



Rainforest Alliance Certified™
Sustainable Agriculture
Use of Seal Guidelines



Rainforest Alliance Certified™

Sustainable Agriculture Use of Seal Guidelines

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Section 1 - Overview

Section 1 – Overview

This section gives a general overview of the background, purpose and scope of these Use of Seal Guidelines, and a summary of how to obtain approval to use the Rainforest Alliance Certified™ (RAC) Seal for agricultural products.

1.1 Introduction

We at the Rainforest Alliance are pleased that you are interested in learning how to use the green frog seal to label and promote products grown on Rainforest Alliance Certified™ farms. You are joining a rapidly growing community that is committed to protecting biodiversity, conserving resources for the good of the planet and future generations, and ensuring that farm workers, their families and communities are treated well. Producers whose farms are Rainforest Alliance Certified™ and buyers who source products from these farms are granted conditional permission to use the RAC seal in marketing and labeling their products, in accordance with these guidelines.

1.2 The Rainforest Alliance and the Sustainable Agriculture Network

The Sustainable Agriculture Network (SAN) is a coalition of non-profit conservation and rural development groups that promotes efficient agriculture, biodiversity conservation and sustainable community development by creating social and environmental standards. The SAN fosters best management practices across agricultural value chains by encouraging farmers to comply with SAN standards and by motivating traders and consumers to support sustainability. The Rainforest Alliance is a member of the SAN and hosts its international secretariat, providing traceability, market linkages, technical assistance to farmers and promotion of the sustainable agriculture concept. The Rainforest Alliance is also the owner of the RAC seal and controls the use of the seal worldwide.

1.3 Marketing Products Bearing the RAC Seal

The RAC seal is a symbol that indicates quality farm management and commitment to effective conservation and sustainability practices. Farms that meet the SAN standards as verified through on-site audits are recognized as Rainforest Alliance Certified™ farms. Companies using the RAC seal gain access to a marketplace that increasingly demands responsible farm management practices. The RAC seal is found in thousands of outlets throughout Europe, Japan, Australia, North America and Central and South America, including hotels, restaurants, supermarkets, coffee shops, convenience stores, gourmet markets, tourist attractions, airplanes, trains, offices and universities.

1.4 Objective

These guidelines were developed to protect the value and integrity of the RAC seal. The primary objective of these guidelines is to ensure that the RAC seal is used only in ways that are accurate, clear, credible and transparent to consumers and participants in the supply chain, and only to promote products from certified farms. Questions about the specific details in these guidelines will generally be decided in favor of transparency, as determined by the Rainforest Alliance.



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1.5 Scope

This document applies to any company or organization wishing to use the RAC seal. It is bound by a signed license agreement between the company and the Rainforest Alliance, as only authorized licensees are eligible to use the seal on their products and marketing materials. These guidelines may be updated from time to time and replace any previous versions of the guidelines, though the current guidelines document is always available at www.rainforest-alliance.org/marketing.

1.6 Contact Us

If you have questions, need assistance with using the seal or would like to contact us for any reason, feel free to email us at RAC@ra.org, or reach us at our offices in New York or London:

Rainforest Alliance
665 Broadway, Suite 500
New York, NY 10012 USA
Phone: +1 (212) 677-1900
Fax: +1 (212) 677-2187

Rainforest Alliance
Winchester House
259-269 Old Marylebone Road
London NW1 5RA, UK
Tel: +44 (0)207 170 4130

1.7 Approval to Use the RAC Seal

The Rainforest Alliance greatly appreciates your choice to promote products grown on certified farms. Please follow these steps to gain approval to use the seal on all packaging and marketing materials:

1. **Register with the Rainforest Alliance** through the Rainforest Alliance Certified™ Marketplace online at www.rainforest-alliance.org/farmproducts, and click on “Register Here.” Registration takes just a few minutes and earns you a listing in our online directory, as well as access to exclusive marketing support tools. Once registered, you may access the online system at any time by signing in with your User ID and password.
2. **Begin sourcing certified products** or ingredients, and ensure that your purchasing and production meet the Sourcing & Manufacturing Requirements outlined in Section 2 of these guidelines so that your products will be eligible to bear the RAC seal.
3. **Sign a simple license agreement** by clicking on “Request Artwork” online under the “Use of Seal” tab on the “Use of Seal Guidelines” page. You will be prompted to supply your company’s official legal name and legal jurisdiction to generate a license agreement which will be signed and emailed to you within 5 business days. Please allow time for your own legal representative to review it. Then



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sign and email back a scanned copy of the signed agreement and the RAC seal artwork will be emailed to you.

4. **Confirm traceability** by requesting a transaction certificate from the Rainforest Alliance or your supplier of the RAC products. This ensures that the product or ingredient you've purchased was actually produced by a Rainforest Alliance Certified™ farm.
5. **Submit materials for approval online** under the "Use of Seal" tab on the "Submission Status" page, click on "New Submission". You will be asked a few questions about the proposed use of the seal and will be prompted to upload files with the layouts requiring approval. Files can be uploaded in almost any format. If you like, you may also submit draft text prior to developing layouts by uploading them into Marketplace or emailing them to us. These will be reviewed and comments will be provided to help ensure accuracy before the text is rendered into final artwork.
6. **Expect a response with approval or comments** within 5 business days. You will receive an email announcing your approval or advising that there are necessary adjustments to bring the artwork into compliance with these guidelines. Visit Marketplace under the "Use of Seal" tab and select "Submission Status" to see what changes are needed, or to check the status of your submission at any time. Final artwork must be submitted to receive final approval.

NOTE: In order to provide consistent support to all registered companies around the world, the Rainforest Alliance requests that all companies plan to allow sufficient time for the review and approval of this artwork. The Rainforest Alliance makes every effort to approve submissions that meet the guidelines outlined in the RAC Use of Seal Guidelines within 5 business days. If there is a need for edits to bring the artwork into compliance, the Rainforest Alliance will work toward giving final approval within 10 days of the first date of receipt of the artwork, provided that companies are able to respond to edits and resubmit artwork within this timeframe. For materials that are not in English, Spanish or French, please submit artwork in a format that allows the text to be copied for translation or provide a translation to facilitate the review and approval of your submission.



