

MARKETPLACE USER MANUAL

User Manual for: Exporters, Importers, and Roasters

**This manual provides step-by-step instructions on
using the Marketplace System**

Rainforest Alliance - Marketplace

This manual provides step-by-step instructions on using the Marketplace System for Exporters, Importers, and Roasters. You can use this manual by:

- 1) Using the **navigation menu** on top of every page;
- 2) Clicking on the **“next” and “previous”** buttons at the end of each page; or
- 3) Clicking on one of the **frequently asked questions** listed below.

Frequently Asked Questions

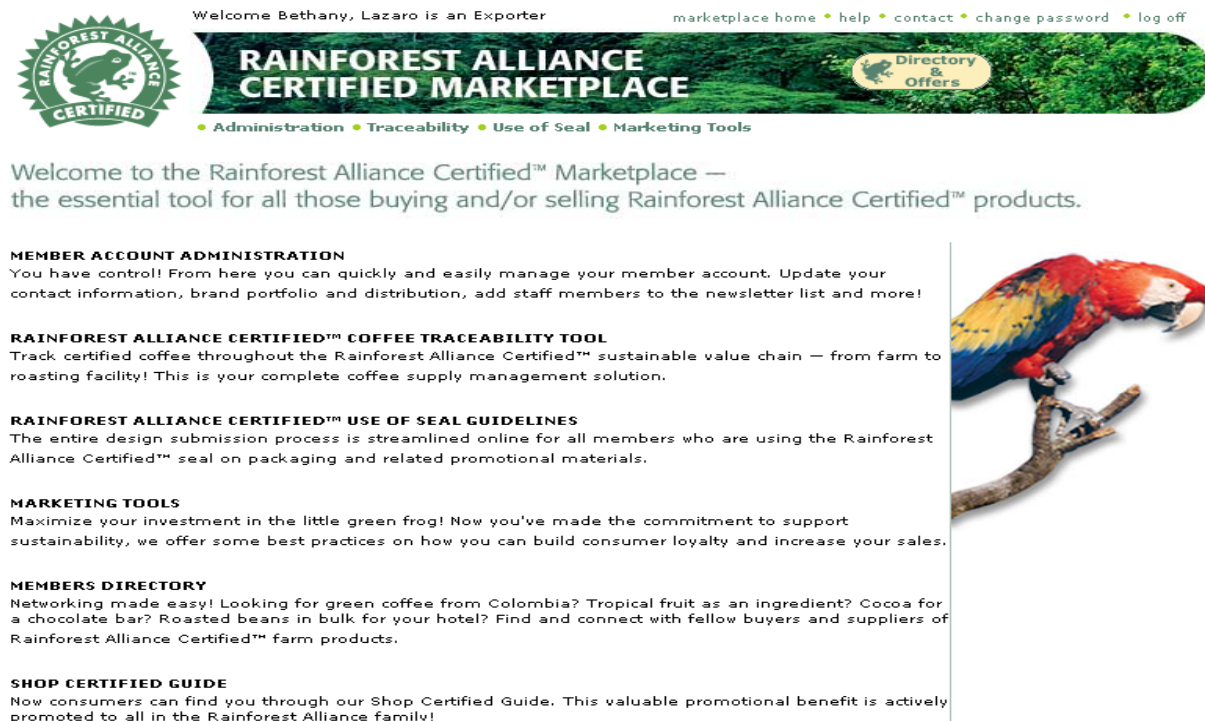
1. [¿What is the Rainforest Alliance Certified™ Marketplace?](#)
2. [¿How do I Register?](#)
3. [¿How do I know that my company is registered?](#)
4. [¿How can I change my password?](#)
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Frequently Asked Questions

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What is the Rainforest Alliance Certified - Marketplace?

- A tool to provide traceability in the Coffee Supply Chain “From farm to cup”.
- An online directory to stimulate increased sales by helping sellers and buyers find each other.
- A resource for information and marketing support.



The screenshot shows the Rainforest Alliance Certified Marketplace website. At the top, there is a navigation bar with the Rainforest Alliance Certified logo on the left, a welcome message "Welcome Bethany, Lazaro is an Exporter" in the center, and links for "marketplace home", "help", "contact", "change password", and "log off" on the right. Below the navigation bar is a banner with the text "RAINFOREST ALLIANCE CERTIFIED MARKETPLACE" and a "Directory & Offers" button. Under the banner are links for "Administration", "Traceability", "Use of Seal", and "Marketing Tools". The main content area is titled "Welcome to the Rainforest Alliance Certified™ Marketplace — the essential tool for all those buying and/or selling Rainforest Alliance Certified™ products." and contains several sections: "MEMBER ACCOUNT ADMINISTRATION" (managing account and contact info), "RAINFOREST ALLIANCE CERTIFIED™ COFFEE TRACEABILITY TOOL" (tracking coffee from farm to roasting), "RAINFOREST ALLIANCE CERTIFIED™ USE OF SEAL GUIDELINES" (streamlined design submission), "MARKETING TOOLS" (best practices for sustainability), "MEMBERS DIRECTORY" (networking with buyers and suppliers), and "SHOP CERTIFIED GUIDE" (promotional benefit for consumers). A large image of a colorful parrot is on the right side of the page.



New user registration



Step 1: Enter the Marketplace website:

www.rainforest-alliance.org/farmproducts



If you are buying and selling Rainforest Alliance Certified Products for the first time, you need to register to enjoy the benefits of registration described below.

Benefits



- Listing in the Members Directory to help recruit new business
- Ability to contact farmers and locate buyers throughout the sustainable value chain.
- Access to the Rainforest Alliance Certified™ seal
- Valuable promotional materials to help increase your sales
- Exclusive industry reports that demonstrate demand for sustainable products.

Register here

Register
Here!



New user registration



Step 2: Select the product or products you wish to buy or sell. If the product(s) is(are) not on this the list, you may specify others.

Products*

Please indicate which Rainforest Alliance Certified™ products you are selling and/or buying. Check all that apply.

☐ Coffee	☐ Cocoa	☐ Bananas
☐ Citrus	☐ Passion Fruit	☐ Pineapples
☐ Ferns	☐ Flowers	☐ Macadamia
☐ Tea	☐ Heart of Palm	☐ Orange Juice
☐ Mango	☐ Guava	☐ Plantains
☐ Cupuaçu	☐ Açaí	☐ Rubber
☐ Mulberries	☐ Vanilla	☐ Avocado
☐ Aloe Vera	☐ Chestnuts	☐ Onion
☐ Grapes	☐ Kiwi	☐ Other, Please Specify



New user registration



Company Information

Name of Company*

Name of Holding or Parent Company

Step 3: Be sure to fill in all required fields (* = required).



NOTE: If you need to re-register using an email address that is already on file, this message appears: **This user Id already exists. Please enter another user Id.** Please email us at marketplace@ra.org to resolve this issue.

