

RAINFOREST ALLIANCE LABELING & TRADEMARKS POLICY

USE AND APPROVAL OF THE RAINFOREST ALLIANCE TRADEMARKS

2020 EDITION (Version 1.2)

Updated: May 2022



**BUILDING TRUST BY CREDIBLE
LABELING & MARKETING**

**RAINFOREST
ALLIANCE**



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1 INTRODUCTION

We debuted the Rainforest Alliance certification seal along with a new Labeling & Trademarks Policy in May 2020. In an ongoing effort to improve our labeling program, we are now publishing this revised version, with the goal to optimize accuracy, credibility and consistency in the use of the Rainforest Alliance certification seal as well as other trademarks¹ worldwide. This will help protecting the value and integrity of the Rainforest Alliance, and those organizations using our trademarks.

As an increasingly recognized symbol globally, the Rainforest Alliance certification seal assures organizations and consumers alike that buying a labeled product supports more environmentally and socially responsible practices.

This document serves three key purposes to assist organizations in:

- a) determining if [products](#) or [promotional materials](#) are eligible to carry the Rainforest Alliance certification seal or other trademarks¹;
- b) understanding the requirements that relate to each specific case; and
- c) following the process of [obtaining approval to use](#) the Rainforest Alliance [trademarks](#)¹.

This document is complemented with the [Rainforest Alliance Seal Graphic Guidelines](#) which are incorporated into this policy by reference. Where this policy sets out the requirements, eligibility and procedure for trademark use, the Graphic Guidelines explain the rules for formatting when designing materials carrying the Rainforest Alliance certification seal.

The requirements set out in this document are applicable to any organization wishing to use the Rainforest Alliance trademarks on product packaging designs, promotional materials (e.g. website, point-of-sale assets) or any other communication that promotes Rainforest Alliance Certified crops and/or collaboration with the Rainforest Alliance, for both B2C and B2B audiences. This also includes [third-party use](#) by e.g., journalists or academics. To understand the specific requirements that relate to each specific case, please see the respective chapters.

¹Rainforest Alliance trademarks include:

- a) the Rainforest Alliance certification seal
- b) The Rainforest Alliance Forest Allies seal
- c) the Rainforest Alliance logo
- d) the name 'Rainforest Alliance'
- e) the sentence 'Rainforest Alliance Certified'



1.1 VERSION HISTORY

The Rainforest Alliance revises and updates this document (and related language versions) periodically in an ongoing effort to improve our services and the labeling program. Through these efforts we aim to constantly evaluate and improve the efficiency, effectiveness and flexibility of our program. The Rainforest Alliance may clarify sections or correct grammatical or other errors without notice, but will provide at least three months' notice for more material updates. Please find a version history below:

Version 1.0 (May 2020)	The first version of the Rainforest Alliance Labeling & Trademarks Policy, published in May 2020, introducing the new Rainforest Alliance certification seal, following the merger between the Rainforest Alliance and UTZ in 2018 and the development of a new organizational strategy. By incorporating the best of what is in the Requirements & Guidelines for Use of the Rainforest Alliance Trademarks and the UTZ Labeling and Trademark Policy, this new Labeling & Trademarks Policy was simplified and contains newly created content.
Version 1.1 (October 2020)	An updated version, published in October 2020, providing clarifications and several updates: <ul style="list-style-type: none">• The superscript TM was removed from the seal itself and in the text• A non-frog seal version was introduced• A chapter on Forest Allies was inserted• Clarification on labeling multi-ingredient products, such as non-core ingredients, etc.• Expanding the list of herbs & spices and moving Appendix B online• Incorporating a link to our translation guide, which will also be updated over time
Version 1.2 (May 2022)	In an ongoing effort to improve our labeling program, we revised the policy on several points. The main changes are: <ul style="list-style-type: none">• Changing the labeling rules for multi-ingredient products, introducing the updated certified ingredient requirement, replacing the 'core Ingredient' requirement• Added chapter on seal use on promotional materials• Updated requirements for forest product labeling• Updated requirements for herbs & spices product labeling due to the introduction of mass balance sourcing from Q4 of 2022• Changes in what material requires approval• Updated procedure for temporary supply shortages

If your organization would like to provide feedback regarding improvements for future versions of this policy, please email us at customersuccess@ra.org.



1.2 OVERVIEW OF THE RAINFOREST ALLIANCE TRADEMARKS

The Rainforest Alliance certification seal



For whom: Farm enterprises that meet the relevant certification standard (see [Appendix A](#) for more details on this as we transition to the 2020 Sustainable Agriculture Standard), supply chain actors that source, handle and/or sell ingredients/crops from these certified farms, in compliance with our requirements for certification.

Where: On product packaging, promotional materials or other communications that promote Rainforest Alliance Certified products and/or make claims related to certification.

How: Refer to chapters [2](#), [3](#), [4](#), and [6](#) for labeling requirements and [chapter 9](#) for the approval process.

The Rainforest Alliance non-frog seal



For whom: For a few select markets where frogs are culturally unacceptable for use on products. For more information, please refer to [section 11.1](#).

Where: On product packaging, promotional materials or other communications that promote Rainforest Alliance Certified products and/or make claims related to certification, in markets where the non-frog seal is allowed.

How: Please refer to [section 10.1](#).

The Rainforest Alliance Forest Allies seal



For whom: Organizations that are part of our Forest Allies initiative and are actively meeting the requirements of Forest Allies membership.

Where: On FSC certified products meeting eligibility criteria, and promotional materials or other communications that promote membership in Rainforest Alliance's Forest Allies initiative and related activities.

How: Refer to [chapters 5](#) and [6](#) for labeling requirements and [chapter 9](#) for the approval process.



The Rainforest Alliance logo



For whom: Organizations that wish to denote a [cause marketing relationship](#), or to represent another partnership (e.g. [corporate advisory](#)) with the Rainforest Alliance. Farm enterprises and supply chain actors that wish to promote certified products shall use the Rainforest Alliance certification seal instead.

Where: Off-pack only. Shall therefore not appear on product packaging nor be used in reference to certification.

For more information, please reach out to customersuccess@ra.org

The name “Rainforest Alliance” and the phrase “Rainforest Alliance Certified”

For whom: Registered farm enterprises and businesses.

Where: On product packaging, promotional materials or other communications related to Rainforest Alliance Certified products. The name “Rainforest Alliance” can be used when writing about the collaboration with the Rainforest Alliance.

How: Find guidance on how to talk about the Rainforest Alliance in this [communication piece](#), our [messaging templates](#), and the [translation guide](#). Refer to [chapter 9](#) for the approval process.

Rainforest Alliance
&
Rainforest Alliance Certified

For more information on trademark use by **third-parties**, please see [chapter 8](#).



1.3 PRE-CONDITIONS FOR TRADEMARKS USE

Organizations wanting to use one of our trademarks, for product labeling and/or promotional materials shall:

1. be covered by a valid License Agreement 2020 (LA 2020). Organizations may request their own LA or alternatively may be added as a sublicensee to another company's LA. This LA must be signed and validated by the Rainforest Alliance before trademark use approval can be granted (although trademark use requests may be made in advance so that review can be completed in parallel). See [here](#) for more details on how to request this LA;
2. meet the applicable compliance requirements to their supply chains (traceability, chain of custody, etc.). See [Appendix A](#) for more details on this as we [transition to the 2020 Sustainable Agriculture Standard](#)²; and
3. receive official approval via [Marketplace 2.0](#) before using our trademarks publicly on any material. See [chapter 9](#) for more details on how to request approval.

For third-party users, such as journalists, academics or media professionals using our trademarks, other conditions and procedures apply. Please see [chapter 8](#) for further details.

Further details on the pre-conditions of trademarks use on forest products can be found in [chapter 5](#).

² For organizations that are part of the new Rainforest Alliance Certification Program, a valid certificate and a license to trade is required to be able to receive approval to use the Rainforest Alliance trademarks.