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Section 2 - Sourcing & Manufacturing Requirements

Section 2 – Sourcing & Manufacturing Requirements

This section explains the requirements for sourcing sufficient volumes of Rainforest Alliance Certified™ products or ingredients, manufacturing them into final consumer goods and ensuring traceability and chain of custody throughout the process so that the final product will be eligible to bear the RAC seal.

2.1 Percentage of Certified Content

The percentage of certified content used in a product determines how the seal may be used. The Rainforest Alliance encourages companies to use 100% certified content, whenever possible, in any packaging bearing the RAC seal. Only products that contain at least 90% Rainforest Alliance Certified™ content can bear the RAC seal on product packaging without a qualifying statement. Products are only eligible to bear the RAC seal when the percentage of certified content reaches a minimum of 30%. The 30% certified content level is considered a starting point, however. Companies selling products bearing the RAC seal with less than 90% Rainforest Alliance Certified™ content are required to scale up over time and achieve 100% of the ingredient sourced from Rainforest Alliance Certified™ farms.

2.1.1 Single Ingredient Products (i.e. coffee, tea, orange juice)

The Rainforest Alliance encourages companies selling single ingredient products to source 100% of these products from Rainforest Alliance Certified™ farms. In order for a product to bear the RAC seal without a disclaimer statement, the product must be sourced 100% from Rainforest Alliance Certified™ farms, and no more than 10% unintentional or unforeseen mixing may occur such that the final product sold to consumers contains at least 90% certified content.

Single ingredient products must contain a minimum of 30% Rainforest Alliance Certified™ content in order to bear the seal on product packaging, though these products must include a qualifying statement on pack that discloses the percentage of certified content. Companies requesting to use the RAC seal on single ingredient products with less than 90% certified content must also agree to scale up the percentage of certified content over time with specific benchmarks and timelines under one of the following two options:

- 1) Scale up by a minimum of 15% of the total product volume annually. For example, a product that contains 30% Rainforest Alliance Certified™ content would need to be at least 45% Rainforest Alliance Certified™ within one year and 60% within two years.
- 2) Sign a SmartSource scale-up plan with the Rainforest Alliance (see below). This option allows more flexibility for companies to work within the realities of sourcing, but still ultimately requires every product with the seal to reach 100% Rainforest Alliance Certified™ over time.



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Section 2 - Sourcing & Manufacturing Requirements

2.1.2 Composite or Multi-Ingredient Products (i.e. chocolate bars, juice blends)

The Rainforest Alliance's policy on multi-ingredient products is designed to assure consumers that in any product bearing the seal, a significant amount of the core ingredient and/or a significant portion of the entire product is sourced from Rainforest Alliance Certified™ farms.

A "core" ingredient is:

- critical to the formulation of the product, and/or
- included in the product's name or described on the front of the packaging.

Examples of "core" ingredients include: cocoa in a chocolate bar (including all cocoa-derived ingredients, such as cocoa mass or liquor, cocoa butter, cocoa powder), bananas in a fruit smoothie, macadamias in a macadamia nut cookie, tea leaves used to make ready-to-drink bottled tea beverages. Ingredients that would generally *not* be considered "core" include sweeteners (such as sugar, cane juice, stevia), flavorings (vanilla, cardamom), and oils (macadamia, soybean, palm) – unless included in the product name or described on the front of packaging (such as vanilla ice cream) or if comprising a significant percentage of a product.

There are three options for companies or organizations wishing to use the RAC seal on composite or multi-ingredient products:

A. FULLY CERTIFIED CONTENT

100% of the named core ingredient is sourced from certified farms, and the final product contains at least 90% certified content for that ingredient. This is the recommended and most straightforward way to use the RAC seal on a composite product, and it requires no special disclaimers on the package (see Section 3).

– OR –

B. MINIMUM CERTIFIED CONTENT WITH SCALE UP PLAN

At least 30% of the identified core ingredient is from certified farms, and the company has a Rainforest Alliance approved SmartSource Plan for scaling up supplies from certified farms of the named ingredient(s) to 100% content over time. With Option B, the percentage of certified content for the named ingredient(s) must be disclosed on the package until it reaches more than 90% certified content (see Section 3).

– OR –

C. CONTROLLED BLENDING

As of January 2012, this option is only available for cocoa, though other categories may be considered in the future.

100% of the core ingredient(s) must be from certified farms and physical traceability is required from the farms to the factory manufacturing the consumer product. Option C is available when complete segregation and traceability of the core ingredient is not currently possible within a factory setting manufacturing a mainstream consumer product for which a large volume of certified



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ingredients is required. With Option C, a short statement is required on pack and other labeling restrictions apply (see Section 3).

This option applies to companies manufacturing a high-volume, mainstream consumer product in one or more factories, where complete segregation and physical traceability of the certified core ingredient (i.e. cocoa) from the factory gate to the finished product is not currently possible. This option will be considered in the context of a publicly communicated commitment to sourcing core ingredients from Rainforest Alliance Certified™ farms in enough quantities to incentivize farmers to make the necessary improvements and investments. It requires written approval by the Rainforest Alliance and may be adapted to accommodate different factory layouts.

The following requirements apply:

1. Companies must source and deliver into the factory 100% of the core ingredient required to make the product, including all variations on the ingredient components used in the recipe (i.e. recipe matching). The core ingredient must remain physically segregated and traceable (with its corresponding Rainforest Alliance Transaction Certificates) up to the factory entry point of the consumer goods manufacturing facility. In cocoa, components include beans, liquor, butter and powder;
2. The combined amounts of certified core ingredient input from each of the components, must add up to 100% of the equivalent core ingredient output in the consumer product labeled with the Rainforest Alliance Certified™ seal;
3. Certified inputs are delivered to the factory throughout the year according to a scheduled sourcing plan and always in advance of the first production of Rainforest Alliance Certified™ labeled products. Volume reconciliation (bean equivalent for chocolate) is required on an annual basis and calculated on documented traceability at real conversion ratios.

Where recipe matching and segregation for all variations of the core ingredient are not initially possible, the company may request a phase-in plan allowing alternative recipe components as substitutes (i.e. cocoa beans from different origins; powder solids accounting for cocoa butter solids; certified cocoa liquor when certified butter is unavailable, etc). In such cases, the company will be required to develop a written SmartSource plan approved by the Rainforest Alliance and will be required to scale up to full recipe matching, normally within 18 months.