Name of Holding or Parent Company		
Primary Contact Information		Secondary Contact Information
First Name*		First Name
Last Name*		Last Name
User ID*		Position
User ID*		Office Address
	(your email address)	
	(Please re-enter email address for verification)	
Position*		City
Office Address*		Province / State
		Postal Code / Zip
City*		Country
Province / State		
Postal Code / Zip		Office Telephone
Country*		Facsimile
		Email
Office Telephone*		
Facsimile		
Customer Service Telephone		
Website / URL		

(This is the number that will appear in our Shop Certified Guide that consumers find your products and brands easily.)



Please also include secondary contact information, if appropriate.



New user registration



Step 4: Please select the type of business

Type of Business*

Please indicate your type of business. Check all that apply, as your company will be listed in the Membership Directory under all selected categories.

☐ Airline/Rail Service	☐ Business & Institutional (Offices)	☐ Chocolate Processor
☐ Coffee Retail Shop (does not roast)	☐ Coffee Roaster/Retailer	☐ Coffee Roaster/Wholesaler
☐ Convenience Store Chain	☐ Exporter	☐ Food Processor/Manufacturer
☐ Foodservice/Away from Home	☐ Hotel/Lodging	☐ Importer
☐ Independent Grocer (e.g. speciality shop, co-op)	☐ Ingredient Supplier (e.g. cocoa powder, coffee extract, fruit puree)	☐ Mass Market Retailer/Department Store
☐ Museums/Galleries/Parks	☐ Online Retailer/Direct Mail	☐ Producer
☐ Restaurant	☐ SAN (Sustainable Agriculture Network) member	☐ Supermarket
☐ University & College Campus	☐ Wholesale/Distributor	☐ Other, Please Specify



NOTE: If you sell only in domestic markets please indicate this information as well.



New user registration



STEP 5: List your company's brands here.

Product Brand Names

Please list your company's primary food and/or beverage consumer brands.

Add
→

Remove
←



New user registration



STEP 6: In **Company** Profile, decide if you want your company to be publicly listed in the Marketplace Directory.

Company Profile

Your company listing automatically appears in the Membership Directory AND in the Shop Certified Guide -- premium benefits we offer exclusively to our registered members. The Membership Directory allows other businesses identify your company as a source of Rainforest Alliance Certified™ products. The Shop Certified Guide will enable consumers find your products in their locality or online. If you do not want to avail of these member benefits, please check the box below. You may change this status at any time by simply updating your Member Profile once you log in to the portal.

☒ Yes ☐ No

Company Description

Please describe your company and the Rainforest Alliance Certified™ products you offer. (A m

Company description to include the certified products your company offers, brief company history, etc.

Example 1.- Rivera Roasters, located in Johannesburg, South Africa, prides itself in sourcing premium quality coffees from around the world. We roast in small batches to ensure consistency and perfection. We work with our buyers to blend and roast signature blends for both retail and foodservice and offer 24-hour delivery. We proudly support the Rainforest Alliance's mission by offering a selection of coffee from certified farms.

New user registration



Step 7: Newsletter: the Farm to Market quarterly newsletter is one of the benefits Marketplace website. The newsletter provides market information and program milestones.

First Name Last Name Title Email First Name Last Name Title Email First Name Last Name Title Email 

NOTE: To stop receiving the newsletter, to click on this box. ☐



New user registration



TERMS AND CONDITIONS OF USE OF THE PORTAL

Last Modified: February 15, 2007

This Rainforest Alliance Certified™ Marketplace Portal (the "Portal") is offered by Rainforest Alliance, Inc. ("RA", "we" or "us") to all companies buying or selling Rainforest Alliance Certified™ ("RAC") products or promoting them under the RAC certification mark. Access to the Coffee Traceability Tool, RAC™ Use of Seal Guidelines of this Portal is available only to companies that complete RA's registration process and

RAINFOREST ALLIANCE PRIVACY POLICY

Last Revised: February 15, 2007

Our Commitment To Privacy

This privacy policy applies to the Rainforest Alliance Certified™ Marketplace Portal (the "Portal") offered by Rainforest Alliance, Inc. ("RA", "we" or "us") to all companies buying or selling Rainforest Alliance Certified™ ("RAC™") products or promoting them

☐ I have read the user agreement and privacy policy and agree to its terms

Click here to Proceed.

Previous

Proceed



Step 8: User Agreement & Privacy Policy

Review the Rainforest Alliance Terms and Conditions of Use – please review this document, as well as the Privacy Policy, carefully.



Member Registration Preview

MEMBER REGISTRATION PREVIEW

Please carefully read the information you have entered. If you wish to make any changes, check the Edit button to return to the registration form.

Company Information	
Name of Company	Guatemaya Farm
Name of Holding or Parent Company	
Primary Contact Information	
Primary Contact Name	Isabella Gamboa
User ID (email address)	cmedRano@ra.org
Position	General Manager
Office Address	4a. Avenida 9-88 zona 15,
City	Guatemala
Province / State	
Postal Code / Zip	
Country	Guatemala
Office Telephone	502 5629878
Facsimile	
Customer Service Telephone	
Website / URL	
Products	Coffee, Bananas
Type of Business	Exporter, Producer
Product Brand Names	
Online Members Directory and Shop Certified Guide	Yes
Company Description	Cafe de Antigua, con excelente aroma y calidad, certificado bajo el sello de Rainforest Alliance desde el 2004.
Your Business Clients	Coffee Roaster/Retailer, Importer (green coffee), Processor/Manufacturer
Regional Distribution	Japan, Belgium, United States
Purchasing or Offering Rainforest Alliance Certified™ Products	No
Plan in Future	Yes

[Previous](#)[Proceed](#)

Once all information is entered, please verify that your company registration information is correct and complete. If correct, please click on **“Proceed”**. If not, make edits to your registration by clicking **“Previous”**.





Member Directory



RAINFOREST ALLIANCE
CERTIFIED MARKETPLACE

Directory
&
Offers

Click here to check if your company is publicly listed in the directory.



Select the **Product** and the **Country** fields to search for your company, then click on the **Search** button.

DIRECTORY AND OFFERS

SEARCH FOR MEMBERS

Search for farmers and business partners in all segments of the value chain who are buying or selling Rainforest Alliance Certified™ farm products.

Refine your search requirements to meet your needs by selecting one or more search options. For example, to source certified flowers from Mexico, select Flowers from the Products column and Mexico from the Origin column, or to find green coffee from Costa Rica, select Coffee from the Products column, Costa Rica from the Origin column, and Importer for the Business column. Or enter the contact or name of company you are looking for.

Product	Country	Business	Distribution	Company	Contact	Result Per Page
Select ▼	Select ▼	Select ▼	Select ▼			All ▼

Search

Can't find what you are looking for?

Our program is growing rapidly so if the tropical agricultural product you grow or want to purchase is not listed here, please [contact us](#). It may be in the pipeline!

