363	1,683
Latin America	2,922	2,881	4,726

AREA (Hectare)

	2018	2019	2020
Global	736,727	815,321	544,207
Africa	655,352	749,482	484,135
Asia / Pacific	30,188	16,383	14,892
Latin America	51,186	49,456	45,180

CERTIFICATION DATA

Cocoa - UTZ Certification Program



ESTIMATED PRODUCTION (MT)

Country	2018	2019	2020
Global	1,600,161	1,337,340	1,263,427
Brazil	14,050	6,991	7,460
Cameroon	59,957	27,283	65,623
Côte d'Ivoire	973,496	706,072	648,955
Dominican Republic	32,873	19,359	31,652
DR Congo	26,324	27,189	36,979
Ecuador	64,786	58,139	59,477
Ghana	229,996	300,560	254,295
Indonesia	25,162	33,640	47,506
Nicaragua	2,053	2,778	3,608
Nigeria	124,658	116,958	68,221
Peru	31,894	28,092	30,570
Other*	14,912	10,279	9,081

*Other countries are Costa Rica, Mexico, Panama, Tanzania, Uganda, and Vietnam

GLOBAL SALES (MT)

Country	2018	2019	2020
Global	965,845	943,436	862,063
Brazil	4,041	2,937	3,388
Cameroon	48,283	31,947	42,394
Côte d'Ivoire	647,873	573,038	501,519
Dominican Republic	13,630	2,338	7,068
DR Congo	10,403	20,293	20,615
Ecuador	42,925	40,074	47,770
Ghana	97,386	147,372	125,475
Indonesia	18,429	42,794	47,651
Nicaragua	716	1,141	1,547
Nigeria	57,487	60,383	45,238
Peru	19,500	16,986	16,490
Other*	5,172	4,133	2,908

*Other countries are Costa Rica, Mexico, Panama, Tanzania, Uganda, and Vietnam

NUMBER OF FARMERS

	2018	2019	2020
Global	807,880	771,632	774,940
Africa	746,001	698,281	672,251
Asia / Pacific	37,552	53,514	78,047
Latin America	24,327	19,837	24,642

NUMBER OF WORKERS
(permanent and seasonal)

	2018	2019	2020
Global	22,176	22,799	24,542
Africa	13,023	14,476	13,578
Asia / Pacific	798	1,390	2,340
Latin America	8,355	6,933	8,624

AREA (Hectare)

	2018	2019	2020
Global	3,007,123	2,541,054	2,405,874
Africa	2,805,451	2,372,039	2,180,922
Asia / Pacific	41,801	51,715	80,641
Latin America	159,871	117,300	144,311

CERTIFICATION DATA

Tea - Rainforest Alliance Certification Program



ESTIMATED PRODUCTION (MT)

Country	2018	2019	2020
Global	1,178,965	1,226,708	1,367,125
Australia	1,402	1,528	1,528
Argentina	45,236	61,894	69,276
Bangladesh	12,228	10,371	10,371
Burundi	-	20,434	20,434
China	21,186	27,289	69,980
Ecuador	3,735	3,735	3,233
India	250,995	269,266	256,144
Indonesia	74,782	72,962	72,696
Japan	2,371	2,371	2,022
Kenya	492,999	458,853	558,211
Malawi	46,758	47,180	48,906
Mozambique	1,700	2,000	2,000
Nepal	427	1,130	1,015
Rwanda	29,873	30,698	32,940
Sri Lanka	59,317	87,173	104,063
Taiwan	331	331	1,264
Tanzania	24,280	26,916	15,298
Turkey	41,427	45,887	31,679
Uganda	28,368	24,835	26,722
Vietnam	19,296	21,312	35,478
Zimbabwe	16,813	10,039	4,614

GLOBAL SALES (MT)

Country	2018	2019	2020
Global	228,209	369,344	375,283
Argentina	34,295	44,202	60,982
Burundi	28	91	60
China	7,320	14,708	13,106
India	46,526	54,214	33,607
Indonesia	12,729	39,236	24,365
Kenya	52,400	116,270	118,321
Malawi	10,060	20,092	39,372
Nepal	8	188	45
Rwanda	11,361	15,056	10,699
Sri Lanka	18,045	11,572	21,524
Taiwan	138	125	189
Tanzania	7,025	7,710	10,129
Turkey	6,075	18,488	14,592
Uganda	10,810	4,410	2,715
Vietnam	5,888	14,550	11,143
Zimbabwe	4,125	5,024	11,025
Other*	1,377	3,091	3,386

*Other countries are Australia, Bangladesh, Ecuador, Ethiopia, Japan, and Mozambique

NUMBER OF FARMERS

	2018	2019	2020
Global	878,182	936,981	958,528
Africa	811,454	844,065	842,253
Asia / Pacific	66,158	92,216	115,488
Latin America	570	700	787

NUMBER OF WORKERS
(permanent and seasonal)

	2018	2019	2020
Global	767,378	734,647	734,120
Africa	203,697	182,395	162,452
Asia / Pacific	562,588	550,980	570,481
Latin America	1,093	1,272	1,187

AREA (Hectare)

	2018	2019	2020
Global	593,481	613,582	643,184
Africa	302,775	304,525	318,862
Asia / Pacific	274,854	291,818	305,725
Latin America	15,852	17,238	18,597