2.2 SmartSource Plan

A SmartSource plan is a formal agreement between a company and the Rainforest Alliance used either as a scale up plan to attain the 100% sourcing threshold for a seal-bearing product or when companies apply Option C to achieve full recipe matching in a multi-ingredient product. SmartSource plans contain additional requirements. See Appendix A.3 for examples of SmartSource plans.



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2.3 Sustainable Sourcing of Secondary Ingredients

The Rainforest Alliance encourages companies to adopt sustainable sourcing practices for all content or ingredients in their products, and to source these from Rainforest Alliance Certified™ farms whenever possible. Some composite products that qualify for using the seal because the core ingredient (such as cocoa in chocolate) is from certified farms may also contain other ingredients from farms (such as non-certified palm oil in chocolate) whose production is associated with serious environmental impacts. In such cases, the Rainforest Alliance will require a risk assessment for these ingredients before the use of the RAC seal is granted on these products. If the level of risk is considered to be high, manufacturers must develop a sustainable sourcing plan to acquire these ingredients from certified or responsibly managed sources when they are available in the needed quantities, qualities and forms. See the policy online at www.rainforest-alliance.org/agriculture/documents/sustainable_sourcing_policy.pdf.

2.4 Traceability

All companies requesting approval to use the RAC seal on their products must provide traceability documentation to demonstrate that these products contain crops grown on Rainforest Alliance Certified™ farms (or that the certified crops are delivered to the factory in the case of Option C for multi-ingredient products). In many cases, documentation is in the form of a Transaction Certificate/s provided by the Rainforest Alliance or Marketplace. In other cases, a copy of other appropriate documentation such as invoices, contracts or bills of lading will be required to confirm traceability.

2.5 Chain of Custody

Companies wishing to use the RAC seal must also comply with the Rainforest Alliance & Sustainable Agriculture Network Chain of Custody system. Companies must document their processes for maintaining traceability of the certified products and product separation to confirm the percentage of certified content in their products. The Rainforest Alliance may request an audit of this documentation or other form of verification as part of the Chain of Custody requirements.

2.6 Force Majeure

Situations may arise that are genuinely outside of a company's control and despite the company's best efforts to prevent them, in which products bearing the RAC seal are temporarily unable to meet the 30% minimum certified content threshold described in these guidelines, or fall below the percentage of certified content declared on pack. The Rainforest Alliance may grant temporary authorization for continued use of the seal after a full analysis of each individual case and only if one of the following events has occurred at the farm or supplier at origin, or at the factory or warehouse where the certified products are stored or manufactured:

1. Natural disasters (earthquakes, hurricanes, fires, floods, or similar)
2. War, insurrection, explosion or other proven acts of violence
3. Political, governmental or regulatory circumstances

If such authorization is granted by the Rainforest Alliance, the company must post information on its website to disclose and explain the temporary interruption to consumers, or correct the declared percentage of certified content on pack, or cease to use the RAC seal according to the terms of the license agreement in the case of a permanent disruption. Unless caused by one of the events listed above, changes in crop prices, quality, or supply shortages will not be deemed "force majeure" situations.



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Section 3 - Labeling & Marketing Requirements

Section 3 – Labeling & Marketing Requirements

This section explains the design specifications for using the RAC seal, the labeling and required disclaimers for certain product types depending on their percentage of certified content, and other requirements for labeling and marketing products from Rainforest Alliance Certified™ farms.

3.1 Using the Rainforest Alliance Certified™ Seal

Any company or organization wishing to market products from Rainforest Alliance Certified™ farms must first register with the Rainforest Alliance, sign a license agreement and ensure that all sourcing, manufacturing and traceability requirements in Section 2 of these guidelines have been met. In cases where packaging or materials bearing the RAC seal must be printed before all sourcing and traceability can be confirmed, a Conditional Approval may be granted; once the pending issues are resolved, official approval can be granted. No one under any circumstance may copy, reproduce or otherwise use the RAC seal without receiving prior written permission from the Rainforest Alliance.

The RAC seal may be used on product packaging and also on off-product marketing and public-information materials. For example, product packaging includes retail packages, product labels, coffee cups, fruit stickers, etc. while off-product materials include websites, advertising, press releases, social media, posters, promotional items and other materials. All packaging and materials that bear the RAC seal must be submitted for review to the Rainforest Alliance. A checklist is provided in Appendix A.1 summarizing the key points of the review – artwork that meets the criteria in the list are likely to be quickly approved. Once artwork is approved and packaging is produced, the Rainforest Alliance requests that a product shot (picture) be emailed to us and that a product sample be sent to our New York office.

To register or submit artwork bearing the seal for review and approval, visit the Rainforest Alliance Certified™ Marketplace online at www.rainforest-alliance.org/farmproducts.

3.2 Trademark and Intellectual Property Protection

The Rainforest Alliance name, logo and RAC seal are registered trademarks of the Rainforest Alliance. Unauthorized use of the RAC seal or Rainforest Alliance logo is strictly prohibited. The Rainforest Alliance reserves the right to take legal action against any party that reproduces or copies the RAC seal or Rainforest Alliance logo without prior authorization.

The RAC seal is a proprietary, single graphic unit that must never be altered from its original form. No element of the seal, such as the frog, may be pulled out of the seal to stand alone as a graphic image. The phrase “Rainforest Alliance Certified™” must carry the trademark symbol in the first mention of this phrase on product packaging or on off-product promotional materials. In text that refers to the Rainforest Alliance, the name of the organization must be spelled out entirely, never abbreviated as “RA”, and in public communications the seal should always be referred to as the Rainforest Alliance Certified™ seal.



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Companies requesting to use the RAC seal must sign a license agreement before seal artwork will be released. The Rainforest Alliance reserves the right to withhold approval for the use of the RAC seal at the Rainforest Alliance's sole discretion on any new products, packaging or other materials.

3.3 Design Specifications

The following specifications will be particularly relevant to graphic designers, agencies and art directors who are designing materials to promote products from Rainforest Alliance Certified™ farms.

3.3.1 Use of Rainforest Alliance Organizational Logo

The Rainforest Alliance organizational logo is **not** permitted for use on product packaging or for off-product marketing materials that refer to a product from a Rainforest Alliance Certified™ farm.