Please note that the listings in this directory are generated from each member's registration, and while we encourage all our members to update their profiles regularly, the Rainforest Alliance is not responsible for the accuracy of the information available.



Member Directory

Company Description	
Company	Agrícola San Agustín Las Minas S.A
Farm Name	San Agustín Las Minas
Office Address	Guatemala
Primary Contact	Edgar Ramírez 3eramirezsoberanis@yahoo.com
Phone	
Fax	
Business Type	Producer
Brands	
Distribution Range	
Company Description	
Company	Guatemaya Farm
Office Address	4a. Avenida 9-88 zona 15,, Guatemala, Guatemala
Primary Contact	Isabella Gamboa imedRano@ra.org
Phone	502 5629878
Fax	
Business Type	Exporter, Producer
Brands	
Distribution Range	Belgium, Japan, United States
Company Description	
Cafe de Antigua, con excelente aroma y calidad, certificado bajo el sello de Rainforest Alliance desde el 2004.	

Description of the registered companies





How can I change my password?

Upon registration a password will be generated for your User ID and emailed to you. This password can be changed by following the below instructions.

1. Upon logging into the website, click the “change password” link on the upper left corner of your screen.



2. You'll be prompted to enter the below information to change your password.

Change your password (must have min. 8 & max. 20 characters)

Enter your current password:

Enter your new password:

Confirm your new password:





“Member Profile”

To update your company information at any time, please enter the Marketplace website, click on the Administration tab and then the Member Profile tab. From here you will be able to make the necessary updates.

Welcome Isabella, Guatemala Farm marketplace home * help * contact * change password * log off

RAINFOREST ALLIANCE CERTIFIED MARKETPLACE Directory & Offers

Administration • Traceability • Use of Seal • Marketing Tools

Member Access
Member Profile
Member Report

MEMBER PROFILE
All fields marked * are mandatory.

Products*
Please indicate which Rainforest Alliance Certified™ products you are selling and/or buying. Check all that apply.

☒ Coffee	☐ Cocoa	☒ Bananas
☐ Citrus	☐ Ferns	☐ Flowers
☐ Heart of Palm	☐ Macadamia	☐ Orange Juice
☐ Passion Fruit	☐ Pineapples	☐ Tea
☐ a	☐ ww	☐ s
☐ Timber	☐ Other, Please Specify	

Company Information

Name of Company*

Name of Holding or Parent Company

Primary Contact Information		Secondary Contact Information	
First Name*	Isabella	First Name	
Last Name*	Gamboa	Last Name	
User ID*	cmadRano@ra.org (your email address)	Position	
		Office Address	



"New user access"

You can add new users/colleagues to your company listing by following these two steps:

1. Enter in Administration
2. Select **Member Access**

Administration Traceability Use of Seal Marketing Tools Member Access Member Profile Member Report					
Select	User ID	User Name	User Department	Creation Date	Status
☐	cmedRano@ra.org	Isabella Gamboa	General Manager	Jan 22, 09	Active

3. Press the button **Create / Add**



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4. Login information for the new user.

MEMBER USER ADD			
Company Information			
Name of Company	Guatemaya Farm		
Name of Holding or Parent Company			
User Contact Information			
First Name*		City*	Guatemala
Last Name*		Province / State	
User ID* (your email address)		Postal Code / Zip	
User ID* (Please re-enter email address for verification)		Country*	Guatemala
Position*		Telephone	
Office Address*		Facsimile	



“Register a New Sale”

Step 1:

1. Log in Traceability
2. Select **My Transactions**
3. To register the New Sale, click “**New Sale**”

Exporters begin the chain by selecting “New Sale” when they’re ready to export coffee

LAZARO IS AN EXPORTER TRANSACTIONS

Below are listed all your current purchases and sales of Rainforest Alliance Certified™ coffee. You can quickly find, track and manage specific transactions by filtering one or more of the criteria listed below. New Sales can be entered by clicking on the New Sale button at the bottom of the page. All requests to edit or delete a transaction must be verified by the Rainforest Alliance therefore these requests are not immediate. The Rainforest Alliance team will endeavor to verify each request as promptly as possible. Sales Transaction certificates can be viewed by selecting the transaction number.

All the information you enter here is strictly confidential and only the members of your team who have access to this portal and Rainforest Alliance management can access this information.

FILTER RESULTS BY:

Country of Origin	Customer	Supplier	Quality	Shipment Date (From / To)	Current Request Status	Transaction Type
All Brazil Colombia Costa Rica El Salvador	All 123 Bethany's Wonderful Coffee Brona's Java Coffee, Roaster DJ Exporting	All DJ Exporting Lazaro Tovar Does All	All Aguadas Arabica Undergrade Armenia Bahia Bucaramanga Excelso EP	Use calendar to select dates	All	All Buy New Sale Sell

Results per page: All

Producer:

All

'Cooperativa, Agrícola Integral "Adelante Chanmagua" R.L'

Asociación Guardabosques de la Vereda la Argentina - ASO GUAR

Asociación de Caficultores Alto del Obispo

Cooperativa de Mercadeo Agropecuario Ltda. - Coomagro Ltda.

Daterra Actividades Rurais Ltda. (fazendas Boa Vista, Tabuoes, Santo Inácio, Bu

Search Reset

[New Sale](#)
[Edit](#)
[Delete](#)
[Consume](#)
[Sell](#)
[Upload Sales](#)





“Enter Sales Data on Input Form”

STEP 1:

NEW SALES ENTRY

Coffee Information at Shipment Level

Certificate of Transaction No.	To be Assigned
Buyer Contract No. *	P 1234
Seller Contract No. *	S 2324
Transaction Date *	Feb 12, 2007
Customer *	Coffee Importer
Origin *	Colombia
Crop Year *	2006-2007
Price Basis *	FOB
Pricing *	☐ Differential ☒ Fixed
Price	135 U.S. cents per pound
Destination Country *	United States
Load Port *	Select Load Port
Destination Port *	NEW ORLEANS

Customer name will appear on menu if registered, if customer's name does not appear, please ask them to register online

Contact RA if any drop down menu is missing needed information.



NOTE:

Do not enter data when the sales contract is created
Do enter data when you ship Rainforest Alliance Certified coffee overseas as in an FOB/C&F sale.
Do enter data if you deliver Rainforest Alliance Certified green coffee to a customer domestically.



“Enter Sales Data on Input Form”

Step 2:

Coffee Information at Container Level

Number of Containers in this Shipment: 1 # of containers here

** At least one field required.

Copy	Local No./ Warehouse Receipt No. **	Container No. **	ICO/ Shipment Marks*	Lot / SKU No.	Seal No.	Quality*	Farm Name*	Quantity*	Growing Region	Q Cert
☐						Select Quality ▾	Select Farm Name ▾	Select Measure ▾	Select Growing Region ▾	Examiner...

