

“The dream for us  
is that the trees and the  
mahogany never run out  
and we are fighting for that.  
We have to think about  
the next generation,  
not just think about us.”

— FILOTEO ZAVALA  
MOSQUITIA, HONDURAS



The Rainforest Alliance works to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behavior.

### Rainforest Alliance Board of Directors

- |                                |                       |
|--------------------------------|-----------------------|
| DANIEL R. KATZ,<br>Chair       | DIANE JUKOFSKY*       |
| WENDY GORDON,<br>Vice Chair    | HENRY E. JUSZKIEWICZ  |
| PETER M. SCHULTE,<br>Treasurer | SUDHAKAR KESAVAN      |
| LABEEB M. ABBODD               | MARY STUART MASTERSON |
| BERT AERTS                     | BRENDAN MAY           |
| ADAM ALBRIGHT                  | ERIC ROTHENBERG       |
| DR. NOEL BROWN                 | KERRI A. SMITH        |
| DANIEL COHEN                   | MARTIN TANDLER        |
| ROGER DEROMEDI                 | ANNEMIEKE WIJN        |
| DR. FRANK J. DOTTORI           | CHRIS WILLE*          |
| DR. KARL FOSSUM                | MARY WILLIAMS         |
|                                | ALAN WILZIG           |

\*non-voting members

# Healthy harvesting... Earth-friendly farming, sustainable sojourning.

For over twenty years and through a variety of creative approaches, the Rainforest Alliance has helped communities conserve forests, feed and educate their children, and live and prosper under decent conditions.

Our work has been a boon for biodiversity and a coup for communities, and helped to combat the effects of climate change. That's because healthy forests absorb greenhouse gases – the gases that are contributing to the warming of our world.

In addition to giving communities the tools, the techniques and the wherewithal to work their lands sustainably, we are also providing them with an additional conservation incentive: By verifying that their forests and farmlands effectively sequester carbon and by enabling them to benefit from the carbon-credit payments made by industrialized nations seeking to offset their emissions, we are providing communities with an opportunity to improve their own conditions while aiding the global environment.

In this year's annual report, you'll read about the families of Carmelita, Guatemala, who since 1997 have been responsibly harvesting xate, chicle and wood, and who will soon benefit from a project that will help to avoid carbon emissions while creating a new source of revenue for the community. During its 20-year life span, the project has the potential to offset emissions equivalent to those produced by more than 145,000 passenger vehicles annually.

This year's report also highlights the communities that are effectively sequestering greenhouse gases in their well-managed forestlands...

- *Community members living along the shores of Lake Toba in Indonesia, who have committed to the sustainable management of their farmlands and to combat soil erosion, have planted thousands of tree seedlings on the steep hillsides surrounding the freshwater lake.*

- *Tea pluckers on India's Coonoor Tea Estate who, through Rainforest Alliance training, have focused on improving their village life, health and safety, and have learned to segregate trash and avoid the excessive use of plastic bags.*
- *The indigenous Kichwa community of Añangu, Ecuador, whose Napo Wildlife Center provides visitors with a high-end rainforest experience and community members with a sustainable source of income and the means to conserve 53,500 acres (over 21,400 hectares) of pristine rainforest.*

Rural forest communities have not only been among the first to endure the effects of our changing climate, but they will inevitably be among those who will suffer the worst of its wrath – the floods, droughts, resource inequities and conflicts that are likely to intensify as resources grow increasingly scarce. With your support, the Rainforest Alliance is giving these communities the tools and techniques to realize the economic benefits that they can potentially derive from well-managed lands, so they can both prosper and steward our Earth toward a more harmonious, sustainable and climate-stable future.

*Daniel R. Katz*

DANIEL R. KATZ  
BOARD CHAIR



*Tensie Whelan*

TENSIE WHELAN  
PRESIDENT



FARMERS FORESTERS TOURISM BUSINESSES

FAMILIES COMMUNITIES MULTINATIONALS

by setting them all on a path toward true sustainability, we are ensuring that the benefits of our work extend well beyond local boundaries and immediate needs. Clean waterways, protected wildlife habitats, healthy soils and intact ecosystems help to conserve the world's biodiversity, regulate the global thermostat and provide a healthy future for us all.



# ENVIRONMENTAL BENEFIT

# FIGHTING CLIMATE CHANGE IN THE MAYA BIOSPHERE RESERVE

Since 1997, when the Guatemalan government awarded the community of Carmelita rights to manage 132,938 acres (53,798 hectares) of land in the Maya Biosphere Reserve, the 75 families who live there have been working to conserve their forest resources through the sustainable harvesting of xate, chicle and wood. The Rainforest Alliance has certified Carmelita's forestry operations and helped the community find international buyers for its wood products. While this arrangement has meant steadily increasing profits for the community – whose members have invested in the building of a new school, a health center and a soccer field – it has not totally succeeded in helping community members to adequately protect against the illegal loggers and fires that continue to destroy reserve forestland.

To provide communities like Carmelita with a greater incentive to conserve their lands, the Rainforest Alliance is spearheading a project that will help to avoid carbon emissions while creating a new source of revenue. During its 20-year life span, the project has the potential to offset an estimated 16 million tons of carbon dioxide equivalent. In other words, the emissions avoided through reducing deforestation annually are equivalent to the annual emissions from over 145,000 passenger vehicles.

Under the terms of the project, the government, communities and two companies that hold concessions in the Petén intend to sell credits for verified emissions reductions on the international carbon market. Income from these sales will be applied toward increased community vigilance and improved education. "For me, education is crucial," notes president of the Carmelita concession Carlos Crasborn. "Sadly, most of the children in our community leave to study elsewhere at the age of 15, because we don't have the facilities or teachers to educate children up to 18 years. We want children to stay in the community. Educating them here will be a step towards achieving that."



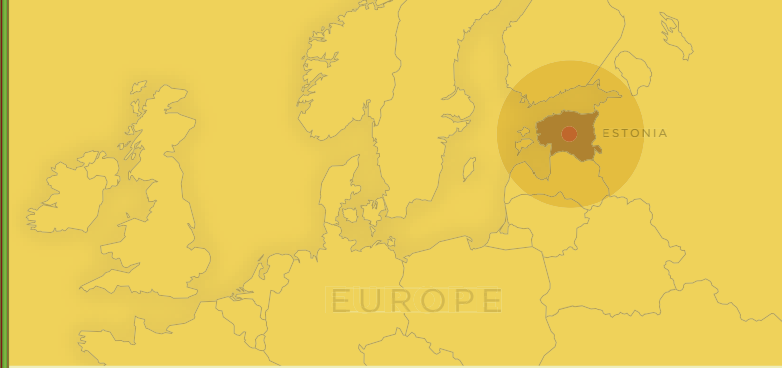
# TS

# ENVIRONMENTAL BENEFITS

## LOUISIANA REFORESTATION PROJECT BENEFITS CLIMATE & RESTORES CRITICAL MISSISSIPPI VALLEY ECOSYSTEM

Two hundred years ago, the Mississippi Alluvial Valley covered 22 million acres (9 million hectares) characterized mostly by wetland, swamp and dense bottomland hardwood forest. Today, only about 20 percent of the original forest remains in the valley, much of it highly fragmented. Most of the land is used for growing corn, sugarcane and cotton. To restore forests of sweet gum, wild pecan and dozens of other native hardwoods, which provide habitat for an estimated 400 species of mammals, birds, reptiles and amphibians – including endangered and threatened species such as the Louisiana black bear and the Florida panther – the Tensas National Wildlife Refuge Reforestation Project is restoring 1,870 acres (757 hectares) in northeastern Louisiana.

In March, the project became the first reforestation project in North America to achieve dual validation from the Rainforest Alliance to the Voluntary Carbon Standard as well as the Climate, Community and Biodiversity Standards with Gold Distinction. Both standards provide Alliance criteria for validating, measuring and monitoring carbon offset projects. Over 600,000 metric tons of carbon dioxide emissions could be sequestered from the atmosphere throughout the project's lifetime. In addition to storing carbon and providing animal habitat, the forest will help to improve water quality, control erosion and provide jobs, which is particularly meaningful to the surrounding community since the number of people living in poverty is well above the US national average.



## NEW OPPORTUNITIES TO PROTECT EUROPE'S FOREST WILDLIFE

Anne Põrm-Põdra and her husband, who own about 30 acres (12 hectares) of forest in northeastern Estonia, are among the 16 million private landowners who manage nearly half of the forestland in Europe. Responsible management of private forest is of key importance for the conservation of Europe's biodiversity. Forest Stewardship Council (FSC) certification helps to ensure proper protection of endangered forest wildlife as well as the health and safety of forest workers.

To encourage owners of small family forests in Europe to earn FSC certification, Rainforest Alliance partner NEPCo is overseeing a pilot project that combines the economic benefits of FSC group certification with the expertise offered by SmartLogging certified forest contractors. SmartLogging, a Rainforest Alliance program, awards certification to loggers who adopt best practices for responsible harvesting and undergo annual audits of their procedures.

Major European forest products company Stora Enso is sponsoring the pilot project and obtained the first SmartLogging certificate ever issued in Europe, as well as FSC group certification covering several small private forests – including Põrm-Põdra's 30 acres. As Põrm-Põdra says,

“The certification  
will help us to take  
good care of  
the forest.”



Eco-Index

# Connecting Conservationists to Protect Forests

Though many organizations and agencies work diligently to achieve their conservation goals, their progress can be impeded or dramatically delayed by a lack of information and coordination with their peers — particularly when the natural resources they are seeking to protect span several different countries. With this in mind, the Rainforest Alliance's Online Communities Initiative organizes "Conservation Dialogues" workshops. These events bring together conservationists who are working on common themes and/or overlapping geographic regions and allow them to share their experiences, develop collaborative strategies and improve the effectiveness of their individual efforts.

In September 2009, Online Communities organized its fifth Conservation Dialogues workshop for grant recipients of the Critical Ecosystem Partnership Fund (CEPF) working in Mexico, Belize, Guatemala, Honduras and El Salvador. During the three-day event in Antigua, Guatemala, 33 representatives of conservation NGOs, government agencies and CEPF met to discuss how to build community capacity as a way of conserving forests in the southern Mexican states of Chiapas and Campeche, the Maya Biosphere Reserve in Guatemala's Petén region and the Chiquibul/Maya Mountain Key Biodiversity Area in Belize. These geographic areas contain some of Mesoamerica's last and largest remaining tracts of tropical forests, but they are experiencing alarming rates of deforestation due to unsustainable timber extraction, a rapidly expanding agricultural frontier, forest fires and infrastructure development. The Online Communities Initiative provided the platform for stakeholders from each country to talk about their common experiences and identify ways that they can collaborate to ensure the conservation of these valuable forests. To learn more about the workshop, visit [www.eco-index.org/conservationdialogworkshop](http://www.eco-index.org/conservationdialogworkshop)

## ENVIRONMENTAL BENEFITS



### SERVING UP NUTRITIOUS, ENVIRONMENTALLY HEALTHY SCHOOL LUNCHES IN GUATEMALA

Planted by the ancient Maya and once found throughout Central America, the ramón tree (*Brosimum alicastrum*) bears a chocolate-flavored fruit that could provide local communities with a key to alleviating poverty, conserving forests, improving health and nourishing their children. A program of the Rainforest Alliance and local partners, Healthy Forests, Healthy Kids is a school lunch program that is helping to feed more than 8,000 children from 46 rural communities, while providing jobs for women and offering a real incentive for forest conservation. Children collect the nuts – which provide protein and are high in calcium, fiber and potassium – and deliver them to a local bakery, where they are roasted, ground into flour and distributed at regional schools. The flour is then used to make wholesome food for school lunches.

Besides improving school lunches and providing the women who process them with needed income, the ramón is proving to be a valuable incentive for forest conservation. That's why the Rainforest Alliance is training local community members about the importance of leaving the ramón trees standing, rather than cutting them for timber or clearing them to plant corn and beans. In addition to providing nutrition and income to people, ramón seeds are an important food source for wildlife, and the towering trees protect soils and watersheds.

## saving SUMATRAN TIGERS

With fewer than 400 individuals surviving in the wild, the Sumatran tiger continues to find refuge in Indonesia's Bukit Barisan Selatan National Park, a World Heritage site located on the southern tip of Sumatra Island. But the critically endangered feline's habitat is rapidly shrinking. Illegal squatters have already converted nearly 20 percent of the 900,000-acre (356,000-hectare) park to farmland for the cultivation of coffee, pepper and other crops. And a large influx of post-2004 tsunami immigrant settlers from the provinces of Aceh and North Sumatra has only increased pressures on the resource-rich protected area. Despite government efforts to resettle them, as many as 15,600 families have built semi-permanent homes within the park, and the incursion continues, endangering not only the Sumatran tiger but scores of other wildlife species.

The Rainforest Alliance is working with coffee farmers on the outskirts of the park boundaries, helping them to produce beans that comply with Sustainable Agriculture Network standards. And because these beans bear the Rainforest Alliance Certified seal, they command a premium in the market. To qualify for certification, the farmers are learning to make natural compost and to intersperse their coffee with other plants including ginger, elephant grass and fruit trees, which can help to slow erosion. They are also eliminating their use of herbicides such as paraquat, while reducing their agrochemical use overall. As Rainforest Alliance project coordinator Qori Nilwan Ishaq explains, "Biodiversity is maintained, and farmers are benefiting economically. This gives squatters the incentive to move outside the park boundaries" where they can live legally and still earn a living.

"Worried about poverty and the struggle to feed our children adequately, we found in the ramón nut a nutritious food and a source of work for rural woman. Thanks to the support of the Rainforest Alliance (and other organizations) that helped us start this project, we look forward to a better future for all our families."

GLADIS RODRIGUEZ

President of the Association for the Development of Women of Ixilú, Guatemala





*By buying sustainably farmed beans from coffee growers outside the boundaries of the Bukit Barisan Selatan National Park, companies can provide an economic incentive that can help prevent further encroachment in the park. Kraft Foods and ECOM — the world's third largest coffee trader — are now supporting the Rainforest Alliance's work in Sumatra. And other traders, such as Nedcoffee and Olam, have followed the call for a combined effort to promote Rainforest Alliance Certified™ coffee grown in the region.*



# SOCIAL BENEFITS



# CLEAN DRINKING WATER, DECENT HOUSING, ADEQUATE MEDICAL CARE, SAFE WORKING CONDITIONS AND CHILDREN'S EDUCATION

ARE AMONG THE REQUIREMENTS OF RAINFOREST ALLIANCE CERTIFICATION AND VERIFICATION. AND WHEN COMMUNITIES ARE ABLE TO EARN PREMIUMS FOR THEIR SUSTAINABLY PRODUCED GOODS AND SERVICES, THEY INEVITABLY INVEST THAT ADDITIONAL INCOME IN EXPANDING UPON THOSE BASICS THROUGH SKILL-BUILDING COURSES, INFRASTRUCTURE IMPROVEMENTS, COMMUNITY DEVELOPMENT AND RECYCLING, FOR EXAMPLE.

## SOCIAL BENEFITS

### A NEW WAVE OF FOREST STEWARDS IN GUATEMALA

Descended from the Maya, the ethnic Poqomchi are one of Guatemala's smallest indigenous groups. Members mostly rely on subsistence farming, and the women weave textiles on back-strap looms, just as they have for centuries. Most Poqomchi live in the mountainous Alta Verapaz region, where the indiscriminate clearing of forests for the cultivation of corn and beans presents an ongoing problem. The community forest association of Verapaces, ASILCOM, was created in 1996 with only four members who wanted to take a more organized approach to harvesting and selling timber. Since 2007, the Rainforest Alliance has been helping ASILCOM members prepare for forest certification, manage their business and market their products. Today, the group includes more than 800 members from nine communities that manage 2,604 acres (1,054 hectares) of Forest Stewardship Council/Rainforest Alliance Certified forestland. They now have a sawmill and a carpentry warehouse, and plan to harvest more than two million board feet of lumber by 2015, worth a total of \$292,000, which when transformed into products such as sawn wood, pallets and furniture will have a market value of one million dollars.

With their increasing financial prosperity, the Poqomchi have focused on education. Two Poqomchi leaders have been teaching more than 100 girls and women how to identify and map local forests and tree plantations, and about the role that trees play in conserving soil and water and providing habitat for wildlife. This basic technical knowledge will allow the girls and women to become active members of the local forestry association.

“We hope that in a few years some of these girls will be part of ASILCOM’s board of directors, making sure natural resources are well managed and families benefit from forest activities.”

ALE COLOM

Guatemala Forestry Enterprise Project



## EDUCATIONAL OPPORTUNITIES FOR INDONESIAN FARM COMMUNITIES

The world's largest volcanic eruption in the last two million years is marked by Sumatra's spectacular Lake Toba. Pine-clad hillsides and crisp air make the region a tourist mecca. Since the 18th century, when the Dutch introduced coffee to Indonesia, it's also been one of the country's leading coffee-producing regions. To help improve the grade of the beans and to ensure that the farmers conserve their lands, the P.T. Volkopi coffee export company (part of the Volcafe Group) organized the communities surrounding the lake into groups and worked with them to meet the sustainability standards for Rainforest Alliance certification, which they earned in 2008. Each farmer tends a small plot of three acres (1.2 hectares) on average, and together they manage 1,529 acres (619 hectares) surrounding the lake, where in addition to coffee they grow cash crops including bananas, pepper and ginger.

Besides organizing the groups, Volkopi built a community school that is used for farmer gatherings and trainings and where Volkopi's field staff offer twice-weekly English lessons to 40 children from nearby villages. While English is not widely spoken in rural Indonesia, it is increasingly relevant – especially in the coffee business. Volkopi has also organized an ongoing initiative of 20 women, who have planted 4,000 tree seedlings under the guidance of Volkopi's agronomist. And in 2008, the company bused in children from Medan City, about four hours away, to help local children reforest a nearby hillside. The children's tree-planting outing was such a big hit that the Volkopi team intends to expand it this year.





# Leading the Way to Greener Travel Horizons

**Hacienda Pozo Azul** — a 2,000-acre (809-hectare) working ranch, hotel and tour company in Costa Rica's lowlands — contributes to community development by training local high-school students in various aspects of its operation and then recruiting them for employment after they graduate from school. Pozo Azul has learned about the benefits of job training, local hiring and forging strong community bonds by participating in Rainforest Alliance-sponsored workshops, which are designed in accordance with the recommendations of the Partnership for Global Sustainable Tourism Criteria (GSTC). This coalition of more than 50 organizations — led by the Rainforest Alliance, the United Nations Foundation, the United Nations Environment Programme and the United Nations World Tourism Organization — has stipulated that in order for a tourism business to conserve natural and cultural resources and contribute to the alleviation of poverty, it must support initiatives for local education, health and sanitation; offer the means for local entrepreneurs to develop and sell sustainable products that are based on the area's nature, history and culture; and hire equitably, in addition to a host of other recommendations.

This year the GSTC Partnership announced its merger with another international initiative led by the Rainforest Alliance and others: the Sustainable Tourism Stewardship Council, which in 2010 will result in the launch of the Tourism Sustainability Council (TSC). The multi-stakeholder group will draw on the expert advice of tourism businesses and associations, governments, United Nations representatives, academic institutions and nonprofit organizations to develop a global framework for sustainable tourism. The TSC will also assist tourism businesses, accredited certification programs and travelers by providing them with the tools to ensure that tourism supports local communities and the environment.





“After taking part in a Rainforest Alliance training course, I concluded that the Sustainable Agriculture Network Standard is the most relevant tool available to small-scale cocoa farmers in Ghana. I hope many more technicians can receive the training.”

- OFFICIAL FROM MINISTRY OF FOOD AND AGRICULTURE / GHANA



# CERTIFICATION LEADS TO CLEANER COCOA FARMS AND BETTER LIVING CONDITIONS IN CÔTE D'IVOIRE / WEST AFRICA

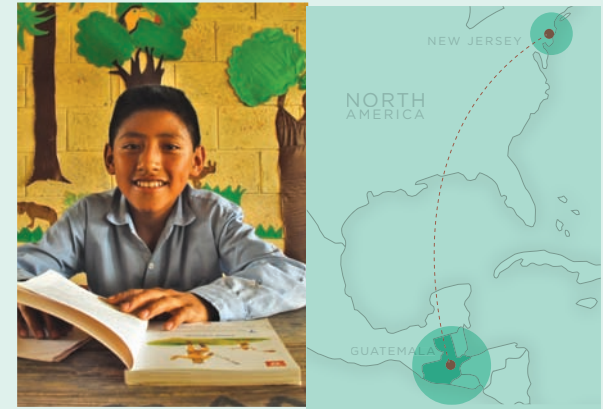
Waste management is a universally important issue for all farms seeking Rainforest Alliance certification. Typical problems include an abundance of plastic waste, improper disposal of dangerous substances that can leach into the soil such as old batteries and agrochemical containers, and the open-air burning of domestic waste. In Côte d'Ivoire, the 400 cocoa farmers belonging to the COPAPAIX cooperative formed a committee to resolve the challenges raised by both farm and domestic waste. By separating organic and non-organic waste, the villagers have been able to improve sanitation and hygiene in their farming community of 4,000.

The premium paid by companies including Kraft, which bought the Rainforest Alliance Certified cocoa from COPAPAIX, has enabled farmers to improve infrastructure in their communities and upgrade their health services. In Côte d'Ivoire's Daloa region, members of another farm cooperative used a portion of the premium they earned to build a dispensary that is staffed by government-assigned health care professionals. For the first time the farmers and their families can find local treatment for common ailments such as malaria, and the women can deliver their babies at a nearby location rather than travelling for miles.



*In a 2008 survey conducted by the German technical agency GTZ, farmers on Rainforest Alliance Certified cocoa farms in Côte d'Ivoire reported increases of up to 20 percent in their productivity.*

Says Allah Yao Bernard, who owns a 30-acre (12-hectare) Rainforest Alliance Certified cocoa farm in eastern Côte d'Ivoire, "When you enter [the] plantation, you instantly realize the difference. The cleanliness, the trees, and the housing area: everything has improved. Thanks to our better treatment of water and waste, our workers have fewer health problems. We are feeling better."



## PROMOTING GOOD CITIZENSHIP FOR THE GLOBAL COMMUNITY

Good global citizenship requires an understanding of the role each of us plays in protecting natural resources in our backyards, and around the world. By introducing students and their teachers to the link between the foods we eat – including coffee, bananas and chocolate – and how their cultivation affects the environment and communities throughout the tropics, the Rainforest Alliance is encouraging children to assume a greater responsibility for their own impact on the world.

This year the Hawthorne Avenue and Camden Elementary schools, both in Newark, New Jersey, became Rainforest Alliance partner schools. Two educators from Newark visited Guatemala to participate in an environmental education workshop. Together with several Guatemalan colleagues, the teachers spent three days sharing their experiences and learning to teach various science, math and language-arts lessons, using the Maya Biosphere Reserve – a forested, 5-million-acre (2-million-hectare) protected area – as their classroom.

As Oliver Street School principal Mariana Golden reflected, "The trip gave me an opportunity to see and enjoy the natural beauty of the rainforest while providing a keener awareness of the complex eco-issues we face in today's world. To encounter firsthand the global problems of rainforest loss and climate change associated with burning and improper logging was an awakening to the severity of our global concerns. As educators, it is our responsibility to reconnect children to nature, make available the tools they need to become environmentally literate citizens and motivate them to seek solutions for a better future."

## SOCIAL BENEFITS

# WORKERS

## ON INDIAN TEA ESTATES ENJOY SAFER & HEALTHIER CONDITIONS

In southern India, eight tea estates that are committed to improving the environment and quality of life of their employees have earned Rainforest Alliance certification; most of their tea is sold to Unilever for Lipton Yellow Label and PG tips brands.

Workers on the Glendale Tea Estate benefit from social and healthcare programs including an on-site hospital staffed with qualified doctors and nurses, an ambulance, and schools and daycare centers. To comply with the certification standards' strict rules on proper agrochemical storage, Glendale was required to move a chemical storage unit to a safe distance from a daycare facility. The estate was also required to create buffer zones of vegetation along its borders, which protect against the possible drift of agrochemicals onto public roads or waterways.

The Havukal Tea Estate, situated on the eastern slopes of the Nilgiris Hills, has been in business for a hundred years and is located in a UNESCO biosphere reserve. Tea pluckers on this family-owned farm receive free housing, medical care and primary school for their children.

The Kairbetta Tea Estate is upgrading worker housing by re-laying concrete floors, installing lockable pantries, repainting and reroofing. They've also conducted several trainings to help workers understand the importance of proper waste disposal. Once employees started to separate recyclables and realized just how much plastic they were using, they began to reduce their use of plastic containers and have been carrying canvas bags and baskets to the market instead.

**TEA GROWN ON RAINFOREST ALLIANCE CERTIFIED FARMS  
COMMANDS HIGHER PRICES:** Unilever estimates that certified tea farmers will receive around \$2.69 million more for their tea by 2010 and about \$6.71 million more by 2015.



“ We had never cared about environmental pollution. The Rainforest Alliance taught us that burning the plastic, which we were used to doing, gives off a toxin that causes cancer. This is one example of the progress we are making in terms of chemical use, health and safety, and not littering the environment.”

**SURRENDRA MOHAN**  
Havukal & Warwick Estate Manager, India



PROSPERO TREJO, Farm Manager at Ciudad Barrios,  
a coffee producing cooperative in El Salvador:

“For us it was a blessing to have gone through the Rainforest Alliance certification process because it has helped us to achieve sustainability in production and generating employment, and it has ensured that social and environmental benefits extend not only to cooperative members but also to the population in general. Our aim is to continue with this, not only for the economic benefits, but also for the benefit of future generations because we’re caring for the environment, which is basically caring for life.”

## BETTER FARMING MEANS BETTER BENEFITS FOR FARMERS

An independent study conducted by the United States Agency for International Development in El Salvador confirms that a focus on improved farm practices really is delivering benefits to farmers, farm workers and their communities. The study tracked 200 farms during 2007-2008 and found that Rainforest Alliance Certified™ farms had, on average, a 76 percent higher yield compared to the 22 percent increase in yield of the control group. In addition, farms in the program, which in El Salvador is run by the NGO and Sustainable Agriculture Network member SalvaNatura, reported earning US\$321 per hectare more thanks to a combination of improved prices gained through recognition of their certification plus the higher yields. To win certification the farmers had invested about US\$70 per hectare on improvements, about half of which were on environmental measures like soil and water conservation and half on social improvements such as availability of potable water and higher quality worker housing.





# E C O N O M I C B E N E F I T S

Most of the communities living in the world's most fragile, biodiverse and ecologically important ecosystems face intense pressure to exploit their resources. To combat the lure of illegal and irresponsible harvesting, damaging tourism development, slash-and-burn agriculture and other quick fixes, the Rainforest Alliance helps communities to derive economic benefits from the goods and services that result from sustainable farming, forestry and tourism.



## HARVESTING EPIPHYTIC BROMELIADS: AN OPPORTUNITY FOR CLOUD FOREST CONSERVATION

The collection and sale of nuts, fruits and medicinal plants offer forest communities a way to generate additional income without compromising the environment. The Rainforest Alliance's Kleinhans Fellowship has been funding research into the successful development of non-timber forest product enterprises since 1989. Current Kleinhans Fellow Tarin Toledo Aceves is working to conserve cloud forests in Mexico by developing a plan for the sustainable harvest of epiphytic bromeliads – flowering plants that act like self-contained ecosystems because they capture and store rainfall at the base of their overlapping leaves.

Cloud forests are a vital source of freshwater for local and downstream communities in the tropics, and in Mexico they are seriously threatened by deforestation and the illegal trafficking of epiphytic bromeliads. Pickers are paid an above-average income to collect two to three sacks per day, each containing roughly 1,000 to 2,000 bromeliads, which are then traded in local markets and used for the construction of floral arches. In partnership with local communities, Toledo Aceves is creating a plan to sustainably and legally harvest bromeliads, giving community groups throughout the region an example of ways to support themselves without causing the destruction of valuable ecosystems.

## ECONOMIC BENEFITS

### HOSTING TOURISTS IS KEY TO COMMUNITY CONSERVATION IN LATIN AMERICA

By providing forest communities with the information they need to operate environmentally and socially responsible lodges and other tourism businesses, the Rainforest Alliance is helping them to create viable alternatives to logging and other less environmentally-friendly options. In Ecuador, we are working with the indigenous Kichwa community of Añangu, whose Napo Wildlife Center provides visitors with a high-end tropical experience and community members with a sustainable source of income and the means to conserve 53,500 acres (over 21,400 hectares) of rainforest. In Rainforest Alliance-led tourism workshops, lodge operators and staff have learned to install solar panels, treat wastewater properly and compost organic residues. Also in Ecuador, we have introduced the members of the Sani Isla community, who operate the Sani Lodge, to new ways of approaching their business. The lodge contributes to community development, by paying the salary of English teachers at the local school and helping to arrange for scholarships in the capital city of Quito or abroad. Because Sani Isla is so remote, the lodge also invests in a communal store and covers the costs of sending local farm products to the nearest market. The Sani Lodge has also improved local health conditions by building latrines for every family in the community.



In Costa Rica, the Rainforest Alliance has helped the Titi Conservation Alliance conserve forest surrounding the popular Manuel Antonio National Park, which protects 109 species of mammals – including the endangered mono titi (Central American squirrel monkey) – and hosts 300,000 tourists a year. The Titi Conservation Alliance's reforestation, environmental education and sustainable development programs are fully funded by local business owners and community members. In Costa Rica's northern lowlands, near the Nicaraguan border, Quebrada Grande is a community-run, 294-acre (119-hectare) reserve that is part of the Costa Rican Bird Route project, which includes 12 tourism reserves and encompasses 12,253 acres (5,000 hectares) of protected land. At Quebrada Grande, local guides lead avian enthusiasts through the reserve's forest to an observation tower that provides visitors with the chance to catch a glimpse of the endangered great green macaw. In Rainforest Alliance workshops, Quebrada Grande residents and other members of the bird route have learned about the long-term damage caused by hunting, capturing wild animals for pets and selling endangered fauna for souvenirs. By protecting the natural treasures that tourists flock to see, members of the Quebrada Grande community are building the foundation for an economically and environmentally viable future based on sustainable tourism.



## guiding the way

In conjunction with the Netherlands Development Organization SNV and Counterpart International, the Rainforest Alliance developed the *Guide for Sustainable Tourism Best Practices for Communities in Latin America*. The new publication is designed to introduce businesses to sustainable tourism principles, teach them how to become more environmentally and socially responsible, and prepare them for independent sustainable tourism certification. To download the guide, visit: [www.rainforest-alliance.org/09-tourguide](http://www.rainforest-alliance.org/09-tourguide)

# COMBATING POVERTY AND DEFORESTATION IN HONDURAS' MOSQUITIA



Since 2005, the Rainforest Alliance has been helping forestry cooperatives in Honduras' Mosquitia region to manage forests responsibly and resist the threat of environmentally destructive land-uses like extensive cattle ranching. Cooperatives within the Río Plátano Biosphere Reserve have improved logging and timber processing and become more efficient, better organized and able to add value to the wood products they sell, thanks to our efforts.

To take advantage of business, technical and credit opportunities, the cooperatives have formed the 1,500-member Union of Agroforestaes Cooperatives of the Río Plátano Biosphere Reserve (UNICAF-BRP). Members are selling their responsibly extracted mahogany and other forest products to markets in Honduras and for export. As Rainforest Alliance country program coordinator Medardo Caballero explains, "The responsibly harvested and processed mahogany is sold into high-end markets where it not only earns workers more money, but it is generating more work and opportunities. This is very important as there are few other jobs in the region. Responsible management is a way of maintaining the forest for the future and of conserving the native species in this area — the mahogany that is so precious here."

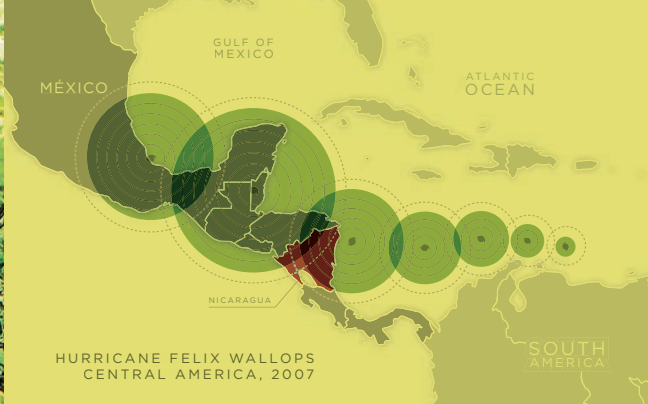
"The maintenance of the forests is crucial to reduce the effects of climate change. With many people here selling areas of forest in order to earn money, we must act now to conserve these areas."



**BENJAMIN MORALES**

President, United Mosquitia Organization of Honduras





## STANDING UP FOR NICARAGUA'S COASTAL FORESTS

Awas Tingni is an indigenous Mayagna community of some 1,100 members who live in a forested area along Nicaragua's Caribbean coast. Community members have a history of staunchly defending their rights to protect and use their ancestral lands sustainably, just as they have for generations. In 2001, they charged that the Nicaraguan government had violated their rights by granting a logging concession within their traditional territory without obtaining the community's consent. And in a landmark decision, the Inter-American Court ruled in Awas Tingni's favor.

In 2007, when Hurricane Felix devastated forests covering 2.2 million acres (one million hectares) in the area, known as the North Atlantic Autonomous Region, the Rainforest Alliance helped Awas Tingni – along with other communities – to develop a plan to recover trees felled by Felix. Now legally organized as the YAMABA Cooperative, the communities have begun to sell locally processed lumber nationally.

In addition to collecting the fallen wood, Awas Tingni community members have established a nursery and planted 50,000 trees to ensure that their forest remains healthy and productive for the future. As community leader Levi Jonathan Mcleen says, "Since we won the right to our land, we haven't had that much support from any organization, until now. The Rainforest Alliance has given us technical assistance, so that the youngest generation of our region can have a family income. These kids didn't know the meaning of the forest; now they know what it's like to use it responsibly and they have learned technical knowledge and skills that could surpass the knowledge of an engineer."

## TRAINING & TECHNICAL ASSISTANCE PROVIDE MEASURABLE BENEFITS TO A MEXICAN COMMUNITY

The indigenous community of San Bernardino de Milpillas Chico in Durango, Mexico, began selling logs in 1969. Forest Alpha, the company that bought most of the community's wood, encouraged residents to seek Forest Stewardship Council (FSC) certification, which they earned in 2004. The certification not only validated their responsible approach to land management, it also heightened their determination to improve their competitiveness in the market.

In 2005, the community was losing half a million dollars a year, primarily due to inefficiencies and lack of financial monitoring. Three years later, after ongoing training and technical assistance from the Rainforest Alliance and after investing \$1.1 million in new equipment, community members generated a profit of nearly \$1.8 million. Without reducing personnel or increasing harvest levels, they were able to reduce costs by 43 percent and increase the productivity of their four sawmills by 66 percent. And because they have been able to expand their number of buyers and sell to differentiated segments of the market seeking specific products, their average sale price has increased from 59 cents per foot of wood to 70 cents per foot. As they are able to add kiln-dried wood to their offerings, it is likely that their prices and margins will continue to increase.

"Mexican community foresters were traditionally farmers, and this background often hinders their approach to marketing and business development," explains Juan Manuel Barrera, coordinator of the Rainforest Alliance's TREES program in Durango, Mexico. "But with technical support provided by the Rainforest Alliance, they've learned to add value to their raw forest materials and become more competitive on the national and international markets, all while increasing the protection of their richly biodiverse lands."

## ECONOMIC BENEFITS

# Ecuador's Indigenous Communities Cultivate Certified Cocoa

Nearly one-third of Ecuador lies in the Amazon Basin, a humid tropical region that provides habitat for harpy eagles, black caimans, lowland tapirs and countless other animal species. Along with Sustainable Agriculture Network (SAN) partner Conservación y Desarrollo, the Rainforest Alliance works with the indigenous Kichwa and Cofan communities in Ecuador to revitalize cocoa production and promote sustainable agriculture.

In local field schools, farmers learn methods for growing cocoa in harmony with the environment, under the shade of the forest canopy. The schools are open to all community members, whether or not they cultivate cocoa, and residents are free to request training in areas other than agronomy.

Those farms that comply with SAN standards can earn the Rainforest Alliance Certified seal. Certification has proven to be not only an economic boon, but an environmental and social one as well. Benefits including clean water, more productive soil, and improved living and working conditions have accompanied the economic gains. As cocoa farmer Armando Encarnación reflects, "When the farms of our association were certified with the seal, new market opportunities to sell our cacao became available. The process to certify the cacao has changed the way we think and the way we live."

Women in particular have benefitted from the expansion of sustainable cocoa farming, which has enabled them to increase their income and purchase clothing and school books for their children.





## SUSTAINABLE TOURISM PROVES TO BE A PLUS FOR COMMUNITIES IN NICARAGUA

*Sustainable Tourism and Local Communities: the Economic Impact on Local Development*, a study conducted by the Rainforest Alliance, evaluated tour operator Oro Verde and four hotels in Granada, Nicaragua – Gran Francia, Patio de la Malinche, Plaza Colón and Casa de los Estrada – and determined that local people constitute 96 percent of the personnel employed by those businesses, which means greater consumption and demand for goods and services within the community. Additionally, all five businesses purchase goods and services from 111 suppliers, 34 percent of which are local. Explains Silvia Rioja, regional technical manager with the Rainforest Alliance, “If all the hotels in Granada adopted best practices and received a similar number of tourists as the ones studied, these impacts would expand to include 20 percent of the total tourists that visit the country and would generate five percent of sales on a national level, which would represent an important contribution to the Nicaraguan economy.”

# VIETNAM’S COFFEE FARMERS

## LEARN NEW WAYS TO REDUCE COSTS AND INCREASE YIELDS

French colonists first introduced coffee to Buon Ma Thuot, a fertile region in Vietnam’s central highlands, during the 19th century. After the Vietnam War disrupted the country’s booming coffee production, it reentered the global market in the 1990s and has since become a leading coffee producer. The expansion of Vietnam’s coffee industry has significantly increased pressure on the environment, which prompted leading export companies — including Volcafe and ECOM — to work with farmers on qualifying for the Rainforest Alliance Certified seal. A total of 4,000 acres (1,600 hectares) owned by 559 farmers now comply with Sustainable Agriculture Network certification requirements.

Most coffee in Vietnam is grown by smallholders like Nguyen Thanh Tuy, who owns between two and three acres (about a hectare) of land. “Since joining the Rainforest Alliance program, I spend less money on the maintenance of the farm, which is mainly due to less chemical use, and I earn a higher price for the coffee,” he explains.

In addition to reducing agrochemical use, the farmers now manage waste effectively. Instead of burning it or allowing plastics, bottles and rubbish to pile up along the edges of their properties as they had been doing, they now separate waste, dispose of it properly and keep detailed records of their agrochemical and water use as well as data on their total harvest.

“The main change we had to make on our farm to achieve certification was the reduction of chemical use. They are very strict on this and have showed us that we can earn the same amount of money and use fewer pesticides on the coffee.”

Y CUK EBAN

Coffee farmer in Buon Ma Thuot district, Vietnam







THE RAINFOREST ALLIANCE / World Highlights

## MAKING AN IMPACT

## THE BIG PICTURE



The Rainforest Alliance has certified 157 million acres (63.5 million hectares) of forestland according to the standards of the Forest Stewardship Council (FSC).



We are the leading FSC certifier of community and indigenous operations, and we've worked with 84 small and medium-sized enterprises and community and indigenous groups in 13 countries to help them implement responsible forestry practices on their land.



Rainforest Alliance Certified farms cover 1.24 million acres (501,472 hectares) around the globe and benefit more than two million farmers, farm workers and their families.

## PROVIDING EMPLOYMENT AND IMPROVING LIVELIHOODS



One of the main goals of sustainable tourism is to provide jobs for the people who live in and around travel destinations. Among the employees of tourism businesses verified by the Rainforest Alliance during 2007 and 2008, 90 percent of full-time and seasonal staff are local people.



A salary of \$2 per day is an internationally accepted benchmark for a wage that is above the poverty line in developing countries. At businesses certified or verified by the Rainforest Alliance, nearly all employees earn at least \$2 per day.

Here's the breakdown by industry:

- 98.9 percent of full-time employees on Rainforest Alliance Certified farms.
- 100 percent of full-time employees of FSC/Rainforest Alliance Certified forestry operations.
- 100 percent of tourism employees in four of the countries where our program is active. (In Ecuador, the figure was 96 percent.)



Thirty-five percent of the workers on Rainforest Alliance Certified farms and 38 percent of the staff of verified tourism businesses are women.

In 66 countries around the globe, the Rainforest Alliance is improving livelihoods, conserving biodiversity and enhancing the well-being of local people. The changes that we have helped bring about can be measured in many different ways, but no matter how you look at the numbers, they add up to a better life for countless individuals and communities around the world.

CREATING A POSITIVE WORK ENVIRONMENT

COMMUNITY MEMBERS IN GOOD STANDING



Children of employees on Rainforest Alliance Certified farms have access to health care.



An analysis of 129 Rainforest Alliance Certified forestry operations in 21 countries demonstrated that 75 percent of the businesses had improved communications with local communities and improved conflict resolution with stakeholders.



All FSC/Rainforest Alliance Certified forestry operations — spanning 21 countries — met the required worker safety and training standards, with 64 percent showing marked improvements.



On Rainforest Alliance Certified farms, 28,534 children received educational assistance, which can include classes or funds and supplies donated for scholarship awards, the construction of school facilities or other educational purposes.



## SUSTAINABLE TOURISM: A CLOSER LOOK

A 2009 study entitled *Best Management Practices in Tourism Businesses: Their Benefits and Implications* examined 14 hotels of various sizes and types in Belize, Costa Rica, Ecuador, Guatemala and Nicaragua that have applied the Rainforest Alliance's best practices for sustainable tourism. Overall, these businesses reduced their operating costs and improved both the quality of their service and their company's image.

*Here are a few specific highlights:*

- Water consumption was reduced at 71 percent of the hotels, and 31 percent reduced the amount of money they spent on water. The businesses saved an average of \$2,781 on their water bills, with one hotel in Nicaragua reporting an annual savings of \$7,900.
- A decrease in energy use was reported at 93 percent of the properties, even though 15 percent of them expanded their installations. This reduction in electricity resulted in lower power costs for 64 percent of the hotels, with an average annual savings of \$5,255. One Nicaraguan hotel saved \$17,300
- Seventy-one percent of the businesses reduced their solid waste, while the remaining 29 percent maintained stable waste levels, even though their occupancy rates increased. The decrease in garbage production also generated additional savings, with 79 percent of the businesses repurposing discarded materials, such as glass food jars that were reused as vases.
- At 83 percent of the hotels, managers supported conservation efforts in protected areas, which they believe improved their competitiveness.
- All of the hotels purchased goods and services from small and medium-sized local enterprises, with 64 percent of them saving money in transportation costs.
- All of the businesses hired local workers, and administrators found that their employees were more motivated after attending training sessions; 93 percent of the hotels reported a decrease in staff turnover.



### SUSTAINABLE AGRICULTURE NETWORK PARTNERS

Conservación y Desarrollo, Ecuador  
 Fundación Interamericana de Investigación Tropical (FIIT), Guatemala  
 Institute for Agricultural and Forestry Management and Certification (IMAFLOA), Brazil  
 Instituto para la Cooperación y Autodesarrollo (ICADE), Honduras  
 Fundación Natura, Colombia  
 Nature Conservation Foundation, India  
 Pronatura Sur A.C., Mexico  
 SalvaNATURA, El Salvador

### FORESTRY PARTNERS

Institute for Agricultural and Forestry Management and Certification (IMAFLOA), Brazil  
 Nature, Ecology and People Consult (NEPCon), Denmark  
 Chinese Academy of Forestry, China

# FUNDERS

## CONTRIBUTIONS OVER \$1,000,000

Bill and Melinda Gates Foundation  
Global Environment Facility  
Inter-American Development Bank - Multilateral Investment Fund  
Kendeda Fund  
United Nations Development Programme  
United States Agency for International Development

## CONTRIBUTIONS \$100,000-\$999,999

Anonymous  
Adam and Rachel Albright  
Alcoa Foundation  
Argidius Foundation  
Blue Moon Fund  
Chemonics International  
Citi Foundation  
Critical Ecosystems Partnership Fund  
Roger and Sandra Deromedi  
DOEN Foundation  
Estée Lauder Companies  
Fintrac Inc.  
Grupo Bimbo  
The Heinz Endowments  
IKEA  
International Finance Corporation  
Gibson Foundation / Henry and Catherine Juskiewicz  
Goldman Fund / Richard and Rhoda  
Maggie Lear and Daniel R. Katz

Kraft Foods Global, Inc.  
Mars, Incorporated  
Ministry of Environment and Natural Resources of Mexico (SEMARNAT)  
Nestlé Nespresso S.A.  
Ojon Corporation  
The David and Lucile Packard Foundation  
The Paulson Family Fund  
Reforestamos México A.C.  
The Spray Foundation  
U.K. Department of Environment, Food, and Rural Affairs  
U.S. Department of State / CAFTA-DR Environment Program  
Unilever  
United Nations Environment Programme  
Robert W. Wilson  
World Bank  
Z Zurich Foundation

## CONTRIBUTIONS \$10,000-\$99,999

Anonymous (2)  
Academy for Educational Development  
FUJIFILM Hunt Chemicals USA / Bert Aerts  
Citi Costa Rica  
Citi's ThankYou Rewards Network  
Claneil Foundation, Inc.  
Cloud Family Foundation Fund  
Daniel Cohen and Leah Keith  
Con Edison  
Randolph L. Cowen and Phyllis Green

Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ)  
Geraldine R. Dodge Foundation  
Frank A. Dottori  
ENVIRON Foundation  
Firmenich  
Karl Fossum and Martina Leonard  
Fundecooperación para el Desarrollo Sostenible  
Eliot M. Girsang  
Wendy Gordon and Larry Rockefeller  
David F. and Margaret T. Grohne Family Foundation  
The Houser Foundation  
The William and Flora Hewlett Foundation  
HSBC - North America  
International Community Foundation  
JDD Holdings, LLC  
Sudhakar Kesavan  
Elysbeth Kleinhans  
Klema/Resnick Charitable Fund  
The Korein Foundation  
John & Evelyn Kossak Foundation  
Learning Adventures  
Legg Mason & Co., LLC  
Leon Lowenstein Foundation / Kim Bendheim  
Merck Family Fund  
Mitsubishi Corporation Foundation for the Americas  
David and Katherine Moore  
The Moore Charitable Foundation

The Nature Conservancy  
New York Community Trust  
The Orchard Foundation  
The Overbrook Foundation  
The Panaphil Foundation  
Peru Opportunity Fund  
Thomas and Sue Pick Family Fund  
Tom Plant / Plant Family Environmental Foundation  
Mike and Faye Richardson  
Eric B. Rothenberg and Catherine A. Ludden  
Ed Rounds and Callae Walcott-Rounds  
Martha and Robert Rubin  
Peter M. Schulte and Katherine Carpenter  
Schwager Family Trust  
The Shared Earth Foundation  
Staples Foundation for Learning  
Tinker Foundation Incorporated  
Towards Sustainability Foundation  
United Nations Foundation  
U.S. Fish and Wildlife Service  
U.S. Forest Service  
Victoria Foundation, Inc.  
Ellen and David Wasserman  
Weaver Family Foundation  
Zachary Weinberg  
Wesfair Agency, Inc.  
Mary J. Williams  
John H. T. Wilson / Bridgemill Foundation

## CONTRIBUTIONS \$1,000-\$9,999

Anonymous (5)  
Labeeb M. Abboud  
Omar Abboud  
Nancy Abraham  
ANRO Incorporated  
Jonathan and Lorelei Atwood  
Carter Bales  
Robert W. and Amy T. Barker Foundation  
Bear Brook Design  
Timothy and Virginia Beaulac  
The Biedenharn Foundation  
Doris E. Bouwensch  
Mary Brock  
Michael Cheng  
Susan Clark  
Karl G. Estes Foundation  
Bruce T. Dalzell  
Harvey Dann  
Patricia Dopazo and Tom Bartodziej  
Camille Dull  
Warren and Carol Emblidge  
Diane Englander and Mark Underberg  
The Armand G. Erpf Fund  
J H. Fair  
Evan M. Fales  
Elizabeth H. and Irvine D. Flinn  
Ayres Freitas  
Jossi Fritz-Mauer  
Fuji Photo Film U.S.A. Inc.  
Fuller Family Charitable Trust  
Beau Gage  
Marge Gardner

Eugene and Emily Grant  
David Greenblatt  
Jane Henson Foundation  
Roger F. Herr  
Christopher Herrmann and Joseph Lorino  
Kenneth Hey  
Charles J. Jacklin and Brenda Gray Jacklin  
April Johnson  
Edward M. Juda  
Diane Jukofsky and Chris Wille  
Shalini Parameswaran Kamala  
Joyce Keene and Norman Danielson  
Matthew A. Kirby and Karen Riffenburgh  
Carl W. Kohls  
Kate Lear and Jonathan LaPook  
Linden Trust for Conservation  
Livewire Peer Support Network  
Elizabeth A. Lurie  
Mr. and Mrs. Laurance L. Mackallor  
The Chris and Melody Malachowsky Family Foundation  
David Marshall  
Mary Stuart Masterson and Jeremy Davidson  
Mazar Family Charitable Foundation Trust  
Chase McCain  
The Miller-Wehrle Family Foundation  
Mary Jill Moore  
Nedelman Family Fund  
Thomas Nerges

# FUNDERS

(CONTINUED)

The Eric and Joan Norgaard  
Charitable Trust  
Michael O'Keeffe  
Ellen and Eric Petersen  
Joseph A. Popper  
Richard G. Pritzlaff  
Polly C. Rattner  
Patricia Raymond  
Ira M. Resnick  
William and Eleanor Revelle  
The Grace Jones  
Richardson Trust  
Anthony and  
Florence Rodale  
Lenore Ruben  
The Susan Sarandon  
Charitable Foundation  
Muneer A. Satter  
Patricia J. Scharlin and  
Gary Taylor  
Richard A. Schneider  
Robert Schumann  
SeaWorld and  
Busch Gardens  
Conservation Fund  
Constantine and Anne  
Sidamon-Eristoff  
Mitzi L. Simmons  
Tana Sommer-Belin  
Greg Sparks  
Maggie Stahl  
Sten Stemme  
Philippa Strahm  
Corey Szopinski  
Julie Taymor  
Tomchin Family  
Charitable Foundation  
Stephen Valdes  
Janet M. Vasilius  
Magnes Welsh  
Sidney S. Whelan, Jr. and  
Patsy McCook  
White Family Trust

Richard T. and  
Karen Whitney  
Annemieke Wijn  
Barb Winter  
Dennis Wise  
Grace Yu and  
Nikolas Makris  
Jean Schiro-Zavela and  
Vance Zavela  
Zurich Insurance Company

## CONTRIBUTIONS \$500-\$999

Marilyn Acton  
Merrideth Akers  
Ingrid Anderson  
Ben Baxt  
Edward Blank  
Gabrielle Bleich  
Louise Bourgeois  
Thomas C. Brokaw  
David Brown  
Glen Ceiley  
Alice Chan-Loeb  
Kathryn A. Christiansen  
Erika Collins  
Melisande Congdon-Doyle  
William Cummings  
Charles Curran  
Ronald D. Davies  
Marianne G. Davis  
DeLaCour Family  
Foundation  
Mark A. DiRienz  
Karen Dodds  
James K. Donnell  
Wena W. Dows  
James J. Drake  
Lydia Edison  
Frances Eklund  
Hamilton Emmons  
Alison Epstein

Karen Evans  
William Faulkner  
Cecil F. Foster  
Ellen Friedlander  
Margaret B. Frink  
Leah Gillon  
Carlyn E. Goettsch  
Lizie Goldwasser  
Dorothy S. Hines  
Alex Hixenbaugh  
Michael and Hazel Hobbs  
Katharine H. Johnson  
Ralph and Bonnie Johnson  
Kasman Family  
Christina K. Kirk  
Paul and Joan Kopperl  
Barbara Kyse  
Parris Lampropoulos  
Marta J. Lawrence  
Jona Lehrer-Graiwier  
Kirk Leichner  
Randy Lewis  
Robert Lister  
Jeffrey Mass  
Linda Matthews  
Tessa McRae  
Barbara Meyer  
Philip and Iliana Mindlin  
Ricardo Moraes  
Shozo, Maryellen and  
Jonathan Mori  
Clive North  
Leslie O'Loughlin  
Rafael Pelli  
James S. Phillips  
Adrienne Pratt  
Leslie and David Puth  
Letitia Quinn  
Steven Rabinowitz  
Judith E. Randal Hines  
David A.F. Raynolds and  
Sharon Bolles  
Bethany A. Reed

Sally A. Rocker  
Skyles Runser  
M.D. Schravasande  
John S. Schwartz  
Sarah Sheer  
Isabelle B. Silverman  
Ronald and Sharan Soltau  
Raphael Spannocchi  
Frances W. Stevenson  
Mr. and Mrs. Daniel Strickler  
Styleease Software LLC  
Stephen S. Tezel  
Frederick Treyz  
John Watson  
Chris Webster  
Michael Woolley  
Blaikie and Robert Worth  
Ruth Yost  
Steve Zykoski

## RAINFOREST ALLIANCE LEGACY SOCIETY

Lynn H. Caporale  
Beatrice M. De Greve  
Dr. Karl Fossum  
Helene Frankel  
Eliot M. Girsang  
Ilse Holliday  
Elysaebeth Kleinhans  
Maxine Mansor  
Elizabeth McBrady  
Judith Perlman  
De Nyse W. Pinkerton  
Gloria Ripple  
Abigail Rome  
Pamela Simonsson  
Mary J. Williams

## EVENTS OVER \$10,000

Anonymous  
Allegro Coffee Company  
Altria Group Inc.  
Gisele Bündchen /  
The Luz Foundation  
Candlewood  
Timber Group, LLC  
The Central National-Gottesman  
Foundation  
Chiquita Brands  
International  
The Coca Cola Company  
Roger and Sandra Deromedi  
Domtar  
Drie Mollen Group  
Ecuador Ministry  
of Tourism  
The Estée Lauder  
Companies, Inc./Ojon  
Corporation  
FUJIFILM Hunt Chemicals  
USA, Inc.  
Gibson Foundation/Henry  
and Catherine Juszkiewicz  
Gloria Jean's Coffees  
Wendy Gordon and  
Larry Rockefeller  
Christopher Herrmann and  
Joseph Lorino  
ICF International  
Elysaebeth Kleinhans  
Richard Korngute  
Kraft Foods, Inc.  
Maggie Lear and  
Daniel R. Katz  
Ian and Becky McKinnon  
Mendocino Redwood  
Company, LLC  
Naked Juice  
National Envelope

National Federation of  
Coffee Growers of Colombia  
National Geographic  
Adventure  
Nestlé Nespresso S.A.  
Potlatch Corporation  
Rothfos Corporation  
Suzano Papel e Celulose S.A.  
Unilever-Lipton Tea  
Weber Shandwick Worldwide  
Ann Ziff  
Zurich Insurance Company

## EVENTS \$1,000-\$9,999

Labeeb M. Abboud  
Rachel and Adam Albright  
Susan Babcock  
and Ralph Schmidt  
Balzac Bros. & Co. Inc.  
Eric Benson  
Bloomberg  
Jeff Bohson  
Dr. Noel Brown  
Colin Byrne  
Caribou Coffee  
Jeffery Chahley  
Coex Coffee International  
Daniel Cohen and Leah Keith  
Erika Collins  
Con Edison  
James Donnelly  
Frank A. Dottori  
Santiago Dunn  
ECOM / Atlantic (USA)  
Environ International  
Corporation  
Forestland Group, LLC  
Karl Fossum and  
Martina Leonard  
Lisa Maria Giunta  
Jeffrey B. Gracer  
Green Hotels of Costa Rica

Nicholas Hammitt  
 Kenneth Hey  
 Derek U. Huntington  
 The JM