A.



B.



Figure 1. The Rainforest Alliance organizational logo (A), not to be confused with the RAC seal (B), is not permitted for use on product packaging and off-product promotional materials tied to a product from a certified farm.

For company announcements and other non-product-specific communications related to the Rainforest Alliance, approval to use the logo may be granted on a case by case basis.

3.3.2 RAC Seal Placement

To ensure that the RAC seal is never compromised, it should stand alone on packaging and public-information materials so that it does not compete with existing text, graphics or images, including other certification marks (except FSC – see 3.5.7). The seal must not appear on these materials in a position where it might be confused with a company or brand name of a product. The seal should be placed prominently on the front of product packaging in order to maximize visibility and consumer recognition.

To ensure the highest visual impact of the RAC seal, a minimum clear area must be maintained. Clear space around the seal should be approximately 20% of the width of the seal. No other elements should appear in this space.

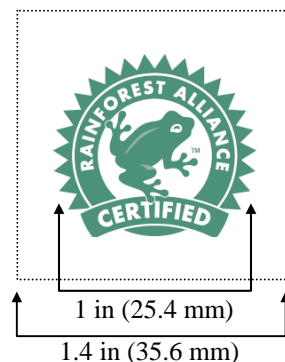


Figure 2. Clear space around the seal should be 20% the width of the seal. In this case, the seal is 1 inch (25.4mm) across and a margin of 1/5 inch (5.1mm) has been left clear on all sides.



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Section 3 - Labeling & Marketing Requirements

3.3.3 Minimum Size Requirements

Following minimum size guidelines ensures that the seal is consistent and legible in all applications. For product packaging and marketing materials, the RAC seal should not be reproduced in a size smaller than one inch (25 mm) across for standard packaging sizes.

CORRECT ✓



INCORRECT ✗



1/2 inch (12.5 mm)

Figure 3. In the “correct” example the seal is exactly 1 inch (25 mm) across and remains legible. When it is reduced to 1/2 inch (12.5 mm) across (the “incorrect” example) it becomes illegible.

Scaling the size of the seal to the size of the marketing material is required; on large marketing materials such as banners or displays, the seal size must be increased in diameter proportionately to the size of the material to ensure highest visibility, per the following tiered sizing guidelines:

If the shortest side is:	Minimum size for RAC seal:	For Example:
1.01 – 2.5 inch (26-63.5mm)	Min. 3/4 inch (19mm)	200ml canned coffee
2.51 – 10 inch (64mm-25.5cm)	Min. 1 inch (25mm)	1 lb. coffee bag
10.1 – 18 inch (26-45.5cm)	Min. 1.5 inch (38mm)	print ad
19 – 24 inch (46-60cm)	Min. 2 inch (50mm)	poster
over 24 inch (over 60cm)	Min. 4 inch (100mm)	banner

For larger materials, the size of the RAC seal must be increased to scale. The RAC seal, however, should always be smaller or less dominant than the product brand name or logo to avoid the appearance of the product being produced or sold by the Rainforest Alliance. On materials with more than one RAC seal in the layout, the initial or most prominent RAC seal must adhere to the sizing guidelines. Reduced sizing may be agreed for secondary (additional) seals in the design, or for very small products or materials where the above sizes will not fit. Please contact the Rainforest Alliance to discuss.

3.3.4 File Formats of the RAC Seal

The RAC seal artwork may be requested online at www.rainforest-alliance.org/farmproducts by clicking on “Request Artwork” on the “Use of Seal Guidelines” page under the “Use of Seal” tab. Once the license agreement is signed, the seal will be sent in EPS format, though RAC seal artwork files are also available to registered companies in JPG and GIF formats as needed.

- EPS – Best for printing. File retains proper transparency for maintaining border on direct stickers and on-product printing.
- JPG – Good for websites or other low-resolution applications. File does not retain transparency.
- GIF – Best for PowerPoint presentations and Word documents.



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Section 3 - Labeling & Marketing Requirements

3.3.5 Approved Color of the RAC Seal

To ensure consistency, the RAC seal is approved for use in only one color: Pantone® 625 green. No other color versions of the seal are permitted. The green RAC seal is set on a white background, and has a thin white outline around the edge of the seal to ensure that it stands out from any background color. For black and white materials only, the RAC seal is available in black on a white background. No other background colors are permitted to show through the seal. In cases where materials and text are printed only in white onto a color background, the seal may be printed in a reverse white format.

A.



B.



C.



D.



Figure 4. The RAC seal is shown properly placed on both a solid color background (A) and a variegated background (B). The black and white seal (C) is for printing on black and white materials only. The reversed white seal (D) may only be used where other text and graphics are also being printed in white onto a darker background.

3.3.6 Choosing the Correct Color Space

Please ensure that you choose the correct color space for your seal application. The RAC seals are provided as a Pantone® file in color and as a CMYK file in black and white.

For Professional Printing

Pantone® ■ 625
CMYK ■ 56% Cyan ■ 0% Magenta ■ 44% Yellow ■ 33% Black

For On-screen / Web Applications

RGB ■ 77 Red ■ 145 Green ■ 123 Blue



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Section 3 - Labeling & Marketing Requirements

3.3.7 Examples of Rainforest Alliance Certified™ Seal Infringements

The following are visual examples of some common incorrect uses of the RAC seal.

Do not:

- A. change the color of the seal.
- B. place the seal in a box or circle.
- C. allow background colors to show through the seal.
- D. alter the seal design or content in any way.
- E. pull graphic elements of the seal, such as the frog, out of the seal.
- F. use the Rainforest Alliance organizational logo on product packaging or on off-product marketing materials that refer to a product from a certified farm.
- G. decrease the size below 3/4 inch (19 mm) in diameter.
- H. use the previous Rainforest Alliance Certified™ seal, retired in 2007.

A.



INCORRECT X

B.



INCORRECT X

C.



INCORRECT X

D.



INCORRECT X

E.



INCORRECT X

F.



INCORRECT X

G.



1/2 inch (12.5 mm)

INCORRECT X

H.