Previous Proceed

Click in Proceed to continue

Select the farm name, if farm name does not appear, please contact marketplace@ra.org

See the next page





"CQI Certificate"

- The certificate is attached at the container level so there can be more than one per transaction.
- If you make a "New sale", then log into the buyer and do a "sell," the CQI certificate travels with the transaction.
- You can do several sales of the coffee to different customers and they all will have access to the certificate.
- They can open the RA certificate to access the CQI certificate

 Q Certified Coffee 					
SUMMARY OF RESULTS					
Farm name/Nombre Finca:			Number of Bags:		
Lot Number/Numero de lote:			Bag Weight:		
Mill/Beneficio:			Grading Location:		
ICO Number:			Coffee Year:		
Exporter:			Grading Date:		
DIFFERENTIATION AND QUALIFICATION					
	BASELINE	SAMPLE		BASELINE	SAMPLE
Fragrance/Aroma	7.14	8.00	Uniformity	10.00	10.00
Flavor/Sabor	7.14	8.00	Clean Cup/Limpieza	10.00	10.00
Aftertaste/Resabio	7.14	8.00	Sweetness/Dulzor	10.00	9.33
Acidity/Acidez	7.14	8.00	Cupper Points/Puntaje Catador	7.16	8.00
Body/Cuerpo	7.14	8.00			
Balance	7.14	8.00			
			TOTAL CUP POINTS	80.00	85.33
Cup Grade					
			Classification	Q Grade/Specialty	
Green Grading					
	Category 1 Defects	0			
	Category 2 Defects	3			
	Total Green Defects	0			
			Classification	Q Grade/Specialty	
Roasted Coffee					
	#of Quakers	2			
			Classification	Q Grade/Premium	



“Review Transaction Certificate”

Step 3:

Coffee Information at Shipment Level										
Certificate of Transaction No. 374										
Buyer Contract No.	8395									
Seller Contract No.	KU9302									
Transaction Date	Sep 25, 2008									
Customer	Bethany's Wonderful Coffee Co.									
Origin	Brazil									
Crop Year	2007-2008									
Price Basis										
Pricing	Fixed									
Price										
Estimated Rainforest Alliance Premium										
Destination Country	Belgium									
Load Port	Sao Paulo									
Destination Port	ANTWERP									
Coffee Information at Container Level										
Number of Containers or Farm Origins in this Shipment (whichever is greater) 2										
Local No./ Warehouse Receipt No.	Container No.	ICO/Shipment Marks	Lot / SKU No.	Seal No.	Quality	Farm Name	Quantity	Growing Region	Q Cert	New Q Cert
3030	CNT3030	SHIP3131	3030	3030	Fair Trade Organic Bahia	Farm Lazato Tovar, Cert. No. BR06-IM-1080- COAA	275 69 Kg Bags	SOUTH EAST	10-Facts- about- 10plus2.pdf	

Previous

Submit

Then Click in “Submit” to complete

Click “Previous” to correct any errors





"Transaction Certificate issued"

Step 4:

LAZARO IS AN EXPORTER TRANSACTIONS

Below are listed all your current purchases and sales of Rainforest Alliance Certified™ coffee. You can quickly find, track and manage specific transactions by filtering one or more of the criteria listed below. New Sales can be entered by clicking on the New Sale button at the bottom of the page. All requests to edit or delete a transaction must be verified by the Rainforest Alliance therefore these requests are not immediate. The Rainforest Alliance team will endeavor to verify each request as promptly as possible. Sales Transaction certificates can be viewed by selecting the transaction number.

All the information you enter here is strictly confidential and only the members of your team who have access to this portal and Rainforest Alliance management can access this information.

FILTER RESULTS BY:

Country of Origin	Customer	Supplier	Quality	Shipment Date (From / To)	Current Request Status	Transaction Type
All Brazil Colombia Costa Rica El Salvador	All 123 Bethany's Wonderful Coffee Brona's Java Coffee, Roaster DJ Exporting	All DJ Exporting Lazaro Tovar Does All	All Aguadas Arabica Undergrade Armenia Bahia Bucaramanga Excelso EP	 Use calendar to select dates	All Results per page	All Buy New Sale Sell

Producer

You can see your transaction certificate issue.

TOTAL RECORDS: 26 / PAGE: 1

Select	Transaction Number	Buy/Sell	Customer/Supplier	Country of Origin	Destination	Shipment Date	Producer	Quality	Quantity	Balance Quantity	Current Request Status
☐	0000340	Buy	Lazaro Tovar Does All	Brazil	GAEVLE	May 27, 08	'Cooperativa, Agrícola Integral "Adelante Chanmagua" R.L.'	Arabica Undergrade	20 69 Kg	18 69 Kg	Active

If you need to make a "New Sale", select this option.

To **Delete** the TC was issued, select this button.

To **Edit** the TC issued, Select this button.

These two options can only be performed if the type of transaction is a **purchase**.

See next page.

Friday, December 04, 2009



“Upload Sales”

This function will allow you to generate multiple “**Sell**” transaction certificates from one or more “**Buy**” transactions with just one upload, connecting the traceability reporting from importers to their multiple small roasters, especially those that are have to requested this documentation in order to use the seal.

To record the **Upload Sales**, you need follow these instructions:

1. Select the buy transaction that you want to sell.
2. Then click in **Upload Sales**

	0006470	Sell	Test Trader	Costa Rica	New Jersey	Jul 01, 08	Hacienda La Esperanza, S.A.	Costa Rica Fancy	100 69 Kg Bags	-	Active
	0006472	Buy	Test Trader	Mexico	Basel	Jul 17, 09	Finca First	Hard Bean	429 70 Kg Bags	29 70 Kg Bags	Delete

New Sale

Edit

Delete

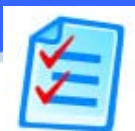
Consume

Sell

Upload Sales

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“Upload Sales”

Upload your file here

Select File Examiner...



Sample File



Customer List

3. Select **Sample File** to enter your sales.

A	B	C	D	E	F	G	H
Record #	Buy Transaction #	Buyer Contract #	Seller Contract #	Transaction Date	Customer	Container Sequence	Quantity
1	6976	P 1004r	S 1004r	8/22/2009	Loft Coffee	1	21

4. The customer list is updated from the list of active registered companies each time this page is accessed.





“Registration of Purchases by TC”

Step 1:

Importer selects the transaction that needs to be sold.