2 PRODUCT LABELING

Organizations are strongly encouraged to use the Rainforest Alliance certification seal on qualifying product packaging. This includes branded packaging and product labels as well as cups, fruit stickers, etc.

Product labeling requirements are determined by two main factors: a) whether a product is made of a single or multiple ingredients, and b) how much of a given ingredient is Rainforest Alliance Certified. See [Appendix A](#) for further information on what is included in the definition “Rainforest Alliance Certified”. See [chapter 5](#) for information on labeling forest products.

2.1 SINGLE-INGREDIENT PRODUCTS

Definition: A single-ingredient product is defined as one that includes only one crop or ingredient. For example, a bag of ground coffee would be classified as a single-ingredient product, even if it contained a mixture of both Arabica and Robusta beans in the blend.

2.1.1 Eligibility for Seal Use

Content / Sourcing

A single-ingredient product is eligible to carry the seal on-pack when it:

EITHER Physically contains (through identity preserved or segregated supply chains) **at least 90%**³ Rainforest Alliance Certified content;

OR If **100%** of the equivalent certified volume has been purchased from Rainforest Alliance Certified farms via a mass balance supply chain (crops that allow the mass balance option include cocoa, palm oil, hazelnuts, flowers, processed fruits (including juices, purees and coconut oil) and herbs and spices⁴ (including rooibos).

2.1.2 Labeling Requirements

Single-ingredient products that qualify for seal use according to the above can carry the Rainforest Alliance certification seal on their packaging if they comply with the [Seal Graphic Guidelines](#), and:

- 1. Web Link:** Include a link to the Rainforest Alliance website (www.rainforest-alliance.org or the shortened version ra.org) on all consumer-facing materials. We recommend including the statement “Rainforest Alliance Certified. Find out more at ra.org” . Organizations may use their own

³ Calculated by weight

⁴ From Q4, 2022, the option of Mass Balance will be introduced for herbs, spices and herbal tea ingredients (as listed in [Appendix B](#) and including rooibos), certified against the Rainforest Alliance 2020 Standard or the UEBT/Rainforest Alliance requirements. For changes relating to other crops, please see the applicable Chain of Custody Standard for an up-to-date list (standards as explained in [Appendix A](#)).



formulated statement as long as it includes the mandatory URL. Alternatively, only the URL itself may be used. The URL can be placed anywhere on-pack, but at a location that is clearly connected to the Rainforest Alliance certification seal, certified ingredient or voluntary text statement (if used).

Good to know

A voluntary text statement can be added to product packaging to explain what the seal stands for, or on the work of the Rainforest Alliance. To find more guidance on how to use text statements on product packaging and other promotional materials, please refer to [chapter 7](#).

2.2 MULTI-INGREDIENT PRODUCTS

Definition: A multi-ingredient product is defined as one that includes more than one ingredient, of which at least one is Rainforest Alliance Certified. For example, a chocolate bar for which Rainforest Alliance Certified cocoa has been sourced and contains multiple other ingredients.

2.2.1 Eligibility for Seal Use

Please note: After consultation and review, we have revised the previous existing 'core ingredient' requirement (to be found [here](#)). Please find below all further information on the updated requirement as well as the applicable transition period.

Updated 'Certified Ingredient Requirement' (applicable starting June 1st, 2022)

For any multi-ingredient product containing banana, cocoa, coffee, hazelnut or tea, **at least one**⁵ of these crops (including the ingredients derived from these respective crops) **MUST BE Rainforest Alliance Certified** (while meeting the content/sourcing and labeling requirements for these crops) to be able to use the seal.

Multi-ingredient products that do not contain any ingredients from the above-mentioned crops, are free to use the Rainforest Alliance certification seal to represent any certified crop (while meeting the content/sourcing and labeling requirements for these crops).

For a multi-ingredient product which contains one or more certified crops and is eligible for seal use, the organization may **choose which one(s) of the certified crops to claim on-pack**. The examples below explain the updated requirement as well as the options for seal use eligibility, in case multiple Rainforest Alliance Certified crops are sourced for a product.

⁵ For now, only at least one of these crops needs to be Rainforest Alliance Certified. It is our intention to evolve this policy so that ingredients derived from any and all of these five crops would need to be certified for the overall product to be eligible to carry the seal.



Example: Updated Certified Ingredient Requirement & Seal Use Eligibility

Product Example	Rainforest Alliance Certified Crop(s)	Eligibility for seal use
A Chocolate Chip Cookie (containing Cocoa and Vanilla)	Cocoa & Vanilla	Use seal for Cocoa & Vanilla; Use seal for only Cocoa; Use seal for only Vanilla
	Cocoa	Use seal for Cocoa
	Vanilla	Not eligible for seal use; due to the certified ingredient requirement the cocoa needs to be Rainforest Alliance Certified to be eligible for seal use.
A Cappuccino Drink (containing Coffee and Cocoa)	Coffee & Cocoa	Use seal for Coffee & Cocoa; Use seal for only Coffee; Use seal for only Cocoa
	Coffee	Use seal for Coffee
	Cocoa	Use seal for Cocoa
A Mixed Juice with Orange and Mango	Orange & Mango	Use seal for Orange & Mango; Use seal for only Orange; Use seal for only Mango
	Orange	Use seal for Orange
	Mango	Use seal for Mango

More examples to clarify this requirement are in [Appendix D](#).

Notice / Transition Period

From the publication of this revised policy, a 6-month transition period⁶ is being granted, to allow all organizations adjusting to the revised requirement.

1. Trademark requests meeting the revised requirement during the 6-month timeframe can already be submitted and receive approval.
2. Trademark requests meeting the previous 'core ingredient' requirement can still be submitted during the 6-month timeframe and will receive approval.
3. Trademark requests that had already been approved based on the previous 'core ingredient' requirement will be considered valid for the period of approval, or until the original artwork is modified. After this, the revised requirement needs to be met.
4. Any material that is submitted after the 6-month transition period needs to comply with the revised requirement in order to be able to use our seal.

⁶ June 1st, 2022 - November 30th, 2022



Content / Sourcing

A multi-ingredient product is eligible to carry the Rainforest Alliance certification seal on-pack in reference to the certified crop when it:

- EITHER** Physically contains (through identity preserved or segregated supply chains) **at least 90%**⁷ of the ingredient content of this crop as Rainforest Alliance Certified;
- OR** If **100%** of the equivalent certified volume (of the certified crop) has been purchased from Rainforest Alliance Certified farms via a mass balance supply chain (crops that allow the mass balance option include cocoa, palm oil, hazelnuts, flowers, processed fruits (including juices, purees and coconut oil) and herbs & spices⁸ (including rooibos)).

2.2.2 Labeling Requirements

In those instances, multi-ingredient products can use the Rainforest Alliance certification seal on their packaging when they comply with the [Seal Graphic Guidelines](#), and:

1. **Seal:** Identify the certified crop(s) name(s) under the seal, so it's clear what the seal refers to. Ingredients that originate from the same crop type (such as cocoa liquor and cocoa butter) should be declared under the seal by naming the crop ('Cocoa' in this example). If preferred, and when having multiple qualifying crops, the words 'Multiple Ingredients' can be used under the seal instead of the individual crop names;

AND

2. **Ingredients List:** Place a superscript symbol (e.g., an asterisk or another symbol that is not already used elsewhere on the design) directly after each certified ingredient(s) in the list of ingredients. The same superscript symbol is then additionally placed at the end of the ingredient list, followed by the text 'Rainforest Alliance Certified'. Where not legally permitted, the superscript symbol is omitted and the text next to the ingredient list identifies the certified ingredients instead, e.g., "Rainforest Alliance Certified cocoa".