INCORRECT X



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Section 3 - Labeling & Marketing Requirements

3.4 Claims, Messaging & Disclaimer Specifications

The following points highlight the text, disclaimers and wording that accompany the use of the RAC seal. Products that blend certified content with non-certified content require specific disclaimers on packaging and promotional materials to ensure transparency and avoid misleading consumers into believing that the entire product comes from Rainforest Alliance Certified™ farms. However, all products with the RAC seal are encouraged to include text about the Rainforest Alliance – such as the pre-approved texts found in this section – to improve consumer understanding and increase awareness of the benefits of Rainforest Alliance certification. All text about Rainforest Alliance certification must be submitted for review, including translations made from text in this section or approved by the Rainforest Alliance in another language as each language version requires a customized review.

3.4.1 Labeling Single Ingredient Products (i.e. coffee, tea, orange juice)

Single ingredient products that are sourced 100% from Rainforest Alliance Certified™ farms are entitled to bear the RAC seal without a disclaimer statement on pack or in marketing materials.

Packaging for any single ingredient product that contains between 30% and 90% certified content (e.g. a blend of coffee from different origins) and bears the seal must include a qualifying statement that communicates the percentage quantity of certified content. This statement must be placed directly below or beside the seal on the package, must be clearly legible, and should be written in the local language to ensure consumer understanding. Below are examples that show correct placement of appropriate qualifying statements.

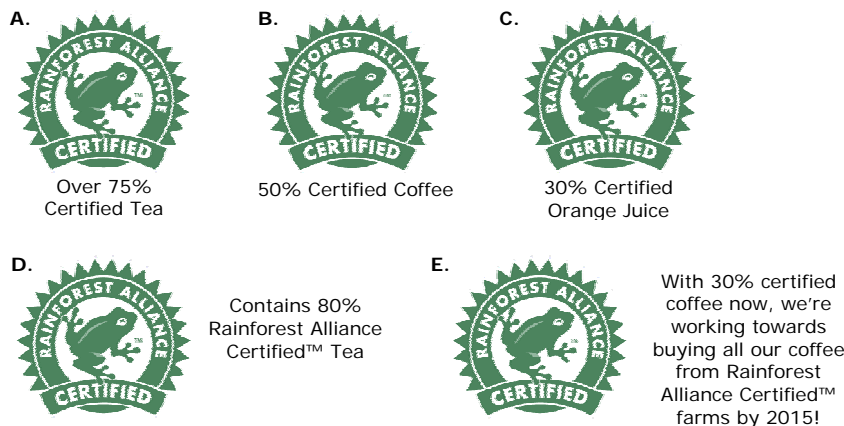


Figure 5. Acceptable placements of the qualifying statement below or beside the seal.

On off-product marketing materials that promote products containing 30% to 90% certified content, the percentage must be disclosed somewhere in the text on the same page or piece near where the seal is used. This policy is designed to assist companies in ensuring that their product labeling and promotion meets applicable regulations governing environmental marketing claims.



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3.4.2 Labeling Composite or Multi-Ingredient Products (i.e. chocolate bars, juice blends)

The Rainforest Alliance’s policy on multi-ingredient products is designed to assure consumers that in any product bearing the seal, a significant amount of the core ingredient and/or a significant portion of the entire product is sourced from Rainforest Alliance Certified™ farms. This policy is also designed to assist companies in ensuring that their product labeling and promotion meets applicable regulations governing environmental marketing claims.

A “core” ingredient is:

- critical to the formulation of the product, and/or
- included in the product’s name or described on the front of the packaging.

Non-core ingredients sourced 100% from RAC farms do not qualify a product to use the RAC seal, but the certified ingredients may be indicated in or near the list of ingredients on the package.

Depending upon the sourcing and manufacturing specifications for the product (see Section 2), there are three options for using the RAC seal on composite or multi-ingredient products:

Option A: FULLY CERTIFIED CONTENT

100% of the core ingredient comes from Rainforest Alliance Certified™ farms and the final product contains at least 90% of the core ingredient from certified farms. The core ingredient must simply be identified under or near the seal as well as in the list of ingredients, and preferably be defined in a fuller explanation of the program somewhere on the package.

Companies labeling products under Option A may claim that the product “contains” or is “made from” [ingredient] from Rainforest Alliance Certified™ farms.





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Option B: MINIMUM CERTIFIED CONTENT WITH SCALE UP PLAN

In cases where less than 100% of the core ingredient in a multi-ingredient product is from certified farms, then, as in single ingredient products, the minimum threshold for using the Rainforest Alliance seal is 30%, with a plan for scaling up over time (see Section 2).

In this case, the core ingredient(s) must be identified under or near the seal as well as in the list of ingredients, and for products with below 90% certified content, the percentage of the core ingredient's certified content must be disclosed elsewhere on the package.



Option C: CONTROLLED BLENDING

This option applies to companies manufacturing a high-volume, mainstream consumer product where complete segregation and physical traceability of the certified core ingredient to the finished product is not currently possible. In this case, 100% of the core ingredient volume required to make the product must be sourced from Rainforest Alliance Certified™ farms. *As of January 2012, this option is only available for cocoa, though other categories may be considered in the future.*





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The core ingredient must be identified under or near the seal, and a statement and url must be visibly placed elsewhere on the package. For example:

“We buy cocoa from Rainforest Alliance Certified™ farms, helping protect the environment and farming communities. www.brand.com/rainforestalliance”

“Advances the production of Rainforest Alliance Certified™ sustainable cocoa. www.brand.com/rainforestalliance”

The URL must direct readers to a website with a full explanation of the supply chain for the ingredients sourced from Rainforest Alliance Certified™ farms, for example “www.brand.com/rainforestalliance”. This site must provide sufficient information about the company's sourcing policy and the limits to traceability of the ingredients from certified farms so that a consumer or any interested party is fully and clearly informed that the product may not contain ingredients from certified farms. For example:

“We ensure that all of the cocoa we purchase for [brand name] and have delivered to our factories is traceable to Rainforest Alliance Certified™ farms. This traceability ensures that the farmers making the improvements to earn certification benefit from their efforts. However, given the volumes of chocolate produced for multiple brands at our factory/ies, we are unable to guarantee traceability through the final production phase – the individual chocolate product you buy in stores. We are committed to significantly increase the volume of cocoa we purchase from Rainforest Alliance Certified™ farms, and we will incorporate more and more of this cocoa into each of our products produced at the [company manufacturing facility/ies]”

The website may also contain information about the company’s commitment to sustainable agriculture, the benefits of certification to farm communities and the environment, and details about representative farms. Note that all website content relating to Rainforest Alliance certification must be pre-approved by the Rainforest Alliance.