DJ IMPORTER TRANSACTIONS

Below are listed all your current purchases and sales of Rainforest Alliance Certified™ coffee. You can quickly find, track and manage specific transactions by filtering one or more of the criteria listed below. New Sales can be entered by clicking on the New Sale button at the bottom of the page. All requests to edit or delete a transaction must be verified by the Rainforest Alliance therefore these requests are not immediate. The Rainforest Alliance team will endeavor to verify each request as promptly as possible. Sales Transaction certificates can be viewed by selecting the transaction number. **All the information you enter here is strictly confidential and only the members of your team who have access to this portal and Rainforest Alliance management can access this information.**

FILTER RESULTS BY:

Country of Origin	Customer	Supplier	Quality	Producer	Shipment Date (From / To)	Current Request Status	Transaction Type	Results per page
All Brazil Colombia	All Coffee Roaster DJ Roaster	All Bayview Coffee Exporter	All Bucaramanga Cerrado 2/3 Screen 17/18	All Belgica Boa Vista	Jan 12, 2007 Feb 12, 2007	All	All Buy Sell	All

Use calendar to select dates

Search Reset

TOTAL RECORDS: 6 / PAGE: 1

Select	Transaction Number	Buy/Sell	Customer/Supplier	Country of Origin	Destination	Shipment Date	Producer	Quality	Quantity	Balance Quantity	Current Request Status
☒	0000070	Buy	Coffee Exporter	Colombia	AMSTERDAM	Jan 18, 07	San Mateo	Bucaramanga,	100 70 Kg Bags	100	
☐	0000086	Buy	Bayview	Brazil	BUJUMBURA	Feb 01, 07	Boa Vista	Fair Trade Organic Cerrado,	100 60 Kg Bags	100	
☐	0000100	Buy	DJ Exporting	Brazil	NEW JERSEY	Feb 05, 07	Boa Vista	Cerrado 2/3 Screen 17/18,	250 60 Kg Bags	-	
☐	0000101	Sell	DJ Roaster	Brazil	NEW JERSEY	Feb 05, 07	Boa Vista	Cerrado 2/3 Screen 17/18,	250 60 Kg Bags	-	

New Sale Edit Delete Consume Sell

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Select a
“Buy”
transaction

Click in sell



"Registration of Purchases by TC"

Step 2:

Importers Update Sales Data on input form (Most of the data will already be there)

SALES ENTRY

Please complete this form to record your sales transaction. To speed this process for you, This form is programmed to prompt options that are based on the information you supply. select Costa Rica as the Country of Origin, then only ports in that country will be offered for selection as the Load Port. Please be aware that these questions will take a few seconds to load. All sales information submitted is kept strictly confidential and is not released by the Rainforest Alliance to third parties without your prior written consent.

Coffee Information at Shipment Level

Certificate of Transaction No.	To be assigned	Enter Ref #'s
Buyer Contract No. *	P 3432	
Seller Contract No. *	S 5332	
Transaction Date *	Jan 18, 2007	
Customer *	Coffee Roaster	Enter Customer Name, if customer's name does not appear, please ask them to register online
Origin	Colombia	
Crop Year	2005-2006	
Price Basis *	Delivered	
Pricing *	☒ Differential ☐ Fixed	Enter price here (diff or fixed)
Price	15 U.S. cents per pound	
Destination Country *	United States	
Load Port *	Buenaventura	
Destination Port *	NEW YORK	If you did not ship entire quantity, adjust amount

Coffee Information at Container Level

Number of Containers in this Shipment		1							
**At least one field required.									
Delete	Copy	Local No./ Warehouse Receipt No. **	Container No. **	Shipment Marks *	Lot / SKU No.	Seal No.	Quality	Farm Name	Quantity*
☐	☐		1234	abc	50	123	Bucaramanga	San Mateo	100 70 Kg Bags

Previous Proceed

Click here to proceed and then submit on review screen



“Registration of Purchases by TC”

Step 3:

Congratulations - you've generated your own transaction certificate!

CURRENT TRANSACTIONS

FILTER RESULTS BY:

Country of Origin	Buyer	Seller	Quality	Producer
All Costa Rica Guatemala	All Atlantic Specialty Coffee, Inc Atlantic USA	All Amsa CECA S.A	All Costa Rica Fancy Extra Prime Washed	All Cafetaler Finca Pue

TOTAL RECORDS: 1 / PAGE: 1

Select	Transaction Number	Buyer	Seller	Origin	Destination	Shipment Date	Producer	Quality	Quantity	Current Request Status
☐	0000010	Atlantic USA	Exportcafe, S.A	Guatemala	Oakland	Feb 23, 07	San Luis Malacatan	Extra Prime Washed	250 69 Kg Bags	Delete

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Done Internet

Click on the transaction number to see the certificate



Step 4:

Here's a sample Transaction Certificate:

Click here to print this for your records and to send a copy to your customer



Rainforest Alliance Certified™
Certificate of Transaction

This certificate documents the sale of the following Rainforest Alliance Certified™ Product

Rainforest Alliance Transaction Number: 0000425

Coffee Information at Shipment Level

Buyer Contract No.:	3030
Seller Contract No.:	3131
Shipment Date:	Dec 30, 08
Customer:	Lazaro Tovar Does All
Origin:	Brazil
Crop Year:	2008-2009
Price Basis:	FOB
Pricing:	Fixed
Price:	123 U.S. cents per pound
Estimated Rainforest Alliance Premium:	132 U.S. cents per pound
Destination Country:	United States
Load Port:	Bogota
Destination Port:	NEW JERSEY

Coffee Information at Container Level

Number of Containers: 1

Local No./Warehouse Lot No.	Container No.	ICO/Shipment Marks	Lot / SKU No.	Seal No.	Quality	Farm Name	Quantity	Growing Region
3030	CNT3030	SHIP3131	3030	3030	Fair Trade Organic B ahia	Farm Lazaro Tovar, C ert. No. B RD6-IM-108 D-COAA	275 69 Kg Bags	SOUTH EAST

This certificate accompanies products grown on a Rainforest Alliance Certified™ farm. Products bearing the Rainforest Alliance Certified™ seal were produced under a set of strict environmental and social criteria. Rainforest Alliance Certified™ is a trademark of the Rainforest Alliance and may only be used by companies/parties licensed by the Rainforest Alliance. Questions regarding the Rainforest Alliance Certification program or the source of this coffee should be directed to agriculture@ra.org

www.rainforest-alliance.org
www.rainforest-alliance.org

 [Print](#)  [Close](#)



“Register consumption (roasting)”

Step 1:

If you will be roasting the coffee that you have purchased, select the **“Consume”** button.

