

Rainforest Alliance, fairtrade & organic

Rainforest Alliance certification, fairtrade and organic are all important, credible, programs, managed by NGOs. They all have 15 years or more working in developing countries. They all use standards, farm auditing systems and certification as tools to advance their cause of helping farmers. They all use ecolabels to convey their messages to consumers. They have similar objectives but different approaches.

Fairtrade is primarily an alternative trade scheme. Rainforest Alliance Certified and organic are farm management systems. All three are important and necessary, but Rainforest Alliance covers the most elements and issues and kinds of farms, from large to small. Rainforest Alliance Certified was therefore chosen by Kraft Foods globally.

	Rainforest Alliance Certified	Fairtrade	Organic
<i>Mission & Tool</i>	Aims to make farmers independent through sustainable development <ul style="list-style-type: none"> • Economy • Environment • Ethics, social and labor 	Better living conditions through fair payment in a set price for farmers	The long term productivity of the ecosystem with elimination of pesticides as a tool
<i>The Scope</i>	All Farms no matter which size, with special attention to worker safety and benefits	Only small holders organized in to small cooperatives	All farms
<i>Environment</i>	The Ecosystem = Wildlife, Nature Responsibility and Biodiversity	Some environmental guidelines, however no wildlife policies.	Focus on soil health eliminating synthetic agro chemicals
<i>Economy</i>	A) Farmers control their costs through better business management. B) Premium price adjusted to the market	Fixed price premium	Premium price adjusted to the market
<i>Ethics</i>	Benefits: <ul style="list-style-type: none"> • Farmers and their families • local communities • seasonal workers • large work forces 	Benefits: <ul style="list-style-type: none"> • Family workers • The cooperative • The community 	Limited social standards, but farmers benefit from a healthy land
<i>Implementation</i>	Coordinated by Rainforest Alliance in Costa Rica. Implemented by leading, non-profit NGOs in coffee producing countries: Peru, Costa Rica, Brazil, Guatemala, Honduras, El Salvador, Colombia, Mexico, Ecuador. Also working in Panama, Nicaragua and Belize.	Coordinated by a centralized structure in Germany (FLO). Implemented by national fairtrade marketing groups in WE, US & Australia.	Coordinated by an international body in Germany (IFOAM). Implemented by large and small certification bodies.
<i>Independence</i>	Non-profit organization with independent auditors	Non-profit organization with independent auditors	Non-profit organization with independent auditors