Companies using the seal based on this option may not claim that their finished products “contain” certified ingredients, but instead must focus claims on the purchasing commitment, claiming “we source” or “we buy” the certified ingredients, highlighting traceability of the certified products into their factories and where possible, mentioning the impact that the sourcing policy has at origin, i.e. “supporting cocoa-growing communities in West Africa”.



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3.4.3 Approved Product Statements for Packaging & Off-product Promotions

Companies using the RAC seal may also increase a product's consumer appeal by educating consumers about the environmental, social and economic benefits of Rainforest Alliance certification. Please use one or more of the following approved statements for on-product packaging and off-product marketing materials:

- A. The Rainforest Alliance is an international nonprofit organization that works with local partner groups to develop and promote sustainable standards in farming, forestry and tourism. These standards protect the environment and foster the well-being of workers, their families and their communities. By choosing products bearing the Rainforest Alliance Certified™ seal, consumers can support a healthy environment and help to improve the quality of life for local communities. To learn more about the Rainforest Alliance, visit www.rainforest-alliance.org.
- B. The Rainforest Alliance Certified™ seal means that farmers follow more sustainable agricultural practices that protect forests, rivers, soils and wildlife, while being good community neighbors. Rainforest Alliance certification also ensures that workers have just wages and improved access to dignified living conditions, health care and education for their children. To learn more about the Rainforest Alliance, visit www.rainforest-alliance.org.
- C. The Rainforest Alliance Certified™ seal on our [product] promotes environmental responsibility, social equity and economic viability for farm communities.
- D. Buying [product] with the Rainforest Alliance Certified™ seal supports a healthier planet and an improved quality of life for farming communities.
- E. Buying products with the Rainforest Alliance Certified™ seal helps support the rights and well-being of farm workers, the conservation of natural resources and the protection of wildlife and the environment.
- F. Rainforest Alliance Certified™ – good for people and the planet.
- G. Rainforest Alliance certification helps farmers manage their land sustainably/responsibly.
- H. Rainforest Alliance certification helps protect the environment and ensure sustainable livelihoods.
- I. Rainforest Alliance Certified™ farms protect forests, waterways, wildlife habitat and the rights and welfare of workers, their families and their communities. To learn more about the Rainforest Alliance, visit www.rainforest-alliance.org.
- J. Rainforest Alliance Certified™ farms meet standards that improve the quality of life for farm families, protect wildlife and waterways and conserve forests.



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- K. Environmentally and socially responsible practices are used on Rainforest Alliance Certified™ farms.
- L. Rainforest Alliance Certified™ farms benefit from improved efficiency, reduced costs and better management practices. Workers benefit from a cleaner, safer workplace and decent housing. Farmers have better access to specialty buyers, contract stability, favorable credit options, publicity, technical assistance and premium markets.
- M. Rainforest Alliance Certified™ farms meet comprehensive standards for sustainable agriculture that protect wildlands, waterways, wildlife habitat and the rights and welfare of workers, their families and communities. To learn more about the Rainforest Alliance, visit www.rainforest-alliance.org
- N. Rainforest Alliance Certified™ farms meet rigorous environmental, social and economic standards developed by the Sustainable Agriculture Network, a coalition of grassroots groups that promote productive agricultural systems, biodiversity conservation and human development.
- O. [insert crop name such as coffee or tea] from Rainforest Alliance Certified™ farms is grown in ways that benefit farm families, wildlife and the environment. To learn more about the Rainforest Alliance, visit www.rainforest-alliance.org.
- P. The Rainforest Alliance is an international nonprofit organization that works to conserve biodiversity and promote the rights and welfare of workers, their families and communities. Farms that meet comprehensive standards for sustainability earn the Rainforest Alliance Certified™ seal. These standards help ensure that soils, waterways and wildlife habitat are protected and that farm workers are paid just wages, work in safe conditions and have improved access to decent housing, medical care and schools for their children. Farm owners [or Farmers] must commit to a process of continuous improvement, and their farms are audited each year in order to maintain their certification. By shopping for products bearing the Rainforest Alliance Certified™ seal, consumers can support a healthy environment and help to improve the quality of life for farm families. To learn more about the Rainforest Alliance, visit www.rainforest-alliance.org.

Marketing support and messaging guidelines are available in the online Marketplace at www.rainforest-alliance.org/farmproducts by clicking on “Marketing Tools.”

All materials that include text about the Rainforest Alliance, including the examples above, must receive prior approval from the Rainforest Alliance.



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3.5 Other Uses of the RAC Seal

In addition to the most common uses of the RAC seal on customized product labels and marketing campaign materials for products from Rainforest Alliance Certified™ farms, it is possible to use the seal on stickers, on more general corporate and non-product-specific materials, and on Forest Stewardship Council-certified paper. The following points explain several of these opportunities.

3.5.1 Use of Stickers Bearing the RAC Seal

The Rainforest Alliance strongly prefers that companies incorporate the RAC seal into the design of their retail product packaging. It is recognized, however, that some, especially smaller, companies use the same packaging or product labels for multiple products. In this case, the Rainforest Alliance grants permission to use a clear sticker that bears the RAC seal in Pantone® 625 green. Standard stickers (without a statement disclosing the percentage of certified content) can be used only on single-ingredient products that contain at least 90% Rainforest Alliance Certified™ content. These stickers and other promotional materials are available – the complete list and information can be found online at www.rainforest-alliance.org/marketing/promotional-materials. Companies may, however, create customized stickers including text or a disclosure of certified content and submit them for approval.

3.5.2 Use of the RAC Seal on Off-Product Materials

The RAC seal may be used on any off-product marketing materials that promote a product bearing the RAC seal. Prior to the launch of a product bearing the RAC seal, the seal may be used on off-product marketing materials only after approval has been granted for using the seal on the packaging and/or a public announcement has been made, up to a maximum of 6 months before the product's launch date. The RAC seal may also be used on non-product-specific corporate materials such as annual reports for companies to communicate that they are sourcing ingredients or products from Rainforest Alliance Certified™ farms.