DJ IMPORTER TRANSACTIONS

Below are listed all your current purchases and sales of Rainforest Alliance Certified™ coffee. You can quickly find, track and manage specific transactions by filtering one or more of the criteria listed below. New Sales can be entered by clicking on the New Sale button at the bottom of the page. All requests to edit or delete a transaction must be verified by the Rainforest Alliance therefore these requests are not immediate. The Rainforest Alliance team will endeavor to verify each request as promptly as possible. Sales Transaction certificates can be viewed by selecting the transaction number. **All the information you enter here is strictly confidential and only the members of your team who have access to this portal and Rainforest Alliance management can access this information.**

FILTER RESULTS BY:

Country of Origin	Customer	Supplier	Quality	Producer	Shipment Date (From / To)	Current Request Status	Transaction Type	Results per page
All Brazil Colombia	All Coffee Roaster DJ Roaster	All Bayview Coffee Exporter	All Bucaramanga Cerrado 2/3 Screen 17/18	All Belgica Boa Vista	Jan 12,2007 Feb 12,2007	All	All Buy Sell	All

Use calendar to select dates

Search Reset

TOTAL RECORDS: 6 / PAGE: 1

Select	Transaction Number	Buy/Sell	Customer/Supplier	Country of Origin	Destination	Shipment Date	Producer	Quality	Quantity	Balance Quantity	Current Request Status
☒	0000070	Buy	Coffee Exporter	Colombia	AMSTERDAM	Jan 18, 07	San Mateo	Bucaramanga,	100 70 Kg Bags	100	
☐	0000086	Buy	Bayview	Brazil	BUJUMBURA	Feb 01, 07	Boa Vista	Fair Trade Organic Cerrado,	100 60 Kg Bags	100	
☐	0000100	Buy	DJ Exporting	Brazil	NEW JERSEY	Feb 05, 07	Boa Vista	Cerrado 2/3 Screen 17/18,	250 60 Kg Bags	-	
☐	0000101	Sell	DJ Roaster	Brazil	NEW JERSEY	Feb 05, 07	Boa Vista	Cerrado 2/3 Screen 17/18,	250 60 Kg Bags	-	

New Sale Edit Delete Consume Sell

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Then click here to “consume” (roast)

Simply select a purchase here...



“Register consumption (roasting)”

Step 2:

Update the date and quantity fields.

CONSUME ENTRY

Coffee Information at Shipment Level

Certificate of Transaction No.	To be assigned
Transaction Date*	May 02, 2007
Customer	Coffee Grind
Origin	Brazil
Crop Year	2007-2008
Price Basis*	FOB
Pricing	☐ Differential ☒ Fixed
Price	120
Destination Country*	United States
Load Port*	Santos
Destination Port*	LONG BEACH

Coffee Information at Container Level

Number of Containers in this Shipment	1
---------------------------------------	---

** At least one field required.

Delete	Copy	Local No./ Warehouse Receipt No. **	Container No.**	Shipment Marks*	Lot / SKU No.	Seal No.	Quality	Farm Name	Quantity*
☐	☐		CTXU-049938	2-34-0211		S12321	Type 2/3 Natural Ara	Farm1	175

Previous Proceed

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Enter Consume Date (Default = Today)

Review data

Enter quantity (Default = All)

Then Click here.



“Register consumption (roasting)”

Step 3:

Review data and submit

SALES ENTRY SUMMARY

Please carefully review the data you've entered, before making your final submission.

Coffee Information at Shipment Level				Certificate of Transaction No. To be Assigned				
Buyer Contract No.	P 1234							
Seller Contract No.	S 2324							
Transaction Date	Feb 12, 2007							
Customer	Coffee Importer							
Origin	Colombia							
Crop Year	2006-2007							
Price Basis	FOB							
Pricing	135 U.S. cents per pound							
Destination Country	United States							
Load Port	Bogota							
Destination Port	NEW ORLEANS							

Coffee Information at Container Level

Number of Containers in this Shipment 2

Local No./ Warehouse Receipt No.	Container No.	Shipment Marks	Lot / SKU No.	Seal No.	Quality	Farm Name	Quantity	Region
	MAEU-343203	3-24-0631		100232	Popayan Supremo	Belgica	150 70 Kg Bags	Popayan
	MAEU-343203	3-24-0632		100232	Popayan Supremo	San Mateo	100 70 Kg Bags	Popayan

[Previous](#) [Submit](#)

Click “Submit” to complete

Click “Previous” to correct any errors

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Done Internet 100%



“Offers”

Step 1:

Companies can now post Offers of coffee available for sale!

To do so:

1. Click on the Traceability section;
2. Select “My offers” to register an offer.

• Administration • **Traceability** • Use of Seal • Marketing Tools

My Transactions
My Offers

Welcome to the Rainforest Alliance Certified™ Marketplace — the essential tool for all those buying and/or selling Rainforest Alliance Certified™ products.

MEMBER ACCOUNT ADMINISTRATION
You have control! From here you can quickly and easily manage your member account. Update your contact information, brand portfolio and distribution, add staff members to the newsletter list and more!

RAINFOREST ALLIANCE CERTIFIED™ COFFEE TRACEABILITY TOOL
Track certified coffee throughout the Rainforest Alliance Certified™ sustainable value chain — from farm to roasting facility! This is your complete coffee supply management solution.

Click on “My Offers”





“Offers”

Step 2:

Enter your offers to promote your certified products.

NEW OFFER

The * indicates a mandatory field.

Enter details for new offer	
Offer Date*	Feb 19, 2008
Company Name*	LOFT COFFEE
Contact Name	Danner Friedman
Contact email address / Contact Telephone*	loftcoffee@gmail.co / 212 677 1900
Quantity*	100
Quantity UOM*	69 kg bag
Available*	Feb 19, 2008
Product*	Coffee
Origin*	Guatemala
Quality	Strictly Hard Bean
Farm*	Huixoc
Product Location (country)*	United States
Product Location (city)	New Orleans, LA
Price	1.45
Price UOM	US Cts/Lb
Offer expiration date*	Feb 19, 2008
Comments	For testing purposes only

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It is optional to enter information prices

Click here to
Proceed



"Where are My Offers?"



In the option **"Directory & Offers"** you can find posted Offers. These offers are visible to both Marketplace registered users and the general public.

Welcome Danner, LOFT COFFEE [marketplace home](#) [help](#) [contact](#) [change password](#) [log off](#)

RAINFOREST ALLIANCE CERTIFIED MARKETPLACE [Directory & Offers](#)

[Administration](#) [Traceability](#) [Use of Seal](#) [Marketing Tools](#)

DIRECTORY AND OFFERS

SEARCH FOR MEMBERS

Search for farmers and business partners in all segments of the value chain who are buying or selling Rainforest Alliance Certified™ farm products.

Refine your search requirements to meet your needs by selecting one or more search options. For example, to source certified flowers from Mexico, select Flowers from the Products column and Mexico from the Origin column, or to find green coffee from Costa Rica, select Coffee from the Products column, Costa Rica from the Origin column, and Importer for the Business column. Or enter the contact or name of company you are looking for.

Product	Country	Business	Distribution	Company	Contact	Result Per Page
Select	Select	Select	Select			All

[Search](#)

Can't find what you are looking for?
Our program is growing rapidly so if the tropical agricultural product you grow or want to purchase is not listed here, please [contact us](#). It may be in the pipeline!

Please note that the listings in this directory are generated from each member's registration, and while we encourage all our members to update their profiles regularly, the Rainforest Alliance not responsible for the accuracy of the information available.