AND

3. **Web Link:** Include a link to the Rainforest Alliance website (www.rainforest-alliance.org or the shortened version ra.org). We recommend including the statement "Find out more at ra.org" and place it directly after the ingredients list and the statement "Rainforest Alliance Certified". Organizations may use their own formulated statement as long as it includes the mandatory URL. Alternatively, only

⁷ Calculated by weight

⁸ From Q4, 2022, the option of Mass Balance will be introduced for herbs, spices and herbal tea ingredients (as listed in [Appendix B](#) and including rooibos), certified against the Rainforest Alliance 2020 Standard or the UEBT/Rainforest Alliance requirements. For changes relating to other crops, please see the applicable Chain of Custody Standard for an up-to-date list (standards as explained in [Appendix A](#)).



the URL itself may be used. The URL can be placed anywhere on-pack, but at a location that is clearly connected to the Rainforest Alliance certification seal, certified ingredient(s) or voluntary text statement (if used).

Good to know

We recommend adding a voluntary text statement about the certification or the Rainforest Alliance on your product packaging. To find more guidance on how to use text statements on product packaging and promotional materials, please refer to [chapter 7](#).

Example: A Chocolate Bar

Seal	Ingredients List
 <p data-bbox="416 992 515 1021">Cocoa</p>	<p data-bbox="863 763 1348 835">Ingredients: Cocoa Mass¹, Sugar, Cocoa Butter¹, Flavouring.</p> <p data-bbox="767 837 1348 909">+ ¹Rainforest Alliance Certified. Find out more at ra.org</p>

Multi-ingredient products where the certified ingredient (or multiple certified ingredients together) represents at least 95% of the total product formulation by weight (such as flavored coffee beans) may be labeled without identifying a specific crop name under the seal. However, the certified ingredient must still be identified in the list of ingredients, by placing a superscript symbol directly after the certified ingredient(s) in the list of ingredients. The same superscript symbol is then additionally placed at the end of the ingredient list, followed by the text 'Rainforest Alliance Certified'. The web link must also be used on-pack.

Good to know

In instances where a multi-ingredient product does not have a nutritional label or an ingredients list since it is not required by a country's food labeling laws and regulations, the superscript symbol can be omitted and only the link to the Rainforest Alliance website "ra.org" is sufficient along with the certified crop name under the seal.

When a multi-ingredient product is eligible for seal use, but the organization elects not to use the seal on-pack, the certified ingredient(s) can be highlighted in text on-pack and/or indicated in the list of ingredients as Rainforest Alliance Certified with a reference to ra.org *without* using the seal on the product. These products may also be promoted with the seal off pack.




Grouping Multiple Ingredients

When a multi-ingredient product includes similar certified ingredients (such as flower stems in a bouquet), it is possible for this group of ingredients to be considered as a single crop and qualified as such within these rules.

When this approach is taken, the wording under the seal must represent the group, such as “Flowers” or “Fruit” or an appropriate group description for the product in question. If the group of certified ingredients represents at least 95% of the total product formulation by weight, no crop or group descriptor under the seal is required. The ingredients list (if present) must continue to call out the individual Rainforest Alliance Certified ingredients and include our web link .

Example: A Mixed Fruit Juice

Seal	Ingredients List
	<p data-bbox="767 869 783 898">+</p> <p data-bbox="863 831 1358 936">Ingredients: Orange¹ (55%), Pineapple¹ (25%), Passion Fruit (12%), Mango¹ (8%).</p> <p data-bbox="863 943 1358 1010">¹Rainforest Alliance Certified. Find out more at ra.org</p>
Fruit	

2.3 PRODUCTS NOT ELIGIBLE FOR SEAL USE

In case a product contains ingredients that are sourced from Rainforest Alliance Certified farms, but the product is not eligible for seal use, the ingredients list of these products may still call out the Rainforest Alliance Certified ingredients, as described in the following scenarios:

- When the ingredient(s) meet the content/sourcing requirement (as set out in this policy for this crop), but the product is not eligible for seal use for other reasons: The certified ingredient(s) can be highlighted in the ingredients list accompanied with the statement “Rainforest Alliance Certified” at the end of the ingredients list and reference to “ra.org”.

Please note: For crops with a minimum certified threshold (palm oil, herbs & spices) the certified percentage needs to be part of the statement if <90% for segregated or IP supply chains, as in the labeling rules for these crops.

When the ingredient(s) do not meet the content/ sourcing requirements (as set out in this policy for this crop): The certified ingredient(s) or can be highlighted in the ingredients list accompanied with the statement “XX% Rainforest Alliance Certified” (including the certified percentage of the ingredient) at the end of the ingredients list and reference to “ra.org”.



2.4 LABELING REQUIREMENTS FOR SPECIAL CASES

2.4.1 Fresh Fruit and Vegetables

Loose fresh fruit and vegetables that qualify for seal use, can carry the seal printed on a sticker accompanied with a link to the Rainforest Alliance website (www.rainforest-alliance.org or the shortened version ra.org). Small stickers (less than 25mm wide or tall) may omit the link to the Rainforest Alliance website as long as it is included on the outer case or box.

2.4.2 Multi-Pack Product

Definition: A multi-pack product combines several individually packed items/smaller packages sold together as one product.

Multi-pack products that are eligible for seal use may carry the seal on the outermost surfaces of the packaging, if the ingredient sourced for **all** items/smaller packages within the multi-pack product is Rainforest Alliance Certified. The same labeling requirements as in chapter 2 ([single-ingredient products](#), [multi-ingredient products](#)) shall then apply.

If the sourced ingredient within at least one individual item/smaller package, packed within the overall multi-pack product, is not Rainforest Alliance Certified, then the multi-pack product **does not** qualify for seal use. The certified ingredient may still be highlighted with a superscript symbol in the list of ingredients accompanied with the statement “Rainforest Alliance Certified” at the end of the ingredients list and reference to “ra.org”. The individual items/smaller packages within the multi-pack product can still carry the seal, as long as they meet the content/sourcing and labeling requirements.

Example: Multi-Pack of ice cream

Box containing multiple
sorts of ice creams

MULTI - PACK
Seal use not allowed, as not all cocoa ingredients are certified.

<u>Strawberry</u> Vanilla: Containing non-certified cocoa butter	<u>Mango</u> Vanilla: Not containing any cocoa	<u>Chocolate</u> Vanilla: Containing certified cocoa butter and powder	<u>Strawberry</u> Chocolate: Containing certified cocoa powder
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2.4.3 Shelf-Ready Packaging

Shelf trays/open boxes that carry individual items (e.g., avocados) or packaged products (e.g., chocolate cookies) may carry the seal, as long as the individual items/packaged products, are eligible for seal use. The same labeling requirements as in chapter 2 ([single-ingredient products](#), [multi-ingredient products](#)) shall then apply, with the exception that if both the shelf tray/open box as well as the individual items/packaged products are visible to the consumer, the URL must be placed on at least one of them.



3 PALM OIL PRODUCT LABELING

Phase out of Palm Oil

The Rainforest Alliance has made the strategic decision to phase out of palm oil certification and not to include palm oil in the scope of the new Rainforest Alliance 2020 Certification Program. More details can be found in [this policy](#).

Please note that due to the phase out of palm oil from our program, labeling approvals for use of the Rainforest Alliance certification seal will only be granted until June 30th, 2023.

3.1 ELIGIBILITY FOR SEAL USE

Eligibility for palm oil products differs from [chapter 2](#) only in terms of the minimum certified content threshold for identity preserved and segregated supply chains. As for all other crops, the [Certified Ingredient Requirement](#) is also applicable to multi-ingredient products containing Rainforest Alliance Certified palm oil as per the timelines and requirements set out in the previous chapter.

Palm oil products are eligible to use the Rainforest Alliance certification seal if they:

EITHER Physically contain (through identity preserved or segregated supply chain) **at least 30%⁹** certified content from Rainforest Alliance Certified farms;

OR If **100%** of the equivalent volume has been purchased from Rainforest Alliance Certified farms via a mass balance supply chain.