3.5.3 Use of the RAC Seal on Websites

The Rainforest Alliance encourages active registered companies to incorporate the RAC seal on their websites. The Rainforest Alliance takes measures to support companies that are promoting products in different geographical regions where English is not the primary language spoken, offering information on our website also in French, German, Spanish and Japanese (e.g. www.rainforest-alliance.jp), as well as crop-specific information (such as www.rainforest-alliance.org/coffee).

When displayed on websites, the RAC seal must be tied to the product it represents and to the work of the Rainforest Alliance. When providing a link to the Rainforest Alliance website, companies should use the complete URL: www.rainforest-alliance.org including the “www,” the dash in the middle and “.org” at the end to maximize search engine effectiveness. Web pages that incorporate the RAC seal or that refer to the Rainforest Alliance must also be submitted for review and approval to the Rainforest Alliance.



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3.5.4 Use of the RAC Seal on Videos and TV advertisements

The Rainforest Alliance encourages companies to use the RAC seal in videos and television ads promoting their products from Rainforest Alliance Certified™ farms. Prior to filming the video or advertisement, a script and/or storyboard must be submitted in advance to the Rainforest Alliance so that any required edits can be discussed and agreed in the pre-production stage. Once the video or ad is filmed and ready for approval, it must also be submitted via Marketplace (up to 20MB file size) or provided to the Rainforest Alliance via email, link or other electronic transmission for official approval.

3.5.5 Use of the RAC Seal on Non-Product-Related Materials

The Rainforest Alliance encourages the use of the RAC seal on materials that are not directly related to products but fall into categories such as the following:

- Publications or media that describe Rainforest Alliance certification and/or the meaning of the RAC seal, i.e. magazine articles, books, pamphlets, websites, documentary films or other documents or media
- Lists of consumer labeling or certification systems
- Event or conference brochures and promotional materials that list the Rainforest Alliance as a participant, speaker, or sponsor, when the event relates to products that are or could be grown on Rainforest Alliance Certified™ farms

In these cases, the Rainforest Alliance requests the opportunity to review and approve the materials in advance, but understands that as one of many logos or marks often listed on these types of materials, it may not be feasible and may in some cases conflict with the autonomy of the media. Whenever possible, however, we ask that we are made aware of these materials and that the material follow these guidelines.

3.5.6 Use of the RAC Seal on Corporate Identification Materials

Permission to use the RAC seal on corporate identification materials such as business cards will only be granted in limited cases.

- Producers may use the seal on business cards, farm signs, brochures and other materials for their holdings that are Rainforest Alliance Certified™.
- Companies that handle products from Rainforest Alliance Certified™ farms may use the seal on business cards, email signatures, wall plaques, annual reports, and other such corporate identity materials if the seal stands apart from the company brand or logo.
- **On these materials, there must be a statement that accompanies the seal to link it to the work of the Rainforest Alliance.** Examples of these statements follow: “We roast only Rainforest Alliance Certified™ coffees”; or, “Proud trader of Rainforest Alliance Certified™ cocoa”; or, “Our farms are Rainforest Alliance Certified™”.
- The RAC seal may not be used on organizational letterhead.



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3.5.7 Use of the RAC Seal on Paper & Packaging Made From FSC®-Certified Paper

The Rainforest Alliance is accredited by the Forest Stewardship Council™ (FSC) and today is the world's leading nonprofit FSC certifier of forestlands. The Rainforest Alliance encourages companies to use FSC-certified packaging for their products and to print their corporate and promotional materials on FSC-certified paper. Printers and packaging companies holding FSC certificates from the Rainforest Alliance are also eligible to use the RAC seal in conjunction with the FSC label on the paper, collateral and packaging materials they produce from FSC-certified forests.



There are different types of FSC labels depending on the content of the paper/packaging material. The FSC-certified company will apply the necessary label and claim applicable to its product. To learn more about sourcing FSC-certified paper and packaging and using these trademarks, ask your vendors or visit www.rainforest-alliance.org/forestry/sourcing and www.rainforest-alliance.org/marketing.



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Appendix A.1: Approval Request Evaluation Checklist

The following checklist may be used to assist registered companies' marketers in developing materials that will meet the Rainforest Alliance Use of Seal Guidelines. If the artwork meets all the following criteria, it most likely follows the guidelines and can be approved:

- 1. Do the marketing materials promote products from Rainforest Alliance Certified™ farms?
- 2. Is the seal used in high resolution pantone 625 green, or in black?
- 3. Does the seal show a white outline and an interior white background around the frog?
- 4. Is the seal at least 3/4 inch (19mm) in diameter?
- 5. Is the seal prominently displayed on the front of the package?
- 6. Is the seal free of interference and crowding from other images or text, not confined in a box or circle, and not altered in any way?
- 7. Is there a superscript "™" after the word "Certified" the first time the phrase "Rainforest Alliance Certified™" appears, and is the "C" capitalized in the word "Certified" in this phrase?
- 8. Is Rainforest Alliance correctly spelled out, not abbreviated as "RA" or simply "Rainforest"?
- 9. If packaging contains between 30% and 90% certified content, is there text clearly stating this percentage near the seal?
- 10. If product contains multiple ingredients, is the Rainforest Alliance Certified™ product a core ingredient, and is there a statement and/or text declaring which ingredient is certified?
- 11. Have transaction certificates or other traceability documentation for the Rainforest Alliance Certified™ product(s) or ingredient(s) been provided?
- 12. Is there any text to make consumers aware of the meaning of the Rainforest Alliance Certified™ seal? If space is limited, is it possible to at least add the URL: www.rainforest-alliance.org?
- 13. Do any images and text about the seal accurately reflect the standards and the meaning of the certification?
Tips and recommendations:
 - Include text that describes the social and environmental benefits of certification; and if space permits, the economic advantages
 - Use words like "comprehensive," "holistic" and "rigorous" when referring to the standards
 - Use images of forested lands, protected wildlife and workers and families benefitting from certification
 - Consider using pre-approved text from the RAC Use of Seal Guidelines
 - Avoid terms that can be confused with other certification programs, e.g. "organic", "fairly traded", "fair wages", "food safety" etc.