SEARCH FOR OFFERS

Product	Origin	Farm	Company	Location of Offered Product		Results per page
				City	Country	
Select Coffee	All Guatemala	All	All LOFT COFFEE	not specified All New Orleans, LA	All United States	All

Companies can find suppliers with enhanced Directory search options

Companies find offers of coffee available for purchase now





“Use of Seal Process”

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**RAINFOREST ALLIANCE
CERTIFIED MARKETPLACE**

Directory & Offers

• Administration • Coffee Traceability • **Use of Seal** • Marketing Tools

Submission Status
Use of Seal Guidelines

Click here to request artwork, submit new layouts for approval, or review submissions

To get the labeling guidelines, just click here

Welcome to the Rainforest Alliance Certified™ Marketplace — the essential tool for all those buying and/or selling Rainforest Alliance Certified™ products.

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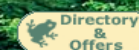
Access our Use of Seal Labeling Guidelines



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RAINFOREST ALLIANCE CERTIFIED MARKETPLACE



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[Use of Seal Guidelines](#)

Click Use of Seal Guidelines
to get to this page

USE OF SEAL GUIDELINES

To open, download, or print these Guidelines, click on preferred version.

[In English](#) (Spanish Available Shortly)

The Guidelines are in [Adobe Acrobat](#)

The RAC seal is a trust-mark that indicates quality and commitment to sustainable farming practices. Companies using the RAC seal gain the reward of a marketplace where consumers are increasingly asking for responsibly produced products.

Producers whose farms are Rainforest Alliance Certified™ and buyers who source products from these farms are granted conditional permission to use the Rainforest Alliance Certified™ (RAC) seal on their products and in related marketing materials as set forth in our guidelines.

The process is simple. Once you have added the seal and/or copy to your design layout complete the Approval Request form, upload/attach your files and press submit. Our review process generally takes about five (5) days. If the artwork does not meet our guidelines, you will be promptly notified with requested changes.

The RAC seal is a proprietary, single graphic unit that must never be altered from its original form. Our Use of Seal Guidelines was developed to protect the value and integrity of the RAC seal. You are advised to read through our Guidelines carefully before applying the seal to any of your packaging and/or marketing materials. Trust us, it will save you time in the long run! As always if you have any questions, please do not hesitate to [contact us](#).

* Please note that if you wish your designer or agency to access this section of the portal to manage this process, you must grant them access by registering them under your company membership. Go to Account Management and select User Access.

[Request Artwork](#)

[New Submission](#)

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view and
download
labeling
guidelines



Labeling Guidelines open in pdf format



Rainforest Alliance Certified™
Labeling Guidelines
Seal Usage

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 never be reproduced smaller than one inch (25 mm) across.

CORRECT ✓



1 in (25 mm)

INCORRECT ✗



0.5 in (12.5 mm)

Figure 1. In the "correct" example the seal is exactly 1 in (25 mm) across and remains legible, when it is reduced to 0.5 in (12.5 mm) across (the "incorrect" example) it becomes illegible.

Sizing the size of the seal to the size of the marketing material is permitted; 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.

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 promotional materials only, the RAC seal is available in black on a white background. No other background colors are permitted to show through the seal.

A.



B.



C.



Figure 2. The RAC seal is shown properly placed on both a solid color background (A) and a textured background (B). The black and white seal (C) is for printing on black and white promotional materials only.

Refer to the "File Format & Color Reference" section (page 10) of this document for additional information.



After reviewing guidelines, request Seal Artwork to use with your products, You'll need to follow these steps:

1. Enter in **Use of Seal**
2. Select **Use of Seal Guidelines**
3. Click in **Request Artwork**



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USE OF SEAL GUIDELINES

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[Request Artwork](#)

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Then click request artwork





Request Seal artwork online



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**RAINFOREST ALLIANCE
CERTIFIED MARKETPLACE**

Administration * Traceability * Use of Seal * Marketing Tools Directory Offers

REQUEST SEAL ARTWORK

As a registered member you are entitled to use the Rainforest Alliance Certified™ seal on packaging and marketing materials pertaining to sustainably grown products you have sourced from certified farms. Please complete this request form and electronic art files, in both high resolution for print and low-resolution for Web sites, etc. will be e-mailed to the address submitted. Please note that all fields marked * are mandatory.

Please carefully read through our Labeling Guidelines before you start your project... It will save you time!

Company Name:	Lazaro is an Exporter
Full Name:*	Isabella
Telephone Number:*	Gamboa Please enter country code (not for USA), area code and number like 91-124-2397660.
Email ID:*	lgamboa@gmail.com (Please fill your correct email id. The artwork will send you via mail.)
Email ID:*	lgamboa@gmail.com Please re-enter email address for verification.
Proposed Use:*	Advertising Branded Packaging Carrier Cases Consumer Brochures Employee Training Kits To select/de-select more than one option, hold down the control key and make your additional selections.
All users of the Rainforest Alliance Certified™ Seal are required to sign a <u>no fee</u> Licensing Agreement with the Rainforest Alliance. We do not have a valid Licensing Agreement on file for your company, so please complete the form below and we'll send you a signed agreement, which you can then countersign and send back to us. Once we have a copy of a signed Licensing Agreement on file, we can release the seal art files to you.	
Contact Name:*	Lazaro
Company's Legal Name:*	Lazaro is an Exporter The exact official name, for legal purposes, of your entity. Please include correct suffix if applicable.
Jurisdiction of Organization:*	Privada For U.S. counterparty, please identify the state under whose laws company is organized. For non-U.S. counterparty, please identify the country under whose laws it is organized.
Type of Legal Entity:*	Sociedad Anónima Please identify your company's legal entity type. Some examples are "corporation", "not-for-profit corporation", "limited liability company", "société anonyme", "sociedad anónima" and "sociedad anónima de capital variable."
Full Company Address:*	460 Summer St, Suite 401



Provide info for fee-free Licensing Agreement

date

Licensee's legal name
Address line 1
Address line 2
Attention: name of person

NON-EXCLUSIVE LICENSE AGREEMENT

Ladies and Gentlemen:

We refer to the Rainforest Alliance Certified™ Labeling Guidelines (as updated from time to time, the "Guidelines"), a copy of the most recent version of which you have received, and which is also available at www.rainforestalliance.org. The Guidelines describe the Rainforest Alliance Certified Seal (the "Seal") and the policies and procedures governing authorized reproduction and other use of the Seal. The Seal may only be reproduced or otherwise used in compliance with the Guidelines, on products from forestry or agricultural operations certified for sustainability by the Rainforest Alliance and with the prior written approval of the Rainforest Alliance.

