



OUR MISSION: PEOPLE AND NATURE THRIVING TOGETHER



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. 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 alliance includes farmers and forest communities, companies, governments, civil society, and millions of individuals. Together we work to protect forests and biodiversity, take action on climate, and promote human rights and improve the livelihoods of rural people.

As an international nonprofit organization with more than 35 years of experience in sustainability transformation, we understand that the social and economic well-being of rural communities is tightly connected to ecosystem health. This knowledge has shaped our rigorous programs to advance sustainable land-use and commodity production.

Our four main areas of work are all interconnected and have been designed to drive sustainability in the sectors and landscapes where we believe we can make the biggest difference for people and nature:

- 1. Certification:** Our program provides a path toward more resilient and inclusive agricultural practices, with a focus on cocoa, coffee, tea, bananas, and other tropical commodities.
- 2. Landscape management:** We develop and implement long-term conservation and community development programs in a number of critically important tropical landscapes.
- 3. Advocacy:** We work with governments, companies, and civil society organizations to advance policies that support rural producers who invest in sustainability transformation.
- 4. Tailored supply chain services:** We provide customized support to help companies define and achieve their sustainability commitments within certification and beyond.

OUR GLOBAL REACH



We work with farmers and forest communities in

70 COUNTRIES

4 MILLION FARMERS AND WORKERS
on certified farms

6 MILLION+ HECTARES

under Rainforest Alliance/UTZ agricultural certification*

Products with the Rainforest Alliance seal or UTZ label available in

175+ COUNTRIES

14.2 MILLION HECTARES

covered by integrated landscape management programs† aiming to conserve biodiversity and improve rural livelihoods

LANDSCAPE CONSERVATION HIGHLIGHTS

GUATEMALA
500,000 ha

GHANA
900,000 ha

INDONESIA
400,000 ha

land under integrated landscape management

CONSUMER REACH

f
940,000

ig
400,000

tw
280,000

in
90,000

* 2021 combined data for the UTZ and Rainforest Alliance certification programs, accounting for farms with double certification.

† 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.