

The Rainforest Alliance Difference!



Saturday 11th February, 2012
**Per Bogstad, Sustainable Value Chains, UK
and Ireland**

pbogstd@ra.org



Our mission

Works to conserve biodiversity and ensure sustainable livelihoods by transforming...

Land use practices



Consumer behavior



Business practices



The mark of responsible forestry
SW-COC-004360

© 1996 Forest Stewardship Council A.C.



- **The Standard**

- A comprehensive and sustainable standard for sustainability
- Flexibility

- **Our work with Farmers**

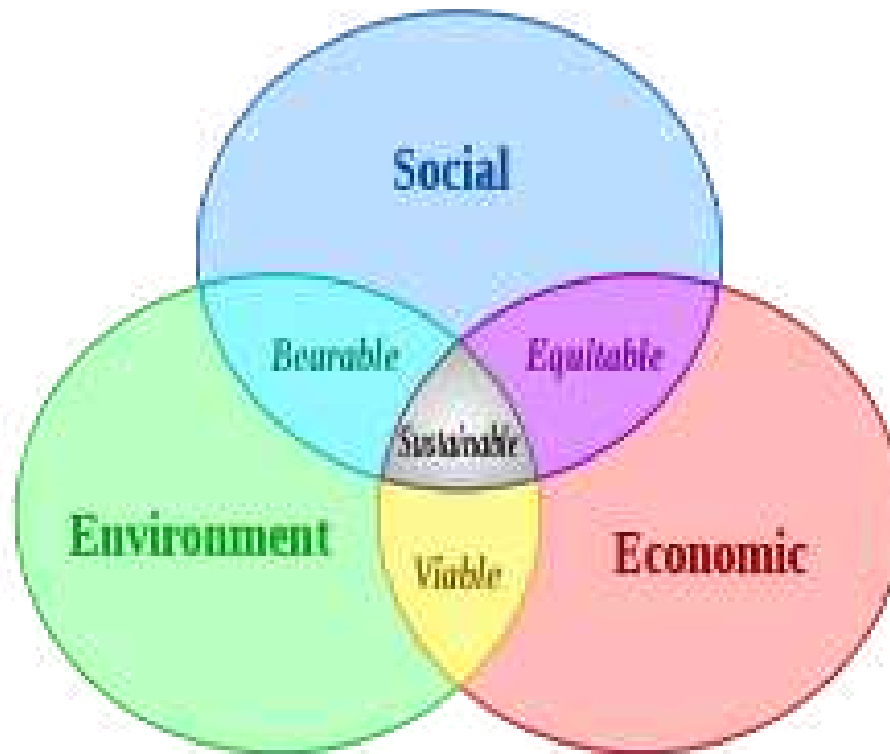
- How we do it
- What we have accomplished

- **Changing markets**

- Working with brands
- Working with Spice



Three Pillars of Sustainability



“Sustainability”
the capacity to endure



Changing Landscapes: A sustainable standard for sustainability



The Sustainable Agriculture Network (SAN)



- 1 Social and Environmental Management System
- 2 Ecosystem Conservation
- 3 Wildlife Protection
- 4 Water Conservation
- 5 Fair Treatment and Good Working Conditions for Workers
- 6 Occupational Health and Safety
- 7 Community Relations
- 8 Integrated Crop Management
- 9 Soil Management and Conservation
- 10 Integrated Waste Management



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Conserving the Ecosystem

- 2 Ecosystem Conservation
- 3 Wildlife Protection
- 4 Water Conservation



Health and safety & community relations

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



Improving farm performance

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



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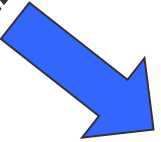


The Sustainable Agriculture Network (SAN)




Sustainable
Agriculture
Network
Standard

Scientists



Conservationists



Industry



Communities



The Sustainable Agriculture Network (SAN)



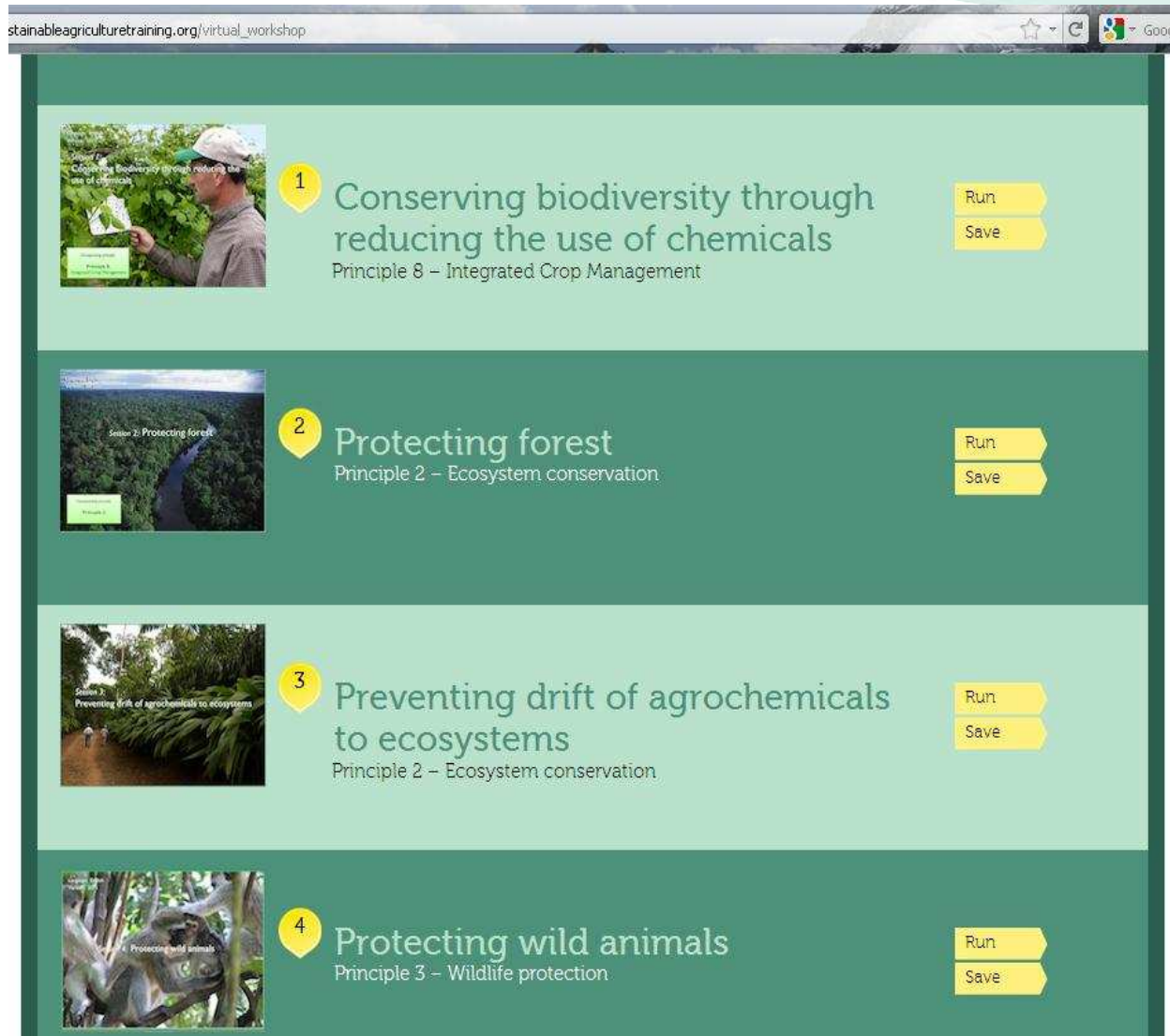
Training

Strengthening Groups


- Teaching farmers new skills through farmer leaders




stainableagriculturetraining.org/virtual_workshop




The screenshot shows a web browser window with the URL 'stainableagriculturetraining.org/virtual_workshop'. The page features a vertical list of four modules, each with a thumbnail image, a numbered title, a subtitle, and 'Run' and 'Save' buttons.

- 


1 **Conserving biodiversity through reducing the use of chemicals**
Principle 8 – Integrated Crop Management

Run
Save
- 

2 **Protecting forest**
Principle 2 – Ecosystem conservation

Run
Save
- 

3 **Preventing drift of agrochemicals to ecosystems**
Principle 2 – Ecosystem conservation

Run
Save
- 

4 **Protecting wild animals**
Principle 3 – Wildlife protection

Run
Save

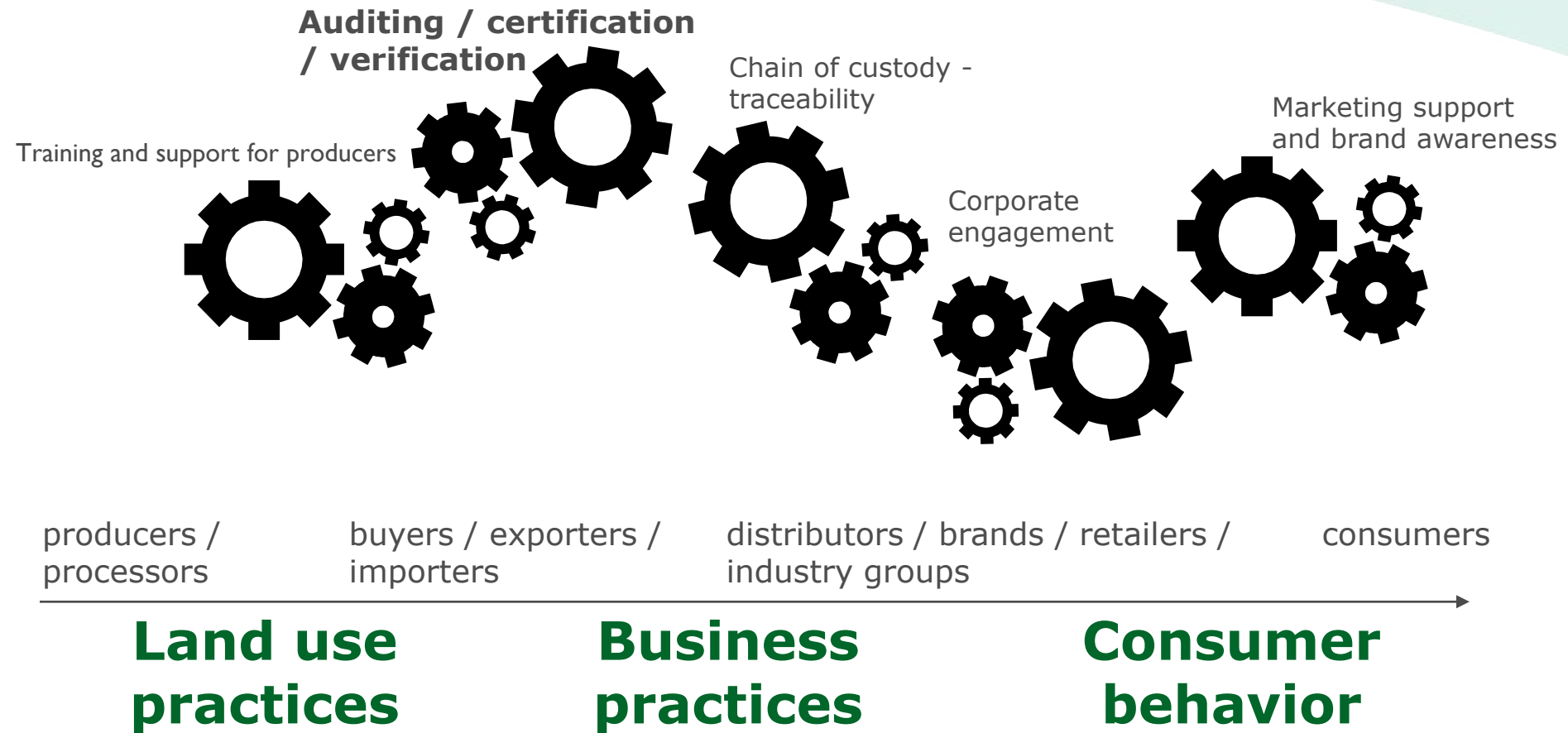




Linking to Markets



Working across the 'value chain'...



DRIVING CHANGE THROUGH GLOBAL COMMITMENTS



Committed to 100% Rainforest Alliance Certified tea for Lipton brand and 100% Certified cocoa for Magnum Chocolate brand by 2015.

The MARS logo, consisting of the word 'MARS' in white capital letters on a dark blue rectangular background.

Committed to sourcing 100,000 MT Rainforest Alliance Certified cocoa by 2020. So far, DOVE Dark in the US, Galaxy Bars in the UK, and Mars Bar in Australia...



Sourcing Rainforest Alliance Certified coffee and cocoa for mainstream brands in Europe and North America



100% Rainforest Alliance Certified™ tea for all of Tetley brand globally by 2016.



Working at origin with Nestle on the supply for Nescafe and Nespresso brands.

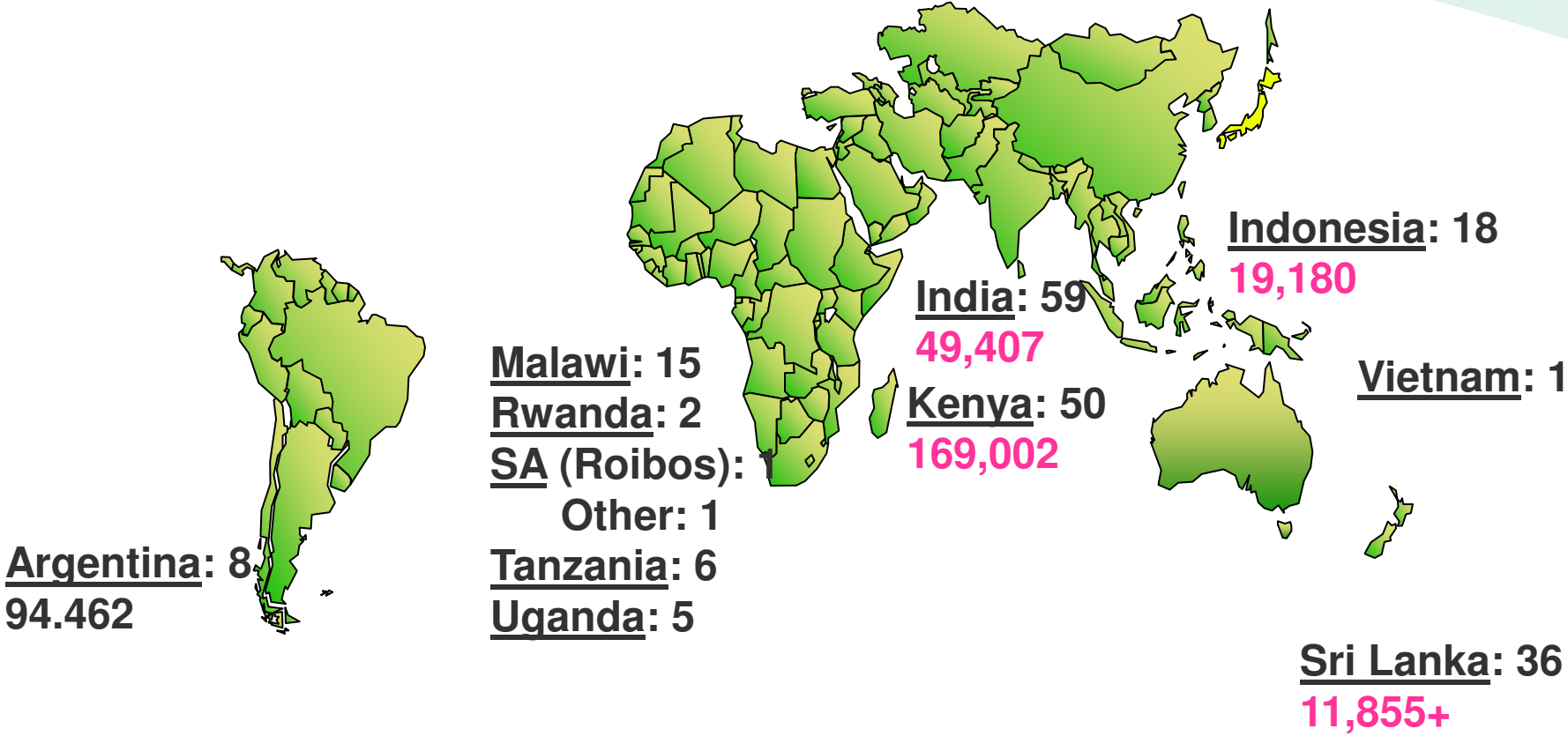


Sustainable agriculture – A global phenomenon

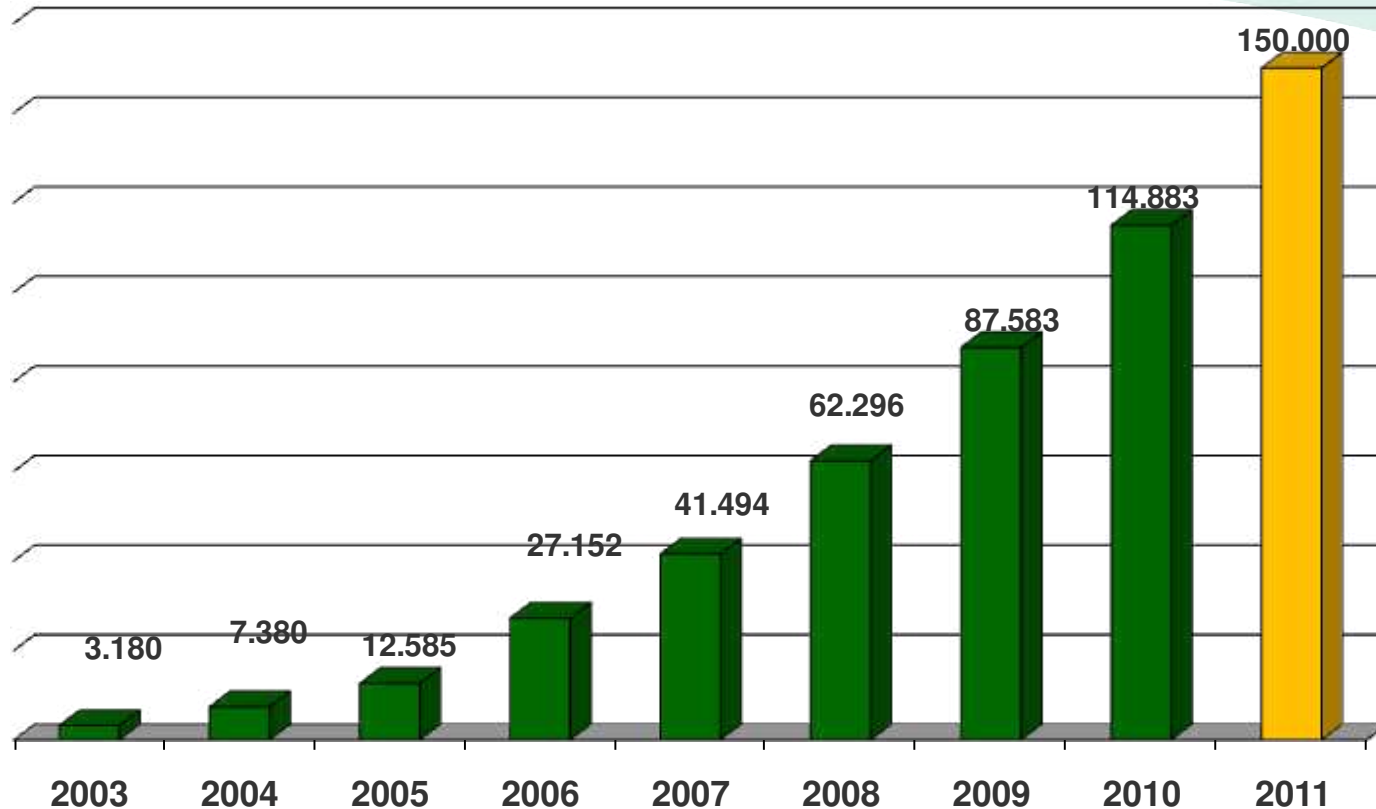
- Over 140,000 Rainforest Alliance Certified™ farms
- Over 100 crops in 31 countries can be Rainforest Alliance Certified™
- 3.3% of world's cocoa or 60,000 tons in 2010,
- **6.6% of world's tea or 380,000 tons in 2011**
- 3.26% world's coffee 219,000 tons in 2010



Autumn 2011: Estates: 204, Volumes: 380,000



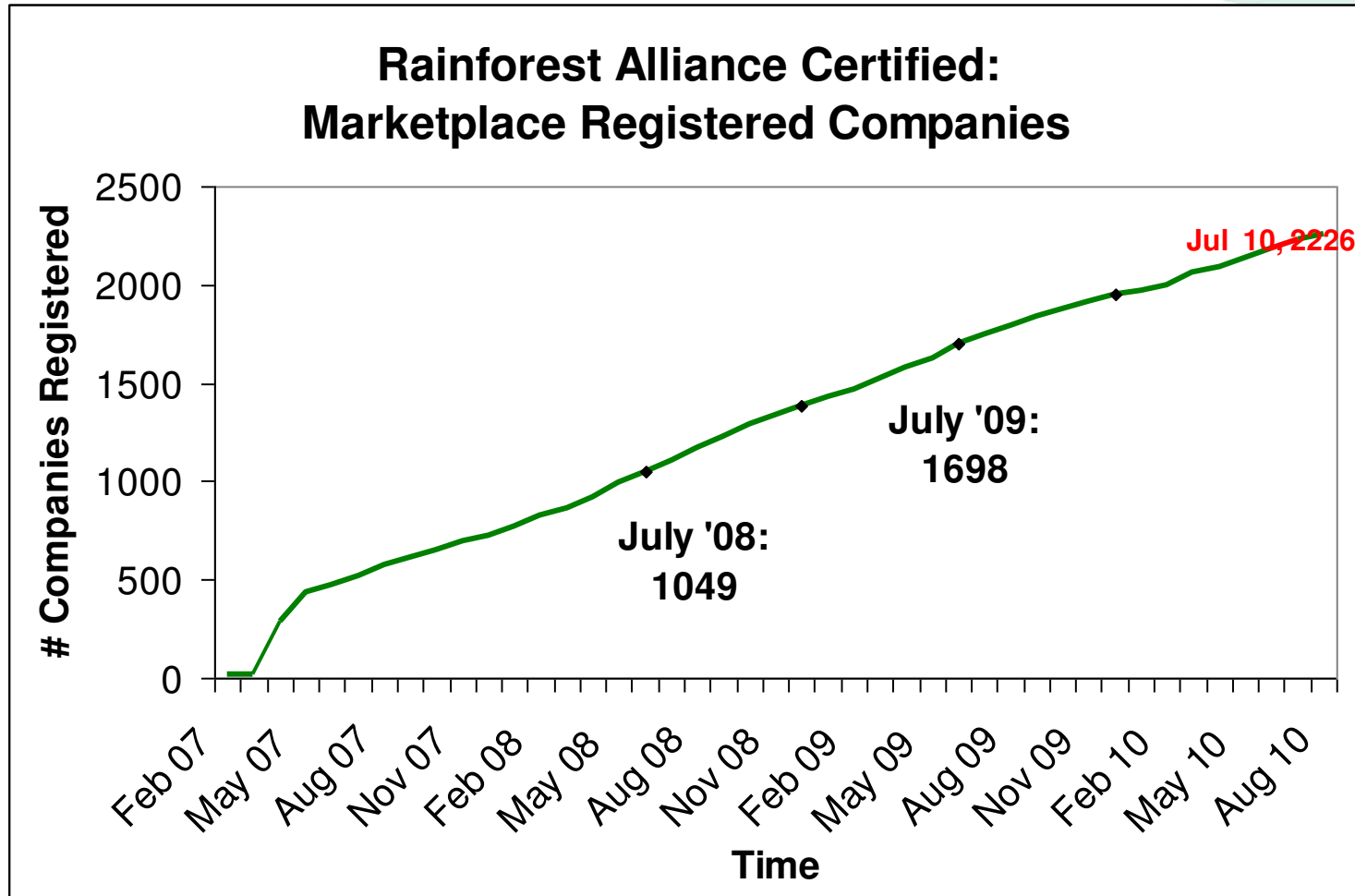
Rainforest Alliance Certified™ - Worldwide Coffee Sold (MT)



- ⑩ Growth in demand increased an average of 77% each year for the past seven years



Our growth through NEW COMPANIES...



528 New companies in FY10: 32% growth





and spice



Starting an initiative on spice (under IDH)

	Egypt	India	Indonesia	Madagascar	Morocco	Vietnam
Chamomile						
Chilli Pepper		✓				
Clove			✓	✓		
Cinnamon			✓			
Ginger		✓				
Hibiscus						
Mint						
Pepper			✓	✓		✓
Turmeric		✓				
Vanilla				✓		



And others

	Egypt	India	Indonesia	Madagascar	Morocco	Vietnam
Chamomile	✓					
Chilli Pepper		✓				
Clove			✓	✓		
Cinnamon			✓			
Ginger		✓				
Hibiscus						
Mint		✓			✓	
Pepper			✓	✓		✓
Turmeric		✓				
Vanilla				✓		



New corporate partners



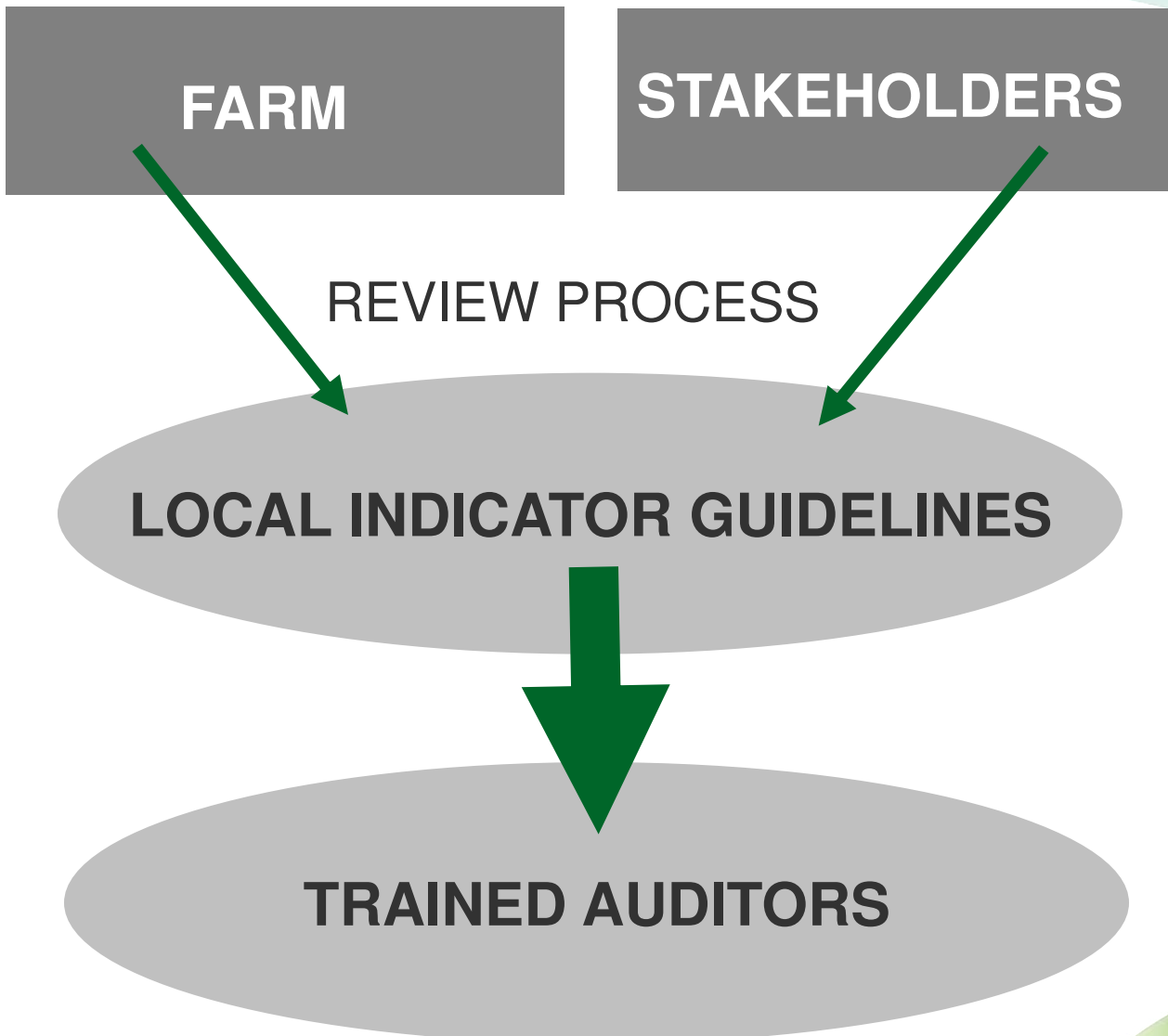
NEDSPICE GROUP



Unilever



Building a sustainable spice initiative (Stage I)



Marketing





Turning ethical branding on its head...

Rainforest Alliance certified packs