3.2 LABELING REQUIREMENTS

Palm oil products need to comply with the same labeling requirements as set out in [chapter 2](#), with the exception that:

When the certified physical content of the palm oil ingredient **meets the 30% threshold, but not the 90% threshold** set in chapter 2, users must comply with the [Seal Graphic Guidelines](#), the appropriate labeling requirements from chapter 2, and:

- 1. Seal:** Specify the percentage of certified palm oil content under the seal;
AND
- 2. Ingredients List:** Place a superscript symbol (such as an asterisk or another superscript symbol that is not already used elsewhere on the design) directly after the palm oil ingredient(s) in the list of ingredients. The same superscript symbol is then additionally placed at the end of the ingredients list, followed by the text 'XX% Rainforest Alliance Certified'.

⁹ Calculated by weight



Example: Vegetable Shortening

Seal



**40% Certified
Palm Oil**

Ingredients List

+

Ingredients: Expeller Pressed Palm Fruit Oil¹. 140% Rainforest Alliance Certified. Find out more at ra.org

Please see [section 2.3](#) for labeling products that are not eligible for seal use. [Section 2.4](#) explains labeling requirements for special cases such as multi-packs.



4 HERBS & SPICES PRODUCT LABELING

4.1 SINGLE-INGREDIENT PRODUCTS

Definition: A single-ingredient product is defined as one that includes only one crop or ingredient, e.g., a peppermint tea.

4.1.1 Eligibility for Seal Use

Content / Sourcing

As we work to scale up the availability of segregated supply of Rainforest Alliance Certified herbs and spices across the sector, the minimum certified content threshold of ingredients that fall into the herbs and spices portfolio is currently set at a lower level. The herbs and spices portfolio and the minimum certified content threshold are specified in [Appendix B](#).

Single ingredient products that consist of one of the herbs and spices from the portfolio that originate **from segregated supply chains** can carry the Rainforest Alliance certification seal, if the product physically contains **at least the minimum percentage of content from Rainforest Alliance Certified farms as listed in [Appendix B](#)** (currently set at 50%) at the time of labeling approval. The minimum certified content threshold will be gradually increased over time to align with the 90% threshold in other crops and updated in [Appendix B](#) accordingly.

From Q4 2022, the Rainforest Alliance will offer the option of **mass balance** sourcing for the herbs and spices mentioned in [Appendix B](#) and Rooibos. For ingredients sourced through mass balance supply chains, **100% of the equivalent certified volume of herbs and/or spices in the product needs to be sourced** from Rainforest Alliance Certified farms (as described in [chapter 2](#)) to be eligible for seal use.

To summarize, a single-ingredient product that consists of any of the herbs and spices from the portfolio is eligible to carry the seal on-pack when it:

EITHER Physically contains (through identity preserved or segregated supply chains) **at least 50%**¹⁰ Rainforest Alliance Certified content;

OR From Q4 2022, if **100%** of the equivalent certified volume has been sourced from Rainforest Alliance Certified farms via a mass balance supply chain.

¹⁰ Calculated by weight



4.1.2 Labeling Requirements

Single-ingredient products that qualify for seal use according to the above can carry the Rainforest Alliance certification seal on their packaging if they comply with the [Seal Graphic Guidelines](#), and:

1. **Seal:** Declare the percentage of Rainforest Alliance Certified content under the seal, so it's clear how much of the product is certified. This is for products that physically contain (through identity preserved or segregated supply chains) a percentage of Rainforest Alliance Certified content is above the minimum certified threshold (currently set at 50%) but below 90%;

Please note: *If the certified content is greater than or equal to 90%, the rules in [chapter 2](#) apply, and the product can be labeled without declaring the percentage. For mass balance sourcing, 100% of the equivalent certified volume needs to be Rainforest Alliance Certified, hence no percentage needs to be declared under the seal.*

AND

2. **Web Link:** Include a link to the Rainforest Alliance website (www.rainforest-alliance.org or the shortened version ra.org) on all consumer-facing materials. We recommend including the statement "Rainforest Alliance Certified. Find out more at ra.org". Organizations may use their own formulated statement as long as it includes the mandatory URL. Alternatively, only the URL itself may be used. The URL can be placed anywhere on-pack, but at a location that is clearly connected to the Rainforest Alliance certification seal, certified ingredient or voluntary text statement (if used).

Good to know

Add a voluntary text statement to your product packaging. To find more guidance on how to use text statements on product packaging as well as promotional materials, please refer to [chapter 7](#).

4.2 MULTI-INGREDIENT PRODUCTS

Definition: A multi-ingredient product is defined as one that includes more than one ingredient, of which at least one is Rainforest Alliance Certified. For example, an Herbal & Fruit Infusion for which Rainforest Alliance Certified hibiscus has been sources and contains multiple other ingredients (e.g., apple, raspberries, blueberries).

4.2.1 Eligibility for Seal Use

Please note: *After consultation and review, we have revised the previous existing 'core ingredient' requirement (to be found [here](#)). Please find below all further information on the updated requirement as well as the applicable transition period.*



Updated 'Certified Ingredient Requirement' (applicable starting June 1st, 2022)

For any herbs, spices, rooibos or other herbal tea multi-ingredient product containing banana, cocoa, coffee, hazelnut or tea¹¹, **at least one**¹² of these crops (including the ingredients derived from these respective crops) **MUST BE Rainforest Alliance Certified** (while meeting the content/sourcing and labeling requirements for these crops) to be able to use the seal.

Multi-ingredient products that do not contain any ingredients from the above-mentioned crops, are free to use the Rainforest Alliance certification seal to represent any certified crop (while meeting the content/sourcing and labeling requirements for these crops).

For a multi-ingredient product which contains one or more certified crops and is eligible for seal use, the organization may **choose which one(s) of the certified crops to claim on-pack**. The examples below explain the updated requirement as well as the options for seal use eligibility, in case multiple Rainforest Alliance Certified crops are sourced for a product.

Please note that for herbs and spices product labeling, the following exceptions are applicable:

1. If the cocoa, coffee, tea, hazelnut or banana content in the product is less than 3% of total product (weight) volume, the above requirement does not apply.
2. If tea leaves are used as carrier material for aromas in blends/infusions with herbs & spices and/or rooibos, the above requirement does not apply.

Example: Updated Certified Ingredient Requirement & Seal Use Eligibility

Product Example	Rainforest Alliance Certified Crop(s)	Eligibility for seal use
A Tea Blend (containing Black Tea and Cinnamon)	Tea & Cinnamon	Use seal for Tea & Cinnamon; Use seal for only Tea; Use seal for only Cinnamon
	Tea	Use seal for Tea
	Cinnamon	Only eligible for seal use for Cinnamon if the Tea content is <3%, OR if the Tea is a carrier material for aromas
A Fruit Infusion with Apple and Rosehip	Apple & Rosehip	Use seal for Apple & Rosehip; Use seal for only Apple; Use seal for only Rosehip
	Apple	Use seal for Apple
	Rosehip	Use seal for Rosehip

¹¹ The tea crop (Camellia Sinensis)

¹² For now, only at least one of these crops needs to be Rainforest Alliance Certified. It is our intention to evolve this policy so that ingredients derived from any and all of these five crops would need to be certified for the overall product to be eligible to carry the seal.



More examples to clarify this requirement are in [Appendix D](#).

Notice / Transition Period

From the publication of this revised policy, a 6-month transition period¹³ is being granted to allow all organizations to adjust to the revised requirement.

1. Trademark requests meeting the revised requirement during the 6-month timeframe can already be submitted and receive approval.
2. Trademark requests meeting the previous 'core ingredient' requirement can still be submitted during the 6-month timeframe and will receive approval.
3. Trademark requests that had already been approved based on the previous 'core ingredient' requirement will be considered valid for the period of approval, or until the original artwork is modified. After this, the revised requirement needs to be met.
4. Any material that is submitted after the 6-month transition period needs to comply with the revised requirement in order to be able to use our seal.

Content / Sourcing

As noted above, as we work to scale up the availability of the segregated supply of Rainforest Alliance Certified herbs and spices across the sector, the minimum certified content threshold of ingredients that fall into the herbs and spices portfolio is currently set at a lower level. The herbs and spices portfolio and the minimum certified content threshold are specified in [Appendix B](#).

