



Traceability systems and platforms of the Rainforest Alliance certification programme

EU regulation on deforestation-free products



Farm level

RA Certification & EU regulation

- ✓ **Scope:** RA certifies 2 commodities out of the 6 covered by the proposed regulation: coffee and cocoa
- ✓ **Definitions:** RA certification program uses the same definition of “forest” as in the proposed regulation
- ✓ **Cut-off date:** the certification program prohibits deforestation (and conversion of natural ecosystems) after **January 1st, 2014** – which is stricter than the proposed EU cut-off date (December 31st, 2020).
- ✓ **Legality:** legality is a core requirement in the certification program: producers must have the legal and legitimate right to use the land, which must be substantiated upon request of the auditors
- ✓ **Geolocation:** the certification program requires “farm polygons” for large farms and geolocation of all farms which are part of groups – with a mandatory improvement requirement

Geolocation requirements

Requirement 1.2.12 : Core Requirement

Applicable to: *Group Management*

For 100% of the farms, geolocation data of the largest farm unit with the certified crop is available.

For at least 10% of the farms, this is in the form of a GPS polygon. For all other farms, this can be in the form of a location point.

Please see Annex: S12: Additional Details on requirements for no-conversion

Requirement 1.2.13: Core Requirement

Applicable to: *Large farms part of a group, Individual certificate holders*

A polygon is available of the farm. If the farm has multiple farm units, a polygon is provided for each farm unit.

Requirement 1.2.14: L1: Mandatory Improvement

Applicable to: *Group Management*

Geolocation data is available for 100% of all farm units. At least 30% is in the form of polygons.

Yearly progress on the indicators needs to be shown, corresponding to the target to reach at the end of year three.

Indicator:

- % of farm units with geolocation data
- % of farm units with polygons

Requirement 1.2.15: L2: Mandatory Improvement

Applicable to: *Group Management*

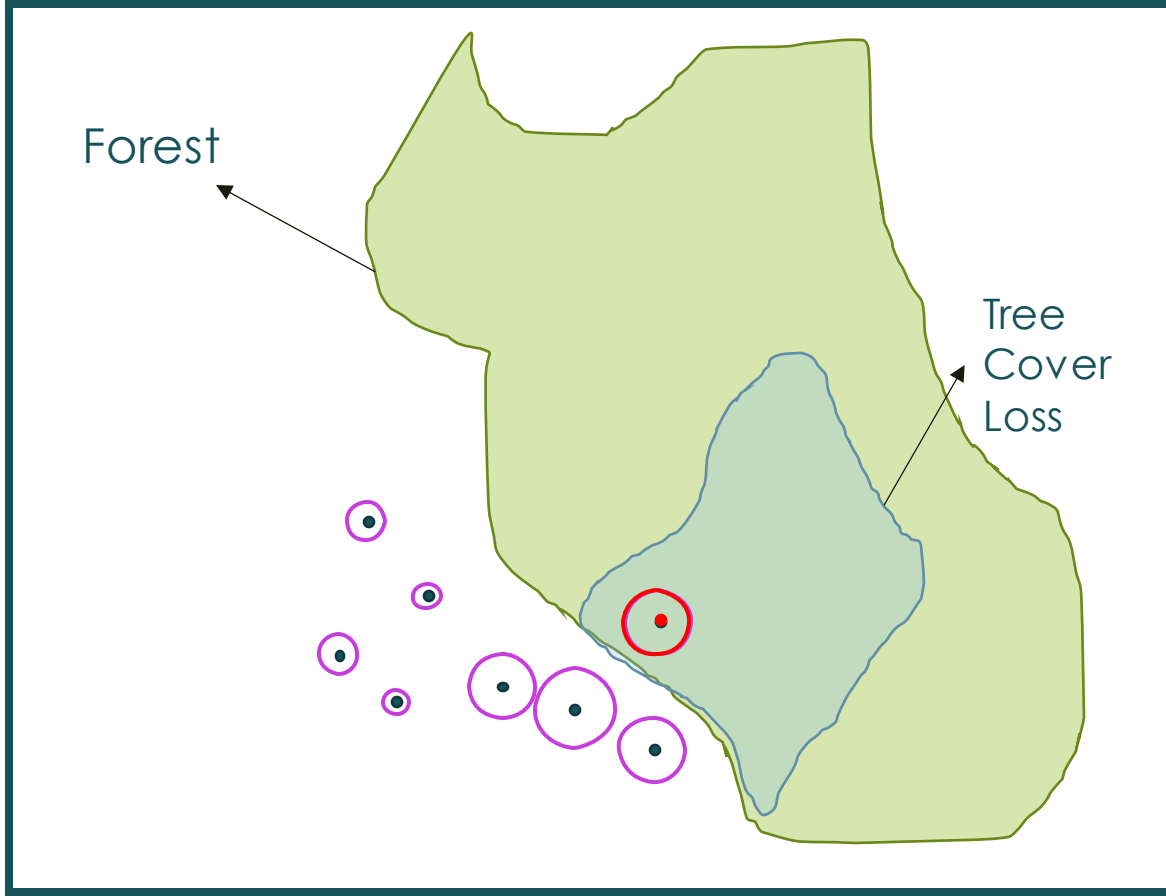
1.2.15 Polygons are available for 100% of the farm units.

