

## Rainforest Alliance



The trending issue of environmental which leads to organic and sustainable practice, including agriculture, forest, and tourism industries. The environmental damage from industries is also considered as a harmful impact on the surrounding environment. Also, social challenges might occur in these industries. Savvy consumers are demanding more of companies. They want proof of how companies are contributing to a healthier and more sustainable world. This matter leads to the awareness of consumer/distributor the needs of certification on agriculture, forest, and tourism products.



The Rainforest Alliance is an international non-profit organization working at the intersection of business, agriculture, and forests to create a world where people and nature thrive together. They are building an alliance to protect forests and biodiversity, act on climate, and promote rights and improve the livelihoods of rural people. Rainforest Alliance certification program directly benefits all supply chains. This includes not only farmers but also traders, manufacturers, brands, and retailers. To earn Rainforest Alliance certification, farms are audited against our Sustainable Agriculture Standard. This Standard sets out comprehensive environmental, social, and economic guidelines and is rooted in the following four sustainability principles. First is effective planning and management systems; second is biodiversity conservation; third is natural resource conservation; and lastly, improved livelihoods.

On the other hand, Rainforest Alliance certification benefits to the company area include improved reputations, improved profitability, reduced costs, and increased production. At the end of the day, sharing the sustainability commitment with customers helps to boost reputation, which increases consumer trust and loyalty.

### WHAT WE CAN ASSIST:

In Peterson Solutions, we can assist your business on sustainable agricultural products practise preparation. We can assist your business whether on plantation, manufacturer, traders, brands or retailers which wants to ensure that agricultural products are grown and harvested on farms that promote social, economic, and environmental standards for sustainable agriculture.

We can deliver our Rainforest Alliance consultancy in many types of services, including:

1. Survey and mapping on your supply chain
2. Develop specific implementation of agricultural certification scheme through gap assessment on your current business
3. Provide sustainable agricultural management in-house training
4. Due diligence assistance
5. Certification audit preparation and accompaniment
6. Post-audit corrective action assistance
7. Annual Monitoring and Internal Audit Assistance

Our advice and support is based on almost 100 years of experience and expertise in providing solutions to a broad range of customers including multinational companies, small and medium-sized enterprises, associations, non-governmental organizations and governments.

**We deliver solutions with purpose — for the world, for ourselves, for our families.**

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