CERTIFICATION DATA

Tea - UTZ Certification Program



ESTIMATED PRODUCTION (MT)

Country	2018	2019	2020
Global	117,125	122,751	100,621
China	6,521	6,549	5,223
India	49,138	57,971	48,527
Indonesia	5,368	5,305	1,603
Kenya	27,042	24,953	25,144
Sri Lanka	6,699	3,474	2,006
Other*	21,272	23,405	18,119

GLOBAL SALES (MT)

Country	2018	2019	2020
Global	6,538	8,299	6,171
China	843	909	720
India	2,335	3,537	2,507
Indonesia	210	209	156
Kenya	251	375	153
Sri Lanka	86	67	139
Other*	2,813	3,201	2,496

NUMBER OF FARMERS

Country	2018	2019	2020
Global	17,435	12,949	14,795
China	411	423	416
India	2,477	2,445	3,764
Indonesia	3	3	95
Kenya	12,872	8,215	8,191
Sri Lanka	284	338	811
Other*	1,379	1,525	1,518

NUMBER OF WORKERS
(permanent and seasonal)

Country	2018	2019	2020
Global	88,311	82,249	57,548
China	2,399	1,586	1,096
India	55,751	51,640	36,860
Indonesia	1,900	1,839	656
Kenya	5,226	3,995	3,297
Sri Lanka	6,369	2,619	2,520
Other*	16,633	20,524	13,119

AREA (Hectare)

Country	2018	2019	2020
Global	64,872	62,450	62,450
China	2,967	2,690	2,249
India	31,205	32,165	24,432
Indonesia	1,931	1,972	449
Kenya	12,980	9,696	10,446
Sri Lanka	5,177	2,622	8,801
Other*	10,590	13,305	9,797

*Other countries are Malawi, Mozambique, Rwanda, South Korea, Vietnam and Zimbabwe

CERTIFICATION DATA

Banana – Rainforest Alliance Certification Program



ESTIMATED PRODUCTION (MT)

Country	2018	2019	2020
Global	8,412,652	9,242,453	9,462,755
Colombia	2,072,529	2,405,128	2,124,334
Costa Rica	1,906,831	1,941,092	1,985,251
Côte d'Ivoire	318,082	313,961	319,912
Dominican Republic	129,513	105,854	88,156
Ecuador	1,342,580	1,148,185	1,275,686
Guatemala	1,267,606	1,526,768	1,526,768
Honduras	499,451	500,633	468,494
Mexico	194,298	211,980	215,981
Nicaragua	99,707	107,219	114,967
Panama	255,416	279,196	286,686
Philippines	63,670	391,962	404,095
Other*	262,969	310,475	350,428

GLOBAL SALES (MT)

Country	2018	2019	2020
Global	2,255,459	2,286,444	2,791,215
Colombia	1,076,162	1,083,251	1,167,832
Costa Rica	332,400	415,088	450,937
Côte d'Ivoire	12,819	26,938	27,588
Dominican Republic	21,321	30,985	22,796
Ecuador	336,499	338,281	374,662
Guatemala	242,414	61,032	396,310
Honduras	1,735	1,471	5,811
Mexico	19,528	24,332	21,510
Nicaragua	8,586	12,990	25,498
Panama	138,855	146,991	195,243
Philippines	7,834	39,189	34,757
Other*	56,486	105,897	68,271

*Other countries are Belize, Brazil, Cameroon, Ghana, Peru, Sri Lanka, Tanzania and Suriname

NUMBER OF FARMERS

	2018	2019	2020
Global	2,168	2,187	2,123
Africa	16	21	41
Asia-Pacific	41	51	48
Latin America	2,111	2,115	2,034

**NUMBER OF WORKERS
(permanent and seasonal)**

	2018	2019	2020
Global	159,957	181,975	184,954
Africa	18,158	19,155	17,216
Asia-Pacific	3,955	30,884	31,398
Latin America	137,844	131,936	136,340

AREA (Hectare)

	2018	2019	2020
Global	166,401	186,343	189,227
Africa	9,827	11,189	11,378
Asia-Pacific	1,636	12,539	12,748
Latin America	154,939	162,635	165,101

CERTIFICATION DATA

Glossary

Rainforest Alliance Certification Program

ESTIMATED PRODUCTION

Estimated production volume in metric tons.

GLOBAL SALES

All confirmed volumes sold from the farmers to their first buyers (based on shipment date in our online traceability platform M2).

FARMER

Number of individual farms and individual farmers that are part of a group or multi-site certificates.

WORKER

Any person who works on a farm or for a group administrator and is paid for his or her work. Encompasses all types of workers, including permanent, temporary, documented, undocumented, migrant, and transitory, and also persons temporarily absent from a job or enterprise at which they recently worked for illness, parental leave, holiday, training, or industrial dispute. Includes the workers hired by individual smallholders.

AREA

Estimated production area in hectare of the certified crop only.

UTZ Certification Program

Estimated production volume in metric tons (Includes certified volume and extension volume. Excludes carry over volume).

All confirmed volumes sold from the farmers to their first buyers (based on confirmation date in our online traceability platforms GIP or MTT).

Number of group members and number of estates.

Total number of permanent and seasonal workers for certificate holders (workers on estates and group staff at Internal Management System level). Does not include workers hired by smallholders/ group members.

Estimated production area in hectare of the certified crop only.