

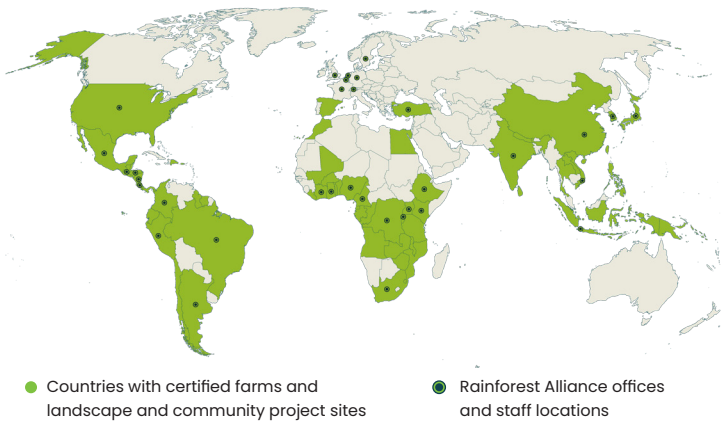


# THE FUTURE CAN'T WAIT

RAINFOREST ALLIANCE 2024 ANNUAL REPORT

At the Rainforest Alliance, we have been working to stop the destruction of our rainforests and improve the lives of the millions of people who depend on them for nearly four decades. In that time, we've built a global alliance of farmers, forest communities, companies, and everyday people who are committed to protecting people and nature. Today, we are one of the largest farm-to-consumer certification standards in the world. While we have achieved a great deal, there is still much work to be done—and if one thing's for sure, it's that the future can't wait.

## Our Global Reach



- 62 countries** with certified farms and projects
- 7.9+ million farmers and workers** on certified farms (99% of which smallholder farmers)
- 8.7+ million hectares** of certified farmland
- 40,000+ products** with the Rainforest Alliance Certified seal in **155 countries**
- 4,200 company partners**
- US \$394 million** invested in landscape and community programs over the last 20 years
- US \$34 million** generated by SMEs supported by landscape and community programs

## Certification & Beyond

We're transforming the way the world approaches agriculture—one farmer and community at a time.

Certification is a powerful win-win for farmers and companies alike. For the mostly small-scale growers we work with, it offers practical support—from training in sustainability practices to providing better market access and pathways to boost their incomes. For companies, certification offers the credible, independent assurance they need to stay on top of supply chain risks, meet regulatory commitments, and build trust with consumers.

**Our vision? Regenerated landscapes and thriving communities.**

### The Next Evolution of Rainforest Alliance Certification

2024 was a pivotal year for the Rainforest Alliance. Leaning into the innovation that has always been at the heart of our organization, we laid the groundwork for the next evolution of Rainforest Alliance certification—launching in 2025 and 2026—to drive even greater impact for farmers, communities, and companies.

We listened extensively to feedback from farmers and companies and conducted a thorough review of our certification requirements. The results of those efforts is Version 1.4 of our Sustainable Agriculture Standard—coming into effect in October 2025. Building on what works, the updated standard features streamlined certification requirements, more focused inspections and audits, and strengthened data quality to make certification even more effective. In addition, we kickstarted development of specialized certification solutions which will recognize farmers who go above and beyond in three targeted impact areas: regenerative agriculture, climate, and livelihoods.

## Landscapes & Communities

Our work on the ground also goes beyond certification, driving regeneration throughout the world's most biodiverse—and at risk—landscapes. From the soaring canopies of the Amazon to the islands of Indonesia, we have 83 active landscape and community (L&C) programs in five critical regions: Mesoamerica, South America, West and Central Africa, East and Southern Africa, and Asia Pacific.

Here we help rural communities build inspiring partnerships with companies, governments, and local NGOs. Together, we tackle complex and interconnected challenges that are simply too big to be taken on alone—from climate change and deforestation to human rights and rural poverty.

### From the Ground Up: Local Leadership for Global Transformation

#### Peruvian Amazon

We helped Indigenous organizations access US \$1M in government incentives to align with land-use plans aimed at reducing commodity-driven deforestation. A coalition of 30 public and private actors developed these plans.

#### Honduras' North Atlantic

We developed a training package to help rambutan and cocoa farmers implement regenerative growing practices. We also set up five demonstration plots for farmer-led training on healthy agroforestry systems.

#### Guatemala

We're scaling up sustainable and low-emission livelihoods in Petén, the Western Highlands, and Las Verapaces, where nearly 200 forest and nature-based enterprises have generated US \$14 million in sales to date.

#### Bossématié Reserve, Côte d'Ivoire

To raise youth awareness of environmental conservation, we led education programs—from theater competitions to green talent contests—for more than 500 students from five primary schools neighboring Bossématié Nature Reserve.

#### Women in Guatemala

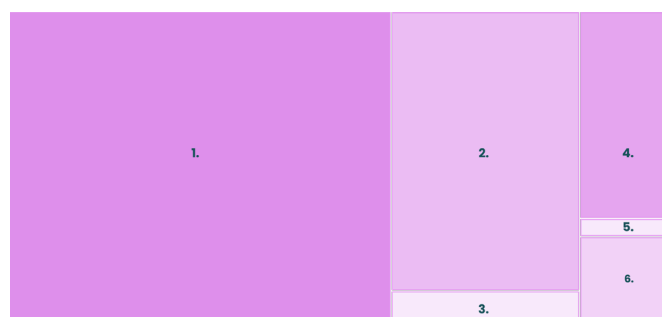
We helped women from 30 local cooperatives win contracts to supply eggs to schools across the Western Highlands, Petén, and Las Verapaces—generating earnings of US \$347,900 while tackling childhood malnutrition.

## Finances

### Revenue & Support

1. Royalty revenue (57.7%)	US\$ 63,994,980
2. Government, foundation and corporate grants and contracts (25.5%)	28,265,938
3. Major donors and individuals (3%)	3,326,604
4. Other contract revenue (9.1%)	10,098,706
5. In-kind contributions (0.8%)	897,079
6. Other (3.8%)	4,253,448

**TOTAL REVENUE & SUPPORT US\$ 110,836,755**



### Expenses

1. Program services (76%)	US\$ 81,068,235
2. Management and general (20%)	21,557,580
3. Fundraising (4%)	4,061,096

**TOTAL EXPENSES US\$ 106,686,911**



### Summary

**TOTAL REVENUE & SUPPORT US\$ 110,836,755**

**TOTAL EXPENSES 106,686,911**

#### OTHER ACTIVITY

Unrealized loss of fx hedging transactions	(1,113,137)
Foreign Currency Translation	(2,111)

#### ASSETS

Change in net assets	3,034,596
Net assets, beginning of year	58,778,558

**Net assets, end of year US\$ 61,813,154**

Rainforest Alliance Holding, Inc. is an international non-profit organization, organized on January 1, 2018 in the State of Delaware to serve as the common parent non-profit corporation providing centralized governance and oversight over Rainforest Alliance, Inc. and Stichting Rainforest Alliance. The above financial summary represents the consolidated revenue and expense for 2024 for the organization.

The full annual report (in English only) is available at [rainforest-alliance.org](https://rainforest-alliance.org)