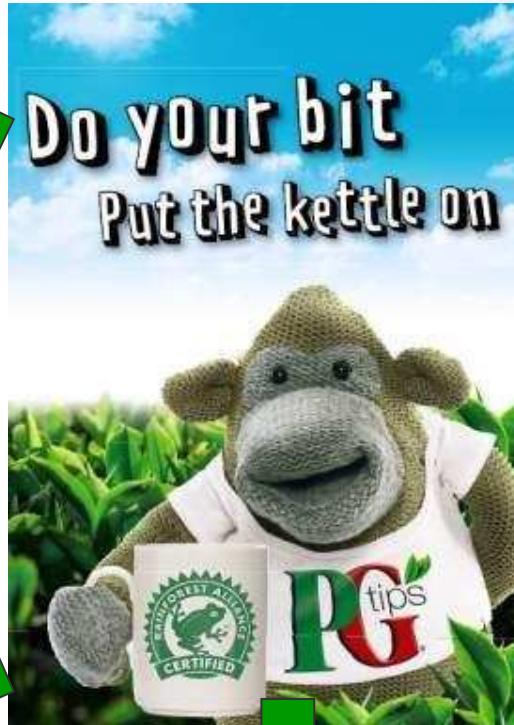


Promo packs

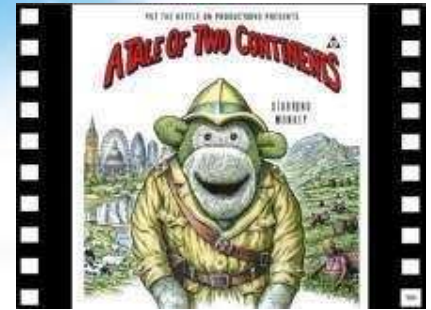
TV announcement "Take a sip"



THE CAMPAIGN



National press, radio and PR



Short movie to inform and entertain

2nd phase TV "Senor AI"

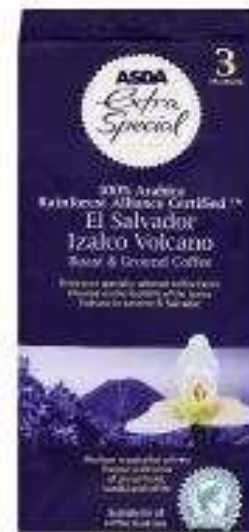


PG Tips claims title of biggest ethical brand



Put the kettle on

Private Label Coffee



Costa Coffee



**RAINFOREST ALLIANCE CERTIFIED™ COFFEE.
NOW SERVED HERE.**

AT LEAST 30% OF OUR COFFEE COMES FROM
RAINFOREST ALLIANCE CERTIFIED™ FARMS.
WE MAKE IT BETTER

COSTA



NEW APPROACHES



www.facebook.com/Farmersfirsthand

facebook



Tea





Rainforest
Alliance

**THANK
YOU!**

Per Bogstad – Manager, Sustainable Value Chains UK & Ireland

pbogstad@ra.org