Multi-ingredient products that contain any ingredient(s) from the herbs and spices portfolio that originate **from segregated supply chains** can carry the Rainforest Alliance certification seal, if the product physically contains **at least the minimum percentage of content (of the certified ingredient) from Rainforest Alliance Certified farms as listed in [Appendix B](#)** (currently set at 50%) at the time of labeling approval. The minimum certified content threshold will be gradually increased over time to align with the 90% threshold in other crops and updated in [Appendix B](#) accordingly.

From Q4 2022, the Rainforest Alliance will offer the option of **mass balance** sourcing for the herbs and spices mentioned in [Appendix B](#) and Rooibos. For ingredients sourced through mass balance supply chains, **100%** of the equivalent certified volume of herbs and/or spices in the product needs to be sourced from Rainforest Alliance Certified farms (as described in [chapter 2](#)) to be eligible for seal use.

To summarize, a multi-ingredient product is eligible to carry the Rainforest Alliance certification seal on-pack in reference to the certified crop from the herbs and spices portfolio when it:

¹³ June 1st, 2022 – November 30th, 2022



- EITHER** Physically contains (through identity preserved or segregated supply chains) **at least 50%**¹⁴ of the ingredient content of this crop as Rainforest Alliance Certified;
- OR** **From Q4 2022**, If **100%** of the equivalent certified volume (of the certified crop) has been purchased from Rainforest Alliance Certified farms via a mass balance supply chain.

4.2.2 Labeling Requirements

In those instances, multi-ingredient products can use the Rainforest Alliance certification seal on their packaging materials when they comply with the [Seal Graphic Guidelines](#), and:

1. **Seal:** Identify the certified crop(s) name(s) under the seal, so it's clear what the seal refers to, along with the percentage of the respective crop that is Rainforest Alliance Certified (if this is less than 90%). This is for crops with segregated supply chains for which the percentage of Rainforest Alliance Certified content of the certified ingredient is above the minimum certified threshold (currently set at 50%) but below 90%;

***Please note:** If the certified content of the certified ingredient is greater than or equal to 90%, the rules in [chapter 2](#) apply, and the product can be labeled without declaring the percentage. For mass balance sourcing, 100% of the equivalent certified volume of the certified ingredient needs to be Rainforest Alliance Certified, hence no percentage needs to be declared under the seal.*

AND

2. **Ingredients List:** Place a superscript symbol (e.g., an asterisk or another symbol that is not already used elsewhere on the design) directly after each certified ingredient(s) in the list of ingredients. The same superscript symbol is then additionally placed at the end of the ingredient list, followed by the text 'XX% Rainforest Alliance Certified' (if less than 90%), or just 'Rainforest Alliance Certified' if at least 90%. Where not legally permitted, the superscript symbol is omitted and the text next to the ingredient list identifies the certified ingredients instead, e.g., "Rainforest Alliance Certified hibiscus";

AND

3. **Web Link:** Include a link to the Rainforest Alliance website (www.rainforest-alliance.org or the shortened version ra.org). We recommend including the statement "Find out more at ra.org " and place it directly after the ingredients list and the statement "XX% Rainforest Alliance Certified". Organizations may use their own formulated statement as long as it includes the mandatory URL. Alternatively, only the URL itself may be used. The URL can be placed anywhere on-pack, but at a location that is clearly connected to the Rainforest Alliance certification seal, certified ingredient(s) or voluntary text statement (if used).

¹⁴ Calculated by weight



Example: Fruits of the Forest Herbal Tea Infusion

Seal	Ingredients List
	<p data-bbox="758 439 775 463">+</p> <p data-bbox="850 365 1358 539">Ingredients: Hibiscus¹, apple, raspberry, rosehip, acidifiers, citric acid, blueberry. ¹50% Rainforest Alliance Certified. Find out more at ra.org</p>
<p data-bbox="360 566 560 629">50% Certified Hibiscus</p>	

Multiple Certified Ingredients


Grouping Herbs and Spices

When more than one ingredient within the herbs and spices crop list (see [Appendix B](#)) is sourced from Rainforest Alliance Certified farms, it is possible to group ingredients. This group of ingredients can be considered as a single crop and qualifies as such within these rules. The required minimum percentage of Rainforest Alliance Certified ingredients in the product is calculated by taking into account the percentage of certified ingredients of the total of ingredients within the specified crop group, not the certified percentage of the total product.

When this approach is taken the crop name used under the seal may be “Herbal Ingredients”, “Herbs”, “Spices”, “Fruits” or a combination, depending on the most appropriate for the product in question (and subject to Rainforest Alliance approval). The ingredients list must continue to call out the individual ingredients.


When herbs and spices are grouped, **and** each ingredient meets the minimum certified content outlined above, **and** the group of certified ingredients represents **at least 95%** of the total product formulation by weight, no crop or group descriptor under the seal is required. The ingredients list must continue to call out the individual certified ingredients, the percentage of certified content if less than 90%, and the web link is still required.

Example: An Herbal Infusion

Seal	Ingredients List
	<p data-bbox="734 1718 751 1742">+</p> <p data-bbox="826 1749 1334 1926">Ingredients: Peppermint¹ (50%), Chamomile¹ (20%), Liquorice (20%), Fennel¹ (10%). ¹60% Rainforest Alliance Certified. Find out more at ra.org</p>
<p data-bbox="300 1942 603 2004">60% Certified Herbal Ingredients</p>	



Example: A Tea, Fruit and Herbal Infusion

Seal	Ingredients List
 <p data-bbox="304 584 616 685">Tea 66% Certified Herbal Ingredients</p>	<p data-bbox="756 360 775 387">+</p> <p data-bbox="847 394 1358 573">Ingredients: Black Tea¹ (50%), Cinnamon¹ (17%), Orange peel (17%), Cardamom¹ (8%), Cloves¹ (8%). ¹Rainforest Alliance Certified. Find out more at ra.org</p>

Explainer: In this example, the cinnamon, orange peel, cardamom and cloves are considered herbal ingredients (as part of the herbs and spices portfolio in [Appendix B](#)) and counted in the total percentage of herbal ingredients. This means that only 50% of the ingredients in the product are herbal ingredients. Out of the total of herbal ingredients, the cinnamon, cardamom, and cloves are Rainforest Alliance Certified, which together make up 66% $((17 + 8 + 8)/50 * 100)$ of the total of herbal ingredients. Hence, 66% of the herbal ingredients in this product are Rainforest Alliance Certified. Additionally, in order to be eligible for seal use for the herbal ingredients in this product, the tea needs to be sourced from Rainforest Alliance Certified farms as well, in order to meet the “Certified Ingredient Requirement” as introduced in the previous section (unless any of the aforementioned exceptions apply).

Please see [section 2.3](#) for labeling products that are not eligible for seal use. [Section 2.4](#) explains labeling requirements for special cases such as multi-packs.



5 FOREST PRODUCT LABELING

5.1 ELIGIBILITY FOR SEAL USE

Eligibility for seal use on forest products – such as paper, furniture and guitars – differs from chapter 2 in that the Rainforest Alliance **does not offer forest and supply chain certification** for this sector. Therefore, chapter 2 requirements are not applicable to forest products.

Forest products can be labeled and promoted using the distinct Forest Allies seal (left side below) and are not eligible to use the Rainforest Alliance certification seal.



Forest products are eligible to use the Forest Allies seal if:

1. The product is Forest Stewardship Council® (FSC) certified and meets all requirements for use of FSC trademarks according to the normative framework established and maintained by FSC, including but not limited to FSC-STD-50-001;
- AND**
2. The company/brand/organization is a member of Forest Allies and is actively meeting the requirements of Forest Allies membership.

