



MEASURABLE IMPACTS OF VOLUNTARY STANDARDS: *THE ENVIRONMENT*

A PRESENTATION AT THE
IPECA BIOFUEL WORKSHOP 18-19 SEPT



Rainforest Alliance: Who We Are

Established in 1987

Mission Statement

The Rainforest Alliance works to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behavior.



The mark of responsible forestry
SW-COC-004360

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Rainforest Alliance at 25 Years Old



stats at 20th anniversary (2007) in green

2.7 million people impacted (**1.2 million**)*
101 countries (**60**)
> 70 million hectares (**40 million**)
\$48 million budget (**\$21 million**)
313 total staff (**138**)
20 offices worldwide (**11**)



of global coffee market
is Rainforest Alliance
Certified (**1.4%**)



of global cocoa market
is Rainforest Alliance
Certified (**0.2%**)



of global tea market
is Rainforest Alliance
Certified (**0%**)

* based on average family sizes

IN KEY CONSUMER MARKETS



42%
Australia



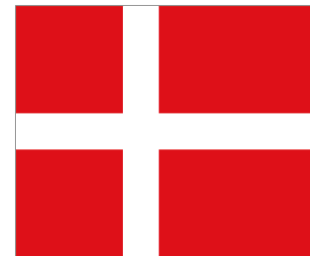
39%
Germany

35%
Canada



44%
Sweden

42%
U.S.



44%
Denmark

54%
U.K.



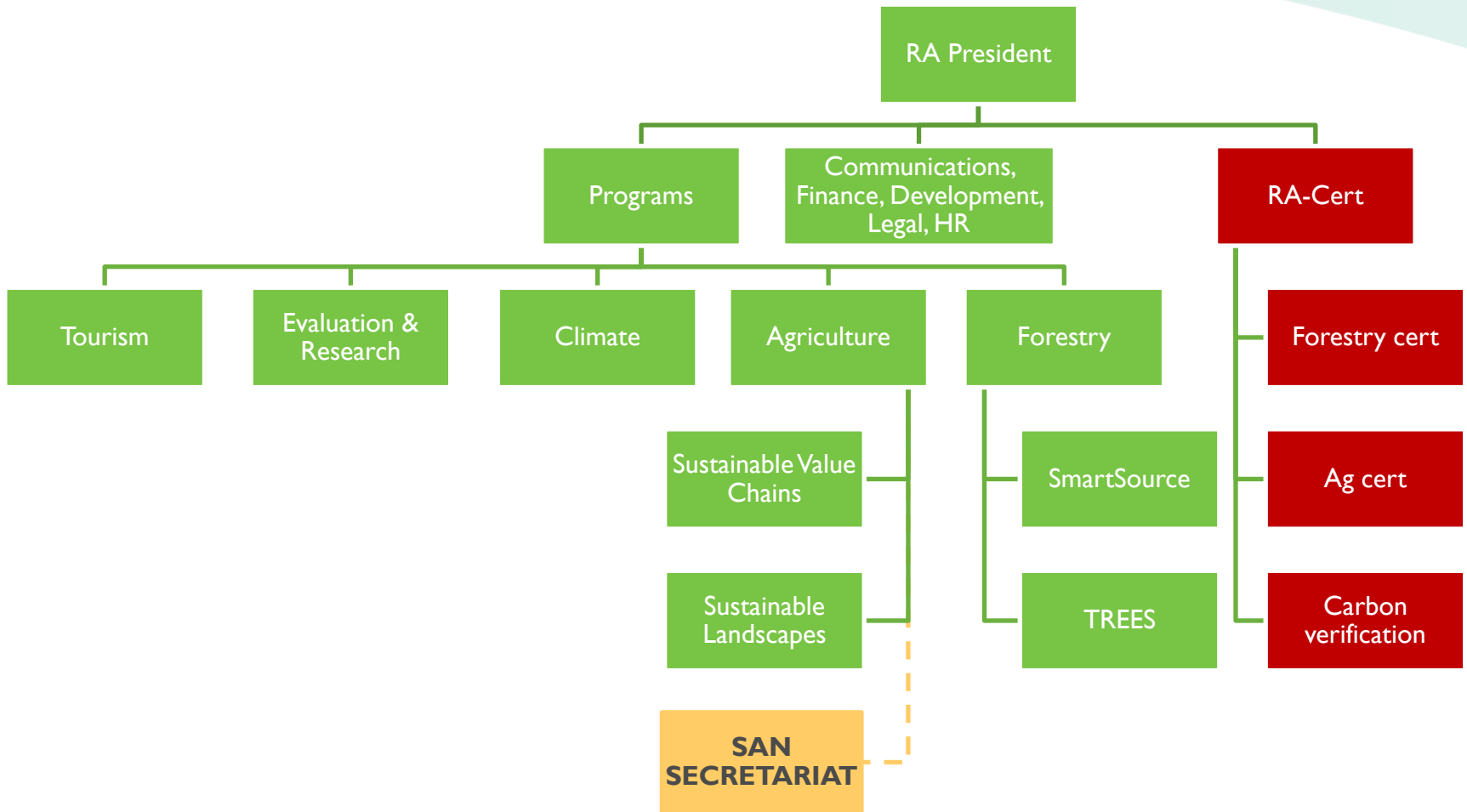
44%
Finland

Prompted Awareness of Rainforest Alliance Certified™

THROUGH GREAT COLLABORATIONS...



RAINFOREST ALLIANCE ORGANIZATION



THE VALUE CHAIN APPROACH OF OUR MISSION

**Capacity Building:
Producer support
and Training**

**Certification:
Sustainable Forestry
Sustainable Agriculture
Carbon validation / verification**

**Market
development and
corporate
engagement**

Systems development, operations, and governance

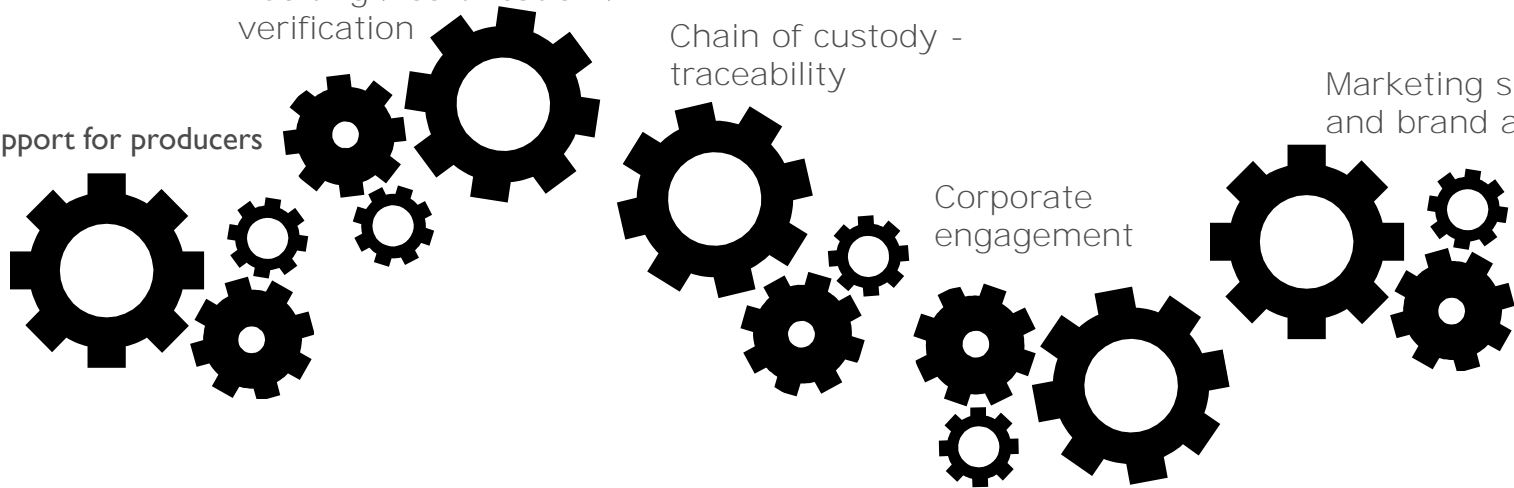
Auditing / certification /
verification

Chain of custody -
traceability

Marketing support
and brand awareness

Corporate
engagement

Training and support for producers



producers / processors

buyers / exporters / importers

distributors / brands / retailers / industry groups

consumers

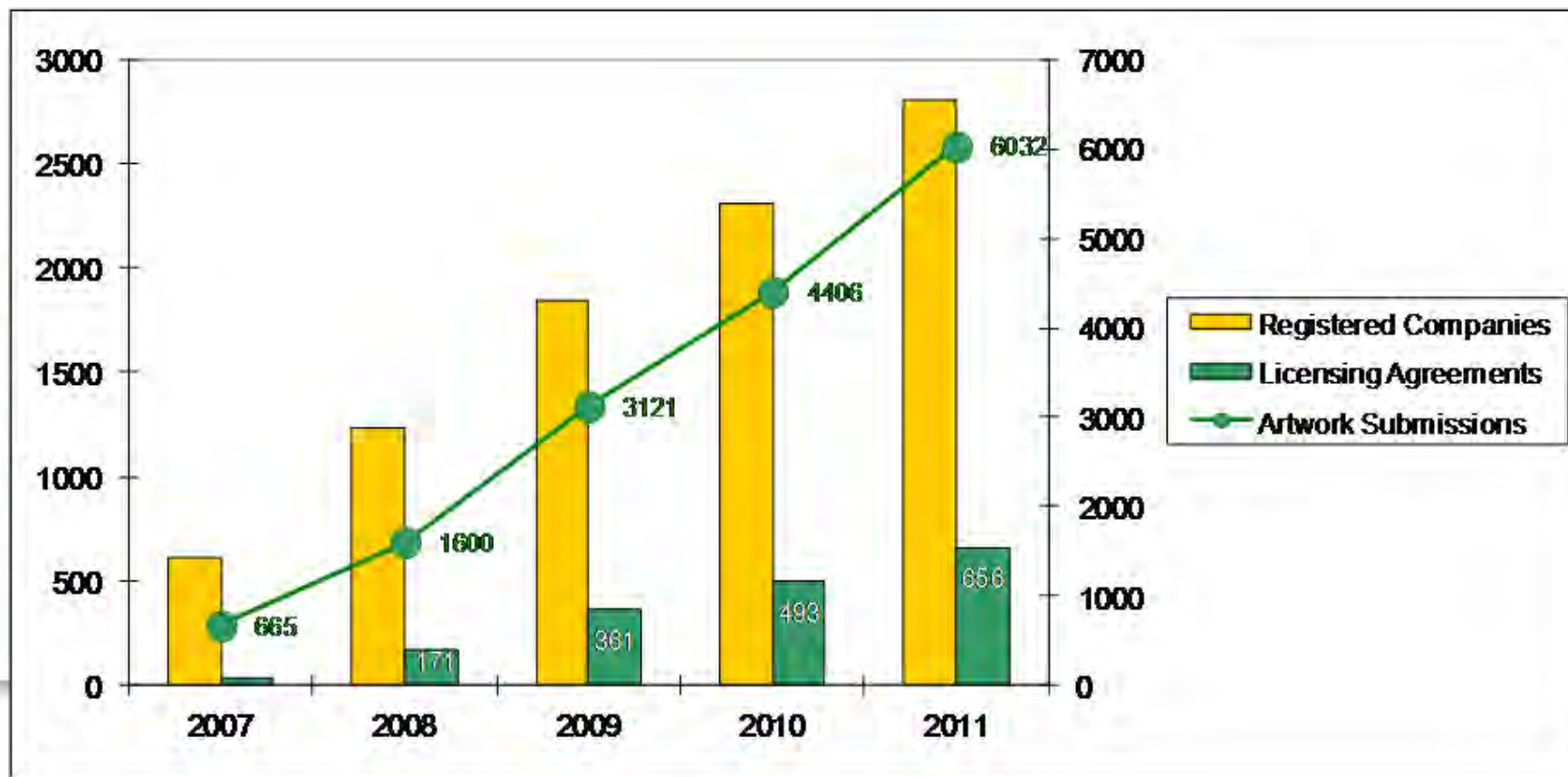
LAND USE PRACTICES

BUSINESS PRACTICES

CONSUMER BEHAVIOR

USING CERTIFICATION TO TRANSFORM MARKETS AT SCALE

RAINFOREST ALLIANCE CERTIFIED™



SUSTAINABLE AGRICULTURE PROGRAM

- First global **Sustainable Agriculture Standard** founded in 1993 with a network of NGOs in the developing world: **the Sustainable Agriculture Network (SAN)**;
- Over **575,000 certified farms**. **1.8 m ha** of certified agricultural land;
- **31 crops** grown in **38 countries** sold by **3000+ companies** worldwide.



SUSTAINABLE FORESTRY

- Pioneers of sustainable forestry certification; helped establish the **Forest Stewardship Council (FSC)** in 1993
- **Collaboration** with companies and forest enterprises to harvest forest products using the most **holistically sustainable** methods possible.; focus on creating market access.
- **Leader in FSC certification:** 72 million hectares across 72 countries.



How can these marks
Help your business stand out?
Read on to learn more.



FSC



RAINFORREST ALLIANCE
CERTIFIED

FSC-ACC-004
© 1998 Forest Stewardship Council A.C.
The mark of responsible forestry

CLIMATE PROGRAM

- **Carbon Verification & Validation:** confirms carbon projects are conservation-oriented and meet established international standards for carbon sequestration.
- **Sustainable Agriculture Climate Module:**
 - Climate mitigation: add-on to existing standard with robust climate criteria.
 - Climate change adaptation: preparation for impacts on crops.
- **Carbon Credits:** our climate services enable company and community-run projects to benefit financially from carbon credit payments.



BUILDING CAPACITY AT PRODUCER LEVEL ONLINE TRAINING PLATFORM

The screenshot shows a web browser window with the URL <http://www.sustainableagriculturetraining.org/>. The page features the Rainforest Alliance logo and the tagline "Innovative solutions for sustainable agriculture". A navigation menu includes links for Home, Events (Workshops & Trips), Online Training Courses, Online Exams, Approved Trainers, Online Library (Training Materials), and Get Registered. A large banner image shows two elephants in a lush green field, with a butterfly on the right. The text on the banner reads: "Welcome to the Training Platform for Sustainable Agriculture".

About us

We are currently working on biodiversity preservation and assurance sustainable livelihoods through the transformation of soil use practices, enterprise practices and consumer behavior.

Online Library

Find here plenty of materials and information related to crops, searches and more.

[More](#)

Events

Soon, look for new events, workshops and field trips in different places in Latinamerica.

[More](#)

COMPREHENSIVE CERTIFICATION CRITERIA



The Sustainable Agriculture Network Standard

10 PRINCIPLES

Must score minimum of 50% in each principle

99 CRITERIA

Must score a minimum of 80% overall

15 CRITICAL CRITERIA

Must score 100% in all 15

Environmental

1. Social and Environmental Management System
2. Ecosystem Conservation
3. Wildlife Protection
4. Water Conservation

Social

5. Fair Treatment and Good Working Conditions for Workers
6. Occupational Health and Safety
7. Community Relations

Economic

8. Integrated Crop Management
9. Soil Management and Conservation
10. Integrated Waste Management

COLLABORATING -----

- **Collaboration** :with RTS and other standard systems
- Supporting standard development.
- Leading harmonization.
- Raising the bar and seeking solutions.
- Field-proofing policy.



...AND DIFFERENTIATING

- **COMPREHENSIVE:** Environmental, economic, and social components
- **CREDIBLE:** 25 years developing and delivering sustainability certification
- Focus on **BIODIVERSITY** and **NO DEFORESTATION**
 - No high value ecosystem destruction since 2005
 - 2.4. Management plan for extraction; threatened species cannot be harvested
 - 2.5. Separation between production areas and natural ecosystems
 - 2.8. Integration of trees in the productive landscape
 - 9.3. Vegetation required to reduce soil erosion
 - 9.4/5. No burning or land clearing for agriculture
- **RIGOROUS:** Detailed standards with thorough audits
- Applies to **LARGE PLANTATIONS AND SMALLHOLDERS**
- **LOCAL INTERPRETATION** guidelines
- Does not deal with **TERMS OF TRADE**



IN BIOFUEL ARENA...

• How does the Rainforest Alliance fit into the sustainable palm oil landscape?



- **Robust environmental criteria**, including species monitoring and biodiversity conservation, and mitigation of any damage resulting from deforestation since November 1999.

- **Boots on the ground:** Field based staff working in the field, including 9 organizational partners in Latin America alone. Capacity to monitor and evaluate during and after the certification process.

- **Traceability** to origin

- **Power of the frog** seal to engage consumers in specific markets/brands

- **Diversification** of sources of certified sustainable palm oil will allow large companies who have made wide commitments to achieve their public targets.

• How does Rainforest Alliance certification compare with that of the RSB and ISCC?



- **Sourcing policies** and SmartSouce mapping and supply chain analysis. Develop protocols for alignment of standards;

- **Joint training** with other cert systems, NGOs and Technical Assistant providers; s and joint auditing, **combi-certs**;

- **Supporting** the roundtables and stakeholder engagement;

- **Brazil.** Bonsucro and IMAFLORA (SAN Partner) already working together;



How does Rainforest Alliance Certified palm oil compare to RSPO Certified palm oil?



MEASURABLE IMPACTS – A SHORT LIST

- Biodiversity on farms – fauna and flora
- Biodiversity impacts in broader landscapes
- Water conservation
- Water quality
- Pesticides and chemical use and abuse
- Riparian protection
- Soil conservation
- Soil fertility
- Habitat change – fragmentation and connectivity
- Economic sustainability: productivity, prices and market access
- Social sustainability: workers' and children's welfare; community and family cohesion



IS IT WORKING?

Tea production in Kenya
Impact assessment of two
training models



Sustainable tea production in Kenya:
Impact assessment of Rainforest Alliance
and Farmer Field School training
Executive summary, 26 June 2012
Yuca Waarts, Lan Ge, Giel Ton, Don Jansen

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HARVARD | BUSINESS | SCHOOL

N9-712-438
DECEMBER 7, 2011

REBECCA M. HENDERSON
FREDERIK NELLEMAN



**UNILEVER SUSTAINABLE TEA:
LEAPFROGGING TO MAINSTREAM**

IMD-2-0157

20.09.2010



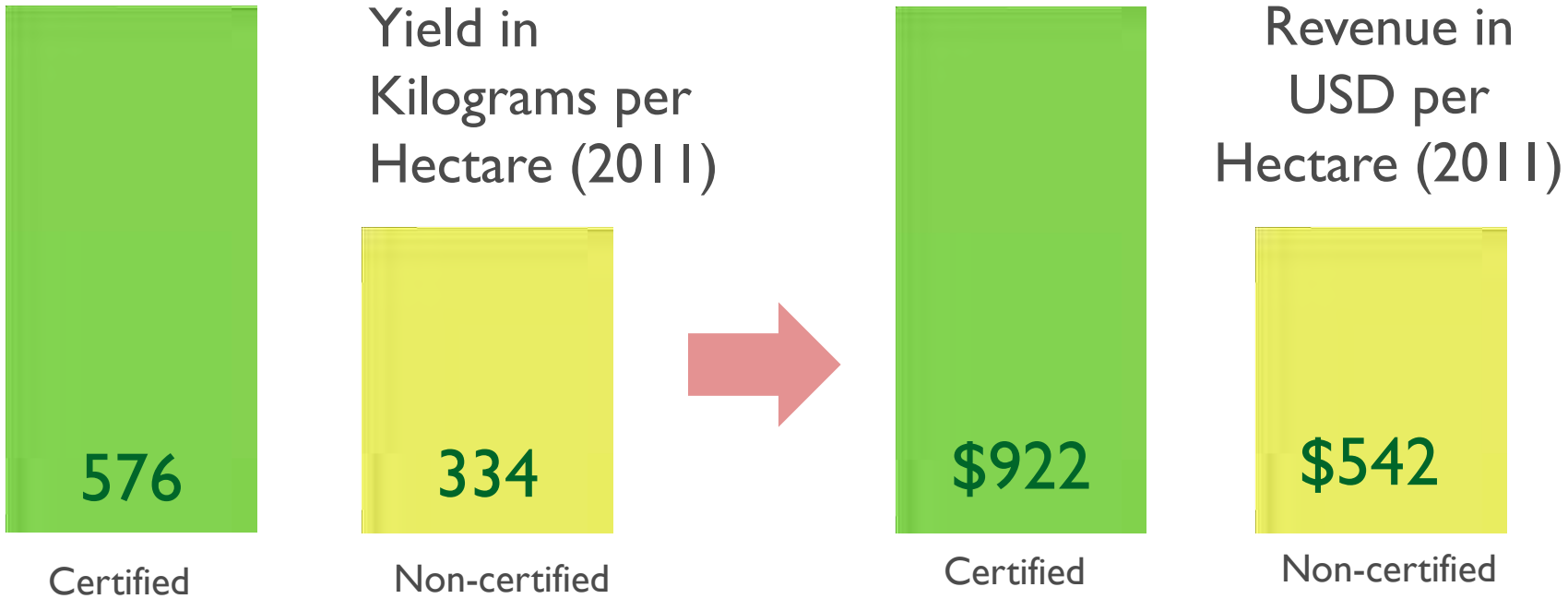
OTHER INDEPENDENT STUDIES

- COSA Cocoa impact study
- and would like to have any data or studies we have available to make the case
- ProForest Colombia Test results.
- The Brazil coffee study
- ***Toward Sustainability: The Roles and Limitations of Certification***
www.resolv.org/certificationassessment.
- Through the assessment, the Steering Committee found substantial evidence of improvements in social, environmental, and economic practices resulting from certification at the site level.... However, the evidence of broader or longer-term impacts is more limited..... it is difficult to attribute outcomes directly to certification. Consequently, additional coordinated research on the impacts of certification.....is a top priority.



AND MEASURING THE IMPACTS OF OUR WORK..

COSA STUDY COTE D'IVOIRE (EXAMPLE) PRODUCTION—NOT PRICE—DRIVING REVENUE



Based on a survey of 117 RA-certified cocoa farms and 135 control farms

* Difference is significant with 95% confidence



KTDA TEA IMPACT STUDY

*LEI WAGENINGEN UNIVERSITY BY YUCA WAARTS , 2012

- 350+ farmers from 4 Kenyan tea factories within KTDA between
- July 2010 to February 2012
- Impact assessment of:
 - i. Farmer Field School (FFS) training only
 - ii. Rainforest Alliance (RA) training only
 - iii. FFS + RA training combined
 - iv. No training programs (control group)
- FFS + RA highest increase in knowledge of GAPs, followed by the RA only group.
- RA only group had significantly higher knowledge level, especially in environmental GAPs, than other groups.
- RA training showed in: better waste and water management, productivity, soil conservation, health & safety, wildlife protection, and green leaf quality.
- Among the RA trained farmers:
 - 97% were satisfied with the training
 - 80% would recommend training
 - 84% said they benefitted from the training



RWANDA TEA

- <http://www.rainforest-alliance.org/multimedia/rwanda-tea-farmer>



THE NEED FOR LAND HUSBANDRY

‘The food industry (for various reasons) cares about what happens on farms. The fuel industry is only interested in compliance’

*Chris Wille,
Chief of Agriculture,
Rainforest Alliance*



THANK YOU !



**Rainforest
Alliance**

Mohammad Rafiq mrafiq@ra.org
Senior Vice President, Programs

The Rainforest Alliance works to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behavior.

- **Supporting standard development.** (we supported both the Roundtable on Sustainable Biofuels and the International Sustainability and Carbon Certification standards. As the oldest and most experienced standard and cert system, we contribute hard-earned knowledge about how to guide improvements on plantations, which produce mostly food but also biomass for biofuels)
- **Leading harmonization.** (with support from Packard and now CLUA, we have led efforts to build unity, alignment and collaboration among the roundtables, the SAN standard and the two biofuels standards. This is beginning to pay off, as the RSB has “recognized” the SAN standard, and Bonsucro is working with IMAFLORA to find common ground)
- **Raising the bar and seeking solutions.** (we have led or participated in coalitions working on biofuels related issues such as the definition of high conservation value ecosystems, “go” and “no-go” planting areas, equity and self-empowerment for small holders, biological corridors and buffer zones, and the troublesome Indirect Land Use Change. We and WRI have developed a Forest Cover Monitoring Methodology that uses satellite imagery and boots-on-the-ground verification. The SAN standard-setting process serves as a model for the others, and the SAN standard itself is the backbone of all the new standards.)
- **Field-proofing policy.** (The RA and SAN feed information from the field to policymakers and support our sister NGOs in biofuels policy reform. We are not vocal in policy forums; instead we support groups like BirdLife in Europe and National Wildlife Federation and NRDC in the US, helping them see and “proof” the implications of policy changes.)