Yearly progress on the indicators needs to be shown, corresponding to the target to reach at the end of year six.

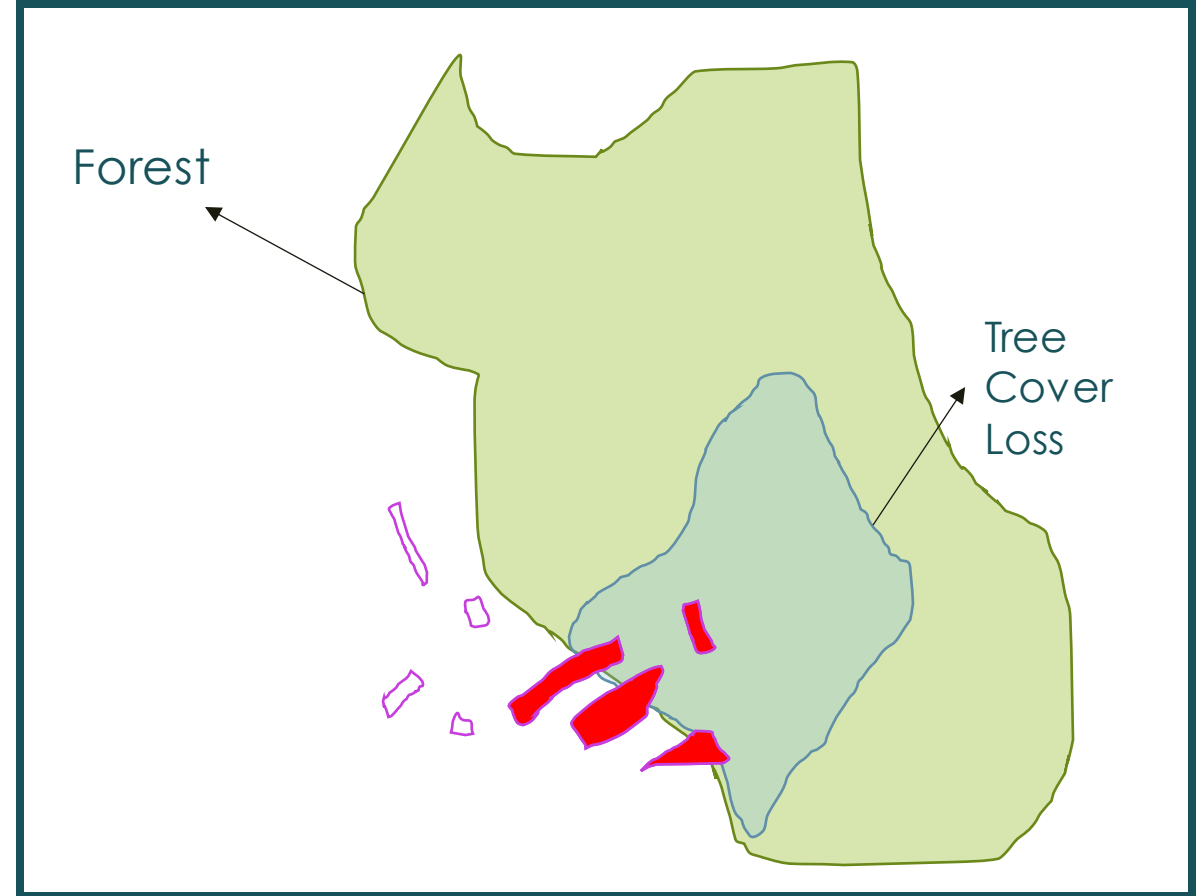
Indicator:

- % of farm units with geolocation data
- % of farm units with polygons

Why polygons rather than points?



Location points



Polygons

Traceability systems and platforms

Different levels of traceability

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- **Identity preserved (IP):** it is possible to identify the Rainforest Alliance Certified ingredient or product back to a single farm **certificate holder**. There is no mixing of certified ingredient or product with non-certified ingredient or product.
 - **Mixed Identity Preserved:** certified product is from different certified sources/farms, but identity is preserved throughout the supply chain
 - **Segregated (SG):** the certified product is kept separate from the noncertified product, both physically and in documentation. This means that the full product content is certified, although it can come from different certified sources/farms, including other countries of origin.
 - **Mass balance (MB):** certified ingredients can be mixed with non-certified ingredients during the shipping and manufacturing processes => not applicable to Rainforest Alliance Certified coffee

=> Full traceability as requested in the EU regulation is only possible in the case of IP

MultiTrace

- MultiTrace is the system that connects certificate holders (CH) to their buyers
- It is both a trading platform and an administrative system where all sales of certified products between certificate holders, first buyers and brand owners are recorded.
- MultiTrace is also used to keep track of documents, performance feedback, Certification Bodies and member information, audit and license dates, and more
- The certification program requires CHs to report their purchases, sales and processing activities of certified products – their appropriate use of this traceability system is checked during audits
- Users of MultiTrace can use different data points to log an activity in the system, such as volumes, type of product, buyer names and activity date

Supply Chain Excellence Reporting: Power BI

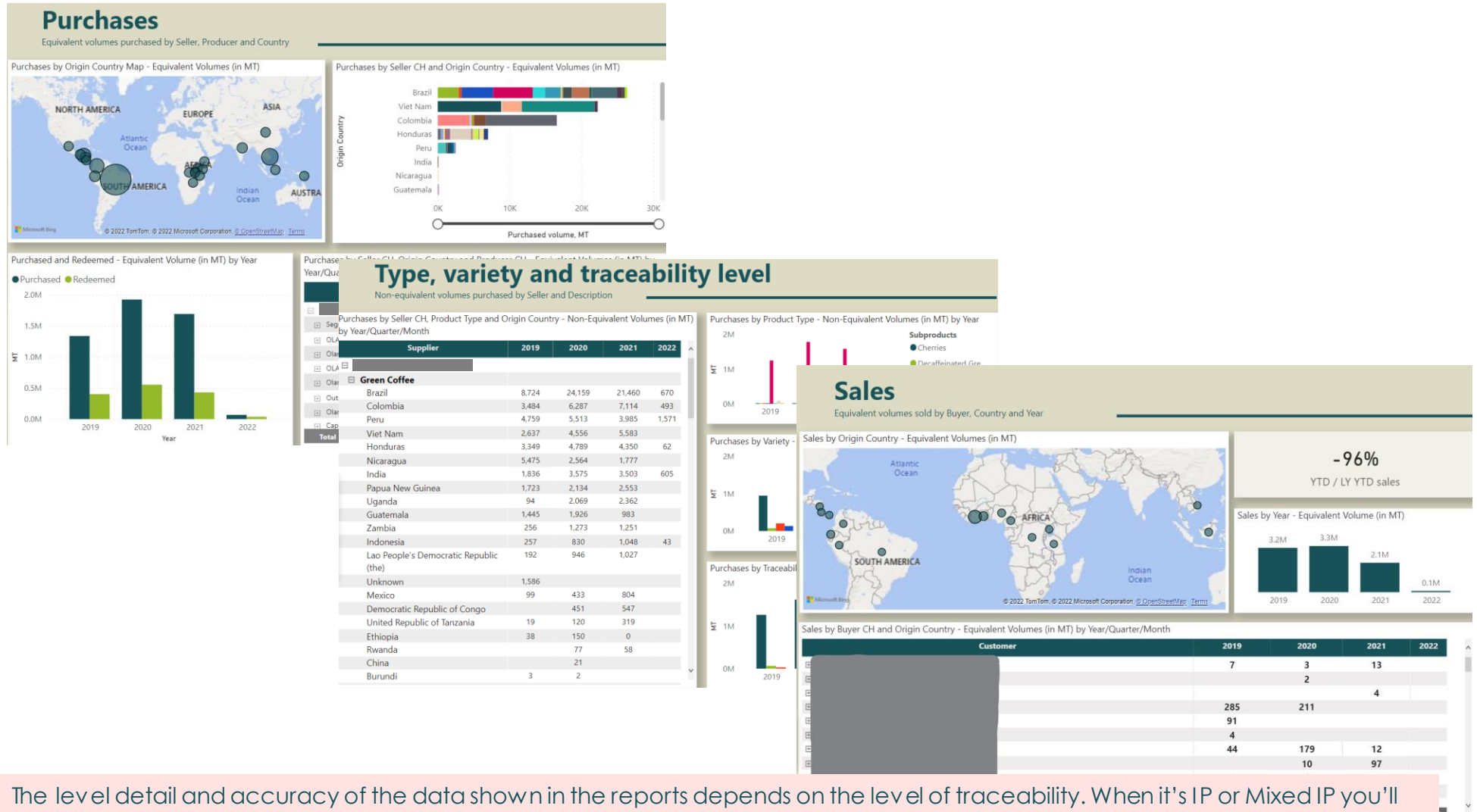
- RA's Power BI reporting platform enables producers and companies to join our programs, achieve certification, monitor progress, trade and make sustainability claims, and generally manage their supply chains and responsible sourcing relationships
- We provide in particular reports on:
 - Traceability – insights into own purchases and sold volumes, tier 1 suppliers, footprint and direct customers
 - Non-conformance & reach – insights on certified areas, certified volumes and the type of non-conformities in own and total supply chain

Who are your suppliers for each of the origin (country and producer).

For each supplier we show the product type, variety, and traceability level

If you sell certified volume, we show buyer by origin country of the product sold

Traceability report – Purchase, Type, and Sales



Lessons learnt and perspectives

Key elements

- Traceability has many co-benefits – not only to fight deforestation, but also to improve the conditions of smallholders
- Improving data quality and access (in particular geolocation data) is a journey: the sector should start now, before the regulation is adopted
- Investments at scale, including in traceability, are needed - e.g. to build the capacity of intermediaries (such as cooperatives) so that they can provide the information for their buyers to be compliant with EU requirements
- RA is assessing how the standard could evolve to respond to future EU requirements, but according to the proposed regulation, it can only **support the risk assessment** – it is companies that have to comply



Thank you!

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