5.1.1 Exceptions to Eligibility

Forest products are **not** eligible to use the Forest Allies seal if:

1. The FSC certification refers to packaging of a non-forest product, e.g. food or beverage in an FSC Certified container. The primary product purchased by the consumer and/or company shall be a forest product in order to use the seal;
2. In the case of a private label arrangement, the brand reflected on the product shall be a member of Forest Allies. The seal will not be accessible to brands that are customers of private label manufacturers based on the manufacturer's membership of Forest Allies.



5.2 LABELING REQUIREMENTS

Forest products are not required to comply with the labeling requirements set out in chapter 2, but instead need to comply with the [Seal Graphic Guidelines](#), and:

1. **Seal:** The Forest Allies seal shall only be applied on product when the applicable FSC trademark(s) is also present on product; and shall not disadvantage the FSC trademark in terms of scale or placement;

AND

2. **Web Link:** A reference to ra.org on consumer-facing materials shall be included. We recommend including the statement “[Company name] is a member of Forest Allies. Find out more at ra.org”.



6 PROMOTIONAL MATERIALS

The Rainforest Alliance encourages seal use on promotional materials such as websites, banners, point-of-sale materials and other types of materials or communications that promote Rainforest Alliance Certified products and/or make claims related to certification. In the case of Forest Allies, marketing materials shall promote the company's membership in Forest Allies and related activities, it may not be used to promote specific products or brands. Any public use¹⁵ of these materials or communications, whether for B2C or B2B audiences, must be submitted to the Rainforest Alliance for review and approval prior to publication, as per the processes outlined in the [approval process chapter](#). For guidance on how to talk about the Rainforest Alliance, please refer to [chapter Z](#).

6.1 ADVERTISING MATERIALS

Advertising materials include point-of-sale materials, promotional brochures or flyers, social media posts, radio commercials, print ads, and other types of advertisements.

6.1.1 Labeling Requirements

Organizations can use the [Rainforest Alliance certification seal](#) on advertising materials if they comply with the [Rainforest Alliance Graphic Guidelines](#), and:

1. **Seal:** Usage of seal shall reflect seal use on-pack (i.e. whether crop name is required or not) and be placed near the Rainforest Alliance Certified product it relates to.

AND

2. **Web Link:** Include a link to the Rainforest Alliance website (www.rainforest-alliance.org or the shortened version ra.org) on all consumer-facing materials. The URL can be placed anywhere on the material but at a location that is clearly connected to the seal, certified ingredients or text statement.

Specifically, applicable to video and tv commercials: For video and tv commercials the link to the Rainforest Alliance website can be omitted in the video/tv commercial itself and instead placed wherever the video is hosted (e.g. Youtube video description, website, email newsletter, etc.). For radio/audio commercials more than a minute long, the web link shall be included (radio/audio commercials shorter than less than a minute long can omit the web link).

AND

3. **Independent Relationship:** The seal must be clearly identified as independent, so that in no way the Rainforest Alliance is perceived as the advertiser/brand (e.g. by considering the size and placement of the seal).

¹⁵ Public use = being accessible to anyone/ the general public. Thus, for trademarks use on materials shared exclusively in a commercial relationship (e.g. a coffee bag being sold from one trader to another trader) it is not required to request approval.



6.1.2 Labeling Requirements specific to Forest Allies

Organizations can use the Forest Allies seal on advertising materials to promote the Forest Allies initiative and related activities if they comply with the [Rainforest Alliance Graphic Guidelines](#), and:

1. **Seal:** Usage of the Forest Allies seal;
AND
2. **Web Link:** Include a link to the Rainforest Alliance website (www.rainforest-alliance.org or the shortened version ra.org) on all consumer-facing materials;
AND
3. **Independent Relationship:** The seal must be clearly identified as independent, so that in no way the Rainforest Alliance is perceived as the advertiser/brand.

6.2 WEBSITES, PRESS RELEASES

6.2.1 Labeling Requirements

Organizations can use the Rainforest Alliance certification seal on websites and press releases if they comply with the [Rainforest Alliance Graphic Guidelines](#), all requirements as set out in section 6.1.1, and the below additional requirement:

Placement of Seal: When displayed on websites or press releases, the seal shall be tied to the relevant text section which refers to the Rainforest Alliance and/or specific Rainforest Alliance Certified products.

6.2.2 Labeling Requirements specific to Forest Allies

Organizations can use the Forest Allies seal on websites and press releases if they comply with the [Rainforest Alliance Graphic Guidelines](#), all requirements as set out in section 6.1.2, and the below additional requirement:

Placement of Seal: When displayed on websites or press releases, the Forest Allies seal shall be tied to the relevant text section which refers to the Forest Allies initiative and related activities.

6.3 CORPORATE MATERIALS

Corporate materials include annual or corporate reports, employee engagement or training materials, farm signage, and any business communication to suppliers or clients.

The seal should never be displayed in a position where it could be confused with a business name, or a brand name of a product, or in any way that implies endorsement of initiatives not applicable to the Rainforest Alliance. For this reason, seal use is not permitted on certain types of corporate materials including



invoice templates, delivery notes, letterheads, business cards and email signatures.

Please note: *Materials for internal training or engagement purposes must also be submitted for approval to avoid the risk of inaccurate information being communicated externally.*

6.3.1 Labeling Requirements

Organizations can use the seal on corporate materials if they comply with the [Rainforest Alliance Graphic Guidelines](#) and all requirements as set out in section 6.1.1.

6.3.2 Labeling Requirements specific to Forest Allies

Organizations can use the Forest Allies seal on corporate materials to promote the Forest Allies initiative and related activities if they comply with the [Rainforest Alliance Graphic Guidelines](#), and all requirements in section 6.1.2.



7 HOW TO TALK ABOUT THE RAINFOREST ALLIANCE

To help our partners describe the Rainforest Alliance and talk about sustainability in a credible, transparent and effective way, we have developed this [How-to-Guide](#). It contains tips and resources to support our partner organizations in telling their sustainability story and articulating the essence and impact of our work together.

Text statements may be used on on-pack as well as in promotional materials on a voluntary basis. On-pack, statements related to the company's association with the Rainforest Alliance can only be made if the product is certified. On promotional materials, text statements can be made about the Rainforest Alliance, a company's relationship with the Rainforest Alliance or about Rainforest Alliance Certified products.

To find a variety of Rainforest Alliance text statements which may be used on-pack and in promotional materials, please refer to our [messaging templates](#) as well as our [translation guide](#) for further guidance.

Please note: *The Rainforest Alliance approval process exists so that we can review, provide feedback, and ultimately grant approval for how our trademarks are being used. As such, we look to check compliance with the Rainforest Alliance requirements, but do not provide verification of volume or origin claims through this process, but we do have processes to check them. Therefore, the accuracy and credibility of such claims remain the sole responsibility of our partner organizations themselves.*



8 THIRD-PARTY TRADEMARK USE

The Rainforest Alliance recognizes that occasionally other types of entities or individuals such as journalists, academics, and media professionals may wish to use one of the Rainforest Alliance registered trademarks as part of a publication, such as a book, news article, or dissertation. In these cases, permission to use the Rainforest Alliance trademarks should be requested via email to our Communications team at communications@ra.org prior to the publication of the material, to allow sufficient time for review and approval.

Certification bodies that want to use the Rainforest Alliance logo in combination with communications about working with the Rainforest Alliance and/or auditing against one of our standards can reach out to cbmanagement@ra.org.

Please note: Farm enterprises and supply chain actors cannot obtain approval for use of Rainforest Alliance trademarks via email as they need to follow additional compliance criteria related to their supply chains (e.g. License Agreement 2020, Traceability and Chain of Custody requirements, etc.). Please refer to [section 1.3](#) for more details.