1. License. Subject to the terms and conditions of this agreement, we, Rainforest Alliance, Inc., a New York not-for-profit corporation, are pleased to grant to you, Licensee's legal name, a/an jurisdiction of organization type of legal entity, a non-exclusive, non-transferable, royalty-free license to reproduce the Seal on product packaging and off-product promotional materials for agricultural products from farms certified under the economic and social sustainability standards of the Sustainable Agriculture Network (each such farm, a "Certified Farm," and each such product derived from a Certified Farm, the "Certified Farm Product").
2. Prior Review and Written Approval. Prior to any public display of the Seal or any text relating to the Rainforest Alliance or Rainforest Alliance certification, you must forward to us for our written approval a copy of the Seal or such text as it will appear to the public. Once we have approved any such materials, you may not make any material changes to them without first obtaining our written approval. You may not use, reproduce or alter the Seal in any manner without our prior review and written approval.
3. Certified Farm Product. You agree to accurately and fairly represent all Certified Farm Product and the scope of Rainforest Alliance certification. You agree that you will not be involved, directly or indirectly, in the sale, marketing or advertising of products not from Certified Farms in connection with the Seal.





Submit packaging & materials for approval



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[Use of Seal Guidelines](#)

Click submission status to get to this page

DESIGN SUBMISSION STATUS

Using the easy sort function, you can check on the status of all your current design submissions and review previously approved submissions. You can select more than one option in any of the criteria by holding down the control key. Click on the Submission Number if you need to review your original submission form.

FILTER RESULTS BY:

Purpose	Submission Date	Current Status	Products	Result Per Page
All Branded Packaging Point of Sale Materials	From Mar 27, 2007 To Apr 27, 2007 use calendar to select dates	All Ongoing	All Coffee	All

[Search](#)
[Reset](#)

TOTAL RECORDS: 1 / PAGE: 1

Select	Submission Number	Purpose	Submission Date	Current Status	Products	Full Name	Launch Date	Submitted Artwork/ Copy
☐	71	Branded Packaging, Point of Sale Materials	Apr 27, 07	Ongoing	Coffee	DJ Importer	May 02, 07	Blue hills.jpg

[New Submission](#)
[Update](#)
[History](#)

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Then click new submission



Tell us about your product or campaign



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DESIGN APPROVAL REQUEST UPDATE

Company Name:	DJ Importer		
Name of Holding or Parent Company:			
Full Name:	DJ Importer		
Email:	djoelson@hotmail.com		

Please identify the Rainforest Alliance Certified™ product associated with this design submission:

☐ Bananas	☐ Citrus	☐ Cocoa
☒ Coffee	☐ Ferns	☐ Flowers
☐ Heart of Palm	☐ Macadamia	☐ Orange Juice
☐ Passion Fruit	☐ Pineapples	☐ Tea
☐ a1	☐ Other, Please Specify	

Please let us know who is supplying you with the Rainforest Alliance Certified™ coffee you are using in the product/s associated with the design materials being submitted.

Coffee Farmer Comp1 Comp12 Comp13 Comp23 Comp24	Exporter ABC COFFEE TR Ann Arbor Tradir Coffee Exporter DJ Exporting DJ Test Co II	Importer Ann Arbor Tradir Coffee Grind Coffee Importer DJ Importer J & J Company	Roaster/Retailer Ann Arbor Tradir Brona's Java DJ Roaster J & J Company Las Nubes S.A.	Roaster/Wholesaler Ann Arbor Tradir Coffee Grind Coffee Roaster DJ Roaster J & J Company
---	--	--	--	--

To select/de-select more than one option, hold down the control key and make your additional selections.

If your supplier is not listed, please write in company name

Please note that if your supplier is not already a member of the Rainforest Alliance business community, they will have to register before any design materials may be approved. This is necessary to ensure full traceability of certified coffee and uphold the integrity of the seal.

The brand name of product containing Rainforest Alliance Certified™ content is:

Fill in this form and system will prompt you to attach artwork

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Click Proceed

Done

Internet

100%



Return to this page to check approval status



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**RAINFOREST ALLIANCE
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Submission Status Use of Seal Guidelines

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FILTER RESULTS BY:

Purpose	Submission Date	Current Status	Products	Result Per Page
All Branded Packaging Point of Sale Materi	From Mar 27,2007 To Apr 27,2007 use calendar to select dates	All Ongoing	All Coffee	All

Search Reset

TOTAL RECORDS: 1 / PAGE: 1

Select	Submission Number	Purpose	Submission Date	Current Status	Products	Full Name	Launch Date	Submitted Artwork/Copy
☐	71	Branded Packaging, Point of Sale Materials	Apr 27, 07	Ongoing	Coffee	DJ Importer	May 02, 07	Blue hills.jpg

Approval process still ongoing (or will indicate Approved)

New Submission Update History



New online Marketing Support



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Click Marketing Tools to see
our new promotional pages

DESIGN SUBMISSION STATUS

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FILTER RESULTS BY:

Purpose	Submission Date	Current Status	Products	Result Per Page
All Branded Packaging Point of Sale Material	From Mar 27, 2007 To Apr 27, 2007 use calendar to select dates	All Ongoing	All Coffee	All ▼

TOTAL RECORDS: 1 / PAGE: 1

Select	Submission Number	Purpose	Submission Date	Current Status	Products	Full Name	Launch Date	Submitted Artwork/ Copy
☐	71	Branded Packaging, Point of Sale Materials	Apr 27, 07	Ongoing	Coffee	DJ Importer	May 02, 07	Blue hills.jpg

Exclusive
resources to help
with marketing
campaigns and
communications!

20 YEARS Rainforest Alliance

what's new

what we do

where we work

how to help

about us

selling sustainability

- building a strategy
- crafting the message
- using the seal
- gathering stories
- company case studies
- interviews with marketing executives
- market studies and resources
- marketing events and trade shows
- media coverage
- contact us

donate now

join today

programs

- agriculture
- forestry
- tourism
- education
- adopt-a-rainforest
- neotropics
- communications
- community conservation enterprises
- business fellows

Selling Sustainability...

...Or How to Tell Your Customers that You're Part of the Solution

86% of consumers would switch brands to further worthy causes.



You've done the hard part... You've made the commitment to support sustainability by becoming a Rainforest Alliance partner company.

The next step is to build customer loyalty by demonstrating that you are an innovative, forward thinking company ... a company that is part of the solution.

And we're here to help. In these promotional pages you will find tips on building a successful communications and marketing strategy, educating your employees and networking with like-minded companies.

We Know that Sustainability Sells -- [Independent research](#) shows that consumers are increasingly aware of conservation and social justice issues and are prepared to support sustainability with their purchases. By promoting your company's affiliation with the Rainforest

Slideshow

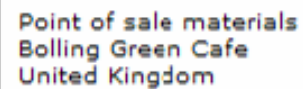


Promote your partnership with the Rainforest Alliance. Here are [examples](#) of how our partners are successfully highlighting the Rainforest Alliance logo.

See examples of how
To use the Seal.



North America



NEXT ➔

We hope this manual has been useful to you, if you still have questions, please contact us: marketplace@ra.org

Suggestions are welcome!