Rainforest Alliance Certified Cocoa: the Why, How and What

Edward Millard, RSCE 2, March 2009
Why- 1. Value for Companies

Credible third party verification is penetrating mainstream food business
Value for Companies

Traceability

Reduced supply risk

Leadership reputation

Market differentiation
Why- 2. Value for Farmers

Study by GTZ in Côte d’Ivoire 2008

Higher value market opportunities - $1 million on 2008/9 production

New skills and technologies to address key problems

Strengthened organizations

Improved living and working conditions

Protected natural environment
Value for Farmers

Certified by Rainforest Alliance

29,000 hectares production area

8,400 farmers

6 countries

12,000 tons
Why- 3. Value for ecosystem

60% of the world’s species live in tropical agricultural landscapes
Tropical forests provide services to farmers and communities
Protecting watersheds maintains fresh water supply
Best agricultural practices contribute to productivity
Rainforest Alliance has climate change and forestry programs
How- 1. Creating Certified Supply

Develop plan with suppliers and farmers
Assess present practices
Define and implement training program
Establish management system for groups
Apply for audit when ready

Brand Roll-Out Plan

<table>
<thead>
<tr>
<th>Country</th>
<th>Launch Date</th>
<th>Target Volume</th>
<th>Material Origin</th>
<th>Material Volume</th>
<th>Supplier</th>
<th>Certification Date</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
How- 2. Chain of Custody Standard

Requires segregation of certified material—mass balance or equivalence not allowed
How much

Cost factors:

Training
Audit
Expected premium
Segregation
What- Sustainable Agriculture Standard

Balanced criteria

Economic
Integrated crop management
Conserving soils
Managing waste

Social
Occupational health and safety
Working conditions
Community relations

Environmental
Protecting wildlife
Conserving water
Restoring ecosystems
Credibility of Standard

Defined by tropical agricultural organizations

ISO 65 accredited (well, nearly)

Indicators developed by national stakeholders

Guided by International Standards Committee

Compliant with ISEAL code of best practice

Uses trained local auditors

Applicable to plantations and small holdings