8.1 RAINFOREST ALLIANCE MARKETING SUPPORT

The Rainforest Alliance Marketing team offers [a range of services and opportunities](#) to partner organizations sourcing Rainforest Alliance Certified ingredients to support their sustainability communication. For strategies on how to raise consumer awareness to tools and assets that help you get your messaging right, visit [our website](#). The offerings include:

1. **Collaborative opportunities** to co-create activations, such as marketing campaigns, webinars, events, conferences, employee engagement, consumer promotion, in-store and POS materials;
2. **A [marketing toolkit](#)** with messaging templates, communication guidelines, photo and video material, infographics, farmer testimonials, and creative assets to engage your audiences with the positive impact of your work with the Rainforest Alliance and meaning behind our seal;
3. **The Follow the Frog campaign**, a customizable, B2B and B2C marketing opportunity for brands that work with the Rainforest Alliance;
4. **Our Frog Business News**, a bi-monthly newsletter for companies working with us. You can subscribe [here](#).



9 APPROVAL PROCESS

All public use¹⁶ of the Rainforest Alliance trademarks requires approval prior to printing and publication. This applies to product packaging, promotional materials or other communications related to Rainforest Alliance Certified products and/or communications relating to collaboration with or support for the Rainforest Alliance, whether for B2B or B2C audiences. Approval is **not** required for trademarks use on B2B material that is exclusively shared in a commercial relationship (and therefore not publicly accessible), e.g. bulk packaging sold from one manufacturer to another, or a coffee bag sold between traders¹⁷.

In most instances, approval has to be requested online via [Marketplace 2.0](#) with a few exceptions when approval shall be requested via email (as listed in [chapter 8](#))

We require that organizations immediately notify the Rainforest Alliance of any unauthorized use, infringement, or dilution of Rainforest Alliance's name or other trademarks. Legal action may be taken against any party that reproduces or copies the Rainforest Alliance trademarks *without* prior permission from the Rainforest Alliance. The Rainforest Alliance reserves the right to reject and/or revoke approvals, in accordance with the terms of an organization's License Agreement. We reserve the right to refuse trademark use on materials promoting products that are not in line with Rainforest Alliance's mission or brand.

9.1 PREPARING YOUR MATERIALS

We ask organizations to keep the following in mind when preparing materials for approval:

- 1. Complete Files:** As materials are reviewed in their entirety during the approval process, all aspects of the material should be included in the online approval request. For example, if requesting approval for product packaging, *all* text and imagery on every side of the pack must be legible, visible and according to the rules in our [Graphic Guidelines](#). When using the Rainforest Alliance name in a press release, the full press release must be provided in the online approval request, not just the paragraph mentioning Rainforest Alliance certification, or the Rainforest Alliance.
- 2. Translated Materials:** Organizations are required to seek online approval for *all language versions* of public-facing promotional materials that use a Rainforest Alliance trademark. Requests to approve different language versions can be done together with the original language version, or uploaded as a separate online approval request. Either way, translation texts should be in a format (e.g. Word, PowerPoint etc.) that is copy and paste friendly in case the main marketing file is an image only. We offer a list of pre-translated statements such as "Rainforest Alliance Certified farms" in our [translation guide](#), and our [messaging templates](#) are also pre-translated into several languages to support you.

¹⁶ Public use= being accessible to anyone/the general public.

¹⁷ B2B material that does require approval is e.g. a coffee bag sold to a shop where it will on display.



9.2 SUBMITTING YOUR MATERIALS

Due to our certification programs working with different platforms historically, along with the transition to the new 2020 Certification Program and platform, different processes have to be followed in order to submit trademark requests.

Please find step-by-step guidance on how to request approval, depending on your scenario [here](#). For assistance with the Marketplace 2.0 platform or the approval process above, please contact our Customer Success team at customersuccess@ra.org.

If a third-party agency is employed to develop marketing materials, the agency may seek online approval via Marketplace 2.0 for use of these trademarks on behalf of an organization. On [this page](#) we explain how such agencies can obtain access to our systems.

9.3 APPROVAL TIMELINES

Trademark approval requests uploaded to Marketplace 2.0 will normally be reviewed within **five to ten business days**.

Please note the following for timeline planning purposes:

A review of a new approval request does not always result in an approval being granted within the ten-day timeline. This is because the Rainforest Alliance may require design changes and/or compliance steps needed before giving approval. Therefore, extra time should be planned in order to allow sufficient time for the review and approval of artwork.

The Rainforest Alliance is working on the option of a fast-tracked approval process. The details of this are still will be communicated externally accordingly once finalized.

9.4 APPROVAL VALIDITY

After receiving an online approval through Marketplace 2.0, the approval is valid for **two years**. At the end of the two-year period, organizations can either request to renew the validity period for another 2 years¹⁸ (via Marketplace 2.0) or allow the approval to expire. If changes are made to the original design or text, the new material needs to be uploaded again to Marketplace 2.0 as a new approval request.

¹⁸ Due to the scale-up plan for herbs and spices, approvals related to trademarks use for any of the herbs & spices mentioned in Appendix B **cannot** be extended. After expiration of the approval, the material needs to be uploaded again to Marketplace 2.0 as a new approval request.



10 EXCEPTIONS

10.1 THE RAINFOREST ALLIANCE NON-FROG SEAL

In a few select markets, where frogs are culturally unacceptable for use on products, we offer a version of our Rainforest Alliance certification seal that does not include a frog. The requirements for use are identical to those for the regular version of the seal.

Use of this version is based on local consumer evidence and needs to be first requested via customersuccess@ra.org. Once this request has been reviewed by the Rainforest Alliance, approval still needs to be obtained, as per the process outlined in the [approval chapter](#).

The non-frog seal is not available for use in the following markets:

- North, Central and South America
- Europe including Russia and Turkey
- Japan
- China
- Australia & New Zealand

10.2 FORCE MAJEURE

Situations may arise occasionally that are genuinely outside of an organization's control and despite best efforts, products bearing the Rainforest Alliance certification seal are temporarily unable to meet the minimum certified content threshold described in Rainforest Alliance's labeling policy. Depending on the situation, the Rainforest Alliance *may grant temporary authorization* for continued use of the Rainforest Alliance certification 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:

- Natural disasters (earthquakes, hurricanes, fires, floods, public health emergencies such as pandemics or similar);
- War, insurrection, explosion or other proven acts of violence;
- Political, governmental or regulatory circumstances.

If such authorization is granted by the Rainforest Alliance, the organization must either:

- post information on its website to disclose and explain the *temporary interruption* to consumers. This information should specify the period during which the *force majeure* situation has affected the certified content of products (including if the situation is ongoing) and be visible for the entire period during which such products are supplied and shipped to customers;

OR

- correct the declared percentage of certified content on-pack during the period that the disruption affects production;

OR



- cease to use the Rainforest Alliance certification seal according to the terms of the license agreement in the case of a *permanent disruption*.

Changes in crop prices, quality, or supply shortages are not deemed “*force majeure*” situations.

10.3 TEMPORARY SUPPLY SHORTAGES

Sometimes shortages in the supply of certified crops may be caused by reasons unrelated to the *force majeure* reasons listed above. These include suppliers who fail to fulfill contracts, equipment failures, shipping problems, misaligned scheduling of delivery etc. In these cases, the Rainforest Alliance’s objective is twofold: to create transparency to affected consumers and to ensure that farmers do not suffer from temporary decrease in demand.

In the event of a *temporary supply shortage* (e.g., lasting less than six months), which results in a product failing to meet the requirements to use the Rainforest Alliance certification seal, organizations can apply for a temporary supply shortage. This policy can be used if a temporary supply shortage causes one or more products carrying the Rainforest Alliance certification seal to:

- A. not meet the minimum content/sourcing requirements (as set out in this policy for this crop) to be eligible to carry the Rainforest Alliance certification seal, or;
- B. contain less than the percentage of Rainforest Alliance Certified content claimed on the package.

In the case of a temporary supply shortage, organizations must follow these three steps:

1. The organization holding or requesting the approval to use the Rainforest Alliance certification seal must notify the Rainforest Alliance. This should be done by filling out the request form on [our website](#) and provide all requested information and documentation;

AND

2. The organization responsible for the shortage (often a brand’s supplier) must buy an additional amount of Rainforest Alliance Certified crop equal to the shortfall within 12 months. This amount is to compensate the shortfall and ensure the equivalent volume of product to comply with the seal use requirements was actually purchased from Rainforest Alliance Certified producers. This additional amount can then be used in its non-certified products. If possible, this additional volume should be purchased from the same country or region to use in its other products so that the Rainforest Alliance Certified farms do not suffer a decrease in demand. Alternatively, the brand may buy the additional amount from another supplier or on behalf of its supplier. If a farm is responsible for the supply shortage or fails to deliver on a contract, the brand must buy an equivalent amount of certified crop from other Rainforest Alliance Certified farms. Only organizations that are already sourcing 100% of this crop as Rainforest Alliance Certified across all their products are exempted from this requirement;



AND

3. The organization marketing the product labeled with the seal must include a disclaimer statement on their website specifying the period during which the supply shortage has affected the certified content of products (including if the situation is ongoing). This statement must be visible for the entire period during which such products are supplied and shipped to customers. The text should be uploaded to Marketplace 2.0¹⁹ for online review and will only be approved once the organization has submitted the final version of the text together with all accompanying graphics exactly as it will appear in the public-facing online version.

Suggested Templates for Supply Shortage Situations:

“[Organization] is proud of our commitment to sustainability and sourcing Rainforest Alliance Certified [crop] for our [product(s)]. One of our suppliers recently had a problem [include specifics if possible, here], however, and they’re unable to deliver enough of the certified [crop] to meet our needs. This means that from [start date] to [end date], our [product(s) name(s)] are only able to contain [XX%] [crop] from Rainforest Alliance Certified farms. We expect this to be resolved by [date], though, and our [product(s)] will go back to [XX%] certified. We appreciate your patience and understanding, and we remain committed to [appropriate Rainforest Alliance or sustainability commitment].”

OR

“Due to supply chain disruptions [include specifics if possible, here] we are currently unable to source enough certified [crop] for our [brand/products] with the Rainforest Alliance certification seal. This means that these products may not currently contain any [or contain only XX%] Rainforest Alliance Certified ingredients. We apologize for the inconvenience. As soon as this supply shortage is resolved, we expect to return to sourcing from Rainforest Alliance Certified farms for these products by [date]. We will also purchase a volume of certified [crop] equivalent to what we would have used during this period, doing our part to help support farmers and protect the environment [or other appropriate Rainforest Alliance or sustainability commitment].”

10.4 OTHER EXCEPTIONS

In certain circumstances, the Rainforest Alliance might allow for modifications to how our partnership is represented to consumers. These exceptions are linked to the scale and maturity of sustainability in the brand's supply chain, and a compelling need to modify such representation in order to drive a more comprehensive dialog with consumers. Requests for such modifications should be made via the concerned account manager for us to evaluate the circumstances and legitimacy of such a request, and all individual artworks must still be submitted through the Rainforest Alliance approval processes as set out in this policy.

¹⁹ To submit the statement for approval, please follow the procedure as referred to in [chapter 9](#).



11 ABOUT THIS DOCUMENT

11.1 LANGUAGE VERSIONS

This document is available in English, French, German, Italian, Japanese, Mandarin, Portuguese, and Spanish. In the event of any inconsistency between the English version and any translation, the English version shall control.

For current versions in these languages, please visit [our website](#).

11.2 CONTACT US

We have a dedicated team of Customer Success representatives in multiple time zones who are happy to help your organization with questions related to trademark use. Please feel free to contact them at: customersuccess@ra.org



APPENDIX

APPENDIX A: CERTIFICATION STANDARDS

The Rainforest Alliance certification scheme relies on a number of certification standards in order to classify materials, farms and other organisations as certified. Within this policy, we refer to each of these as “Rainforest Alliance Certified”, however different standards may be applicable in each circumstance depending on our certification rules.

Specifically, following the merger of UTZ and the Rainforest Alliance in 2018, users of both the 2015 UTZ Certification Program and/or 2017 Rainforest Alliance Certification Program are in the process of [transitioning to the Rainforest Alliance 2020 Certification program](#) (published in June 2020). As a result, any usage of the term “Rainforest Alliance Certified” in this document can be defined as relating to crops, farms or other organisations certified against one of our standards (including the standard owned by the Union for Ethical BioTrade in the case of certain crops and in accordance with our partnership), and in accordance with rules around mutual recognition.

APPENDIX B: HERBS AND SPICES

Crop / Ingredient List:

Please visit our [website](#) for the current Appendix B list.

Any crop / ingredient not on this list is not eligible for the specific herbs and spices product labeling rules, and must follow those set out for general cases.

Scale Up Plan:

	From 2020 to 31 Dec 2021	From 1 Jan 2022 to 31 Dec 2025	From ...
Certified content threshold	40%	50%	



APPENDIX C: PHASE OUT OF LEGACY TRADEMARKS

This labeling and trademark policy relates to the use of [the Rainforest Alliance certification seal as well as our other trademarks](#). Organizations wishing to continue the use of either the previous version of the Rainforest Alliance Certified seal or the latest version of the UTZ label continue to be governed by the policies, guidelines and processes found in the [Requirements & Guidelines for Use of the Rainforest Alliance Trademarks](#) or the [UTZ Labeling and Trademark Policy](#), respectively.

For all crops **except cocoa**, we will continue to accept requests for approval for these legacy trademarks until the end of 2022. Where possible, in upcoming design phases, the Rainforest Alliance strongly encourages organizations to update existing designs and materials with the new version of the Rainforest Alliance certification seal shown in this document. For further details on the phase out of legacy trademarks, please [visit our website](#).

For cocoa, we no longer accept requests to use the legacy trademarks as of September 1st 2020. For further details on our approach in cocoa, please [visit our website](#).



APPENDIX D: OVERVIEW OF EXAMPLES

Multi-Ingredient Product	May use the seal if:	May NOT use the seal if:
A chocolate chip cookie containing: Sugar, Flour, Butter, Cocoa Powder, Natural Vanilla Extract, Salt	Only Cocoa is certified Cocoa and Vanilla are certified	Only Vanilla is certified
A smoothie containing: Banana, Pineapple, Milk	Only Banana is certified Banana and Pineapple are certified	Only Pineapple is certified
Earl Grey tea containing: Black Tea, Bergamot Extract	Only Black Tea is certified Both Black Tea and Bergamot are certified	Only Bergamot is certified
A blueberry ice cream containing: Milk, Sugar, Blueberries, Natural Vanilla Extract	Only Vanilla is certified Only Blueberries are certified Both Vanilla and Blueberry are certified	N/A
Chocolate covered coffee beans containing: Coffee, Chocolate	Only Coffee is certified Only Cocoa is certified Both Coffee and Cocoa are certified	N/A
Vanilla ice cream with Hazelnut containing: Milk, sugar, vanilla, hazelnut, salt	Only Hazelnut is certified Both Hazelnut and Vanilla are certified	Only Vanilla is certified
Moroccan mint tea containing: Mint, licorice	Only Mint is certified Only Liquorice is certified Both Mint and Liquorice are certified	N/A
Chai Tea containing: Black Tea (20%), cocoa shells (8%), cocoa (5%), cinnamon, cardamom, ginger, cloves, white pepper	Only Tea is certified Only Cocoa is certified Both Tea and Cocoa are Certified Cocoa and/or Tea, and any combination of Herbs/Spices ingredients are certified	Any combination of Herbs/Spices ingredients alone are certified, as the tea content is >3% and the cocoa content is >3% of product volume (weight)
Herbal tea containing: Lemongrass, fennel, rooibos, banana (2%)	Any ingredient alone is certified A combination of the ingredients is certified	No restrictions, since banana content is <3% product volume (weight).
Chai Tea containing: Cocoa (2.9%), cinnamon, cardamom, ginger, roasted chicory, cloves, black pepper, aroma, black tea as carrier material (5%)	Any ingredient alone is certified A combination of the ingredients is certified	No restrictions, since cocoa content is <3% product volume (weight) and black tea (5%) is used as carrier material for aroma