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Appendix A.2: Translation Guide

The following are approved translations of commonly used terms when referring to Rainforest Alliance Certified™ products in marketing materials:

“the Rainforest Alliance Certified™ seal”

<i>Spanish</i>	el sello Rainforest Alliance Certified™
<i>Italian</i>	il marchio Rainforest Alliance Certified™
<i>Portuguese</i>	o selo Rainforest Alliance Certified™
<i>French</i>	le label Rainforest Alliance Certified™ (France « le label Rainforest Alliance Vérifié » In France, the word « vérifié » must be used instead of « certifié » due to French law.)
<i>German</i>	das Siegel Rainforest Alliance Certified™
<i>Dutch</i>	het Rainforest Alliance Certified™ zegel
<i>Swedish</i>	Rainforest Alliance sigillet
<i>Danish</i>	seglet Rainforest Alliance Certified™
<i>Finnish</i>	sinetti Rainforest Alliance Certified™
<i>Norwegian</i>	forseglingen Rainforest Alliance Certified™
<i>Japanese</i>	レインフォレスト・アライアンス認証マーク

“(coffee/tea/cocoa) from Rainforest Alliance Certified™ farms”

<i>Spanish</i>	(café/té/cacao) de fincas certificadas Rainforest Alliance
<i>Italian</i>	(caffè/tè/cacao) da aziende certificate Rainforest Alliance
<i>Portuguese</i>	(café/chá/cacau) de fazendas certificadas Rainforest Alliance
<i>French (France only)</i>	(café/thé/cacao) de fermes vérifiées Rainforest Alliance
<i>French (Other)</i>	(café/thé/cacao) de fermes certifiées Rainforest Alliance
<i>German</i>	(Kaffee/Tee/Kakao) von Rainforest-Alliance-zertifizierten Farmen
<i>Dutch</i>	(koffie/thee/cacao) van Rainforest Alliance gecertificeerde boerderijen
<i>Swedish</i>	(kaffe/te/kakao) från Rainforest Alliance certifierade odlingar
<i>Danish</i>	(kaffe/te/kakao) fra Rainforest Alliance-certificerede farme
<i>Finnish</i>	(kahvia/teetä/kaakaota) varmennettujen maataloilta Rainforest Alliance
<i>Norwegian</i>	(kaffe/te/kakao) fra Rainforest Alliance sertifiserte gårder
<i>Japanese</i>	レインフォレスト・アライアンス認証農園産 (コーヒー/茶/カカオ)

Note: The word “Certified™” should be capitalized and followed by a superscript “™” symbol when written in English, but these are not needed when the word “Certified” is translated to other languages.



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Appendix A.3: SmartSource Plan Examples

SAMPLE COFFEE SMARTSOURCE PLAN

The Rainforest Alliance applauds and recognizes the commitment that COMPANY X has made to sourcing sustainably-produced agricultural products and to working with the Rainforest Alliance to increase its purchases of Rainforest Alliance Certified™ products over time.

Priority will be given to existing brands bearing the Rainforest Alliance Certified™ seal, scaling these up to sourcing 100% certified coffee in the near term. Then, new brands bearing the seal will be added over a period of several years.

To achieve that outcome, the Rainforest Alliance and COMPANY X agree to work together according to the following milestones for percentages and product launches:

Percentage certified by:	2012	2013	2014	2015	2016	2017	2018
<i>Brand A</i>	<30%	30%	45%	55%	75%	80%	100%
Brand A - Premium	30%	45%	50%	60%	100%	100%	100%
Brand A - Café Mocha	0	30%	30%	50%	60%	75%	100%
Brand A - Decaf	0	0	30%	30%	60%	60%	100%
<i>Brand B</i>	<30%	30%	45%	60%	75%	85%	100%
Brand B - Chef's Choice	30%	40%	50%	60%	75%	90%	100%
Brand B - Café Latte	30%	40%	45%	70%	85%	90%	100%
Brand B - Decaf	0	0	30%	45%	60%	75%	100%
<i>Brand C</i>	50%	55%	60%	75%	80%	90%	100%
Brand C - Guatemalan	100%	100%	100%	100%	100%	100%	100%
Brand C - Kenyan	0	0	30%	45%	50%	80%	100%
Brand C - 100% Colombian	30%	60%	70%	80%	90%	100%	100%

The Rainforest Alliance agrees to make every reasonable effort to coordinate certification of coffee farms to achieve sufficient volume to meet the above targets. To achieve these targets, however, it may also be necessary in certain origins for COMPANY X to invest in assisting farmers to meet the rigorous SAN Standards required for Rainforest Alliance certification. Financial investment at the farm level should be discussed and agreed separately, either directly with suppliers, the producer farms or groups, or with the Rainforest Alliance.

Signed for and on the behalf of Company X

Signed for and on the behalf of RAINFOREST ALLIANCE, INC.

By: _____
 Name:
 Title:

By: _____
 Name:
 Title:



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SAMPLE COCOA SMARTSOURCE PLAN – Option C

Company Name:			
Company Representative:			
Contact Information:			
SmartSource Plan Effective Date:			
Product Line/s or Brand/s Subject to SmartSource Plan:			
Crop to be sourced from Rainforest Alliance Certified™ farms:			
SmartSource Plan Description:			
Please describe the intent of the plan and any relevant details as appropriate: (Examples include: Phase-in to full recipe match, including details and timeline, planned investments at origin, approach taken during initial 18-month phase-in, etc.)			
Factory Layout and Product Flow (Inputs) – Please attach files as necessary			
	Name & Location		Annual Volumes
Factory 1			
Factory 2			
Factory 3			
Anticipated Timeline to Achieve SmartSource Scale Up – Please attach files as necessary			
Product Name	Date of Activity or Completion	Status	Total Annual Certified Product Volume (MT)
Phase 1	December 2011	Segregated content @ 30%	
Phase 2	June 2012	Option C Full Recipe Match for Liquor Buset equivalent at xx% made up by powder equivalent entering into xxxx product line	
Phase 3	June 2014	Full recipe match Option C	
RECONCILIATION DOCUMENTATION REQUIRED ON AN ANNUAL BASIS			
Please provide sample documents which will be used to reconcile SmartSource plan on an annual basis			

Signed for and on the behalf of Company X

Signed for and on the behalf of RAINFOREST ALLIANCE, INC.

By: _____
Name:
Title:

By: _____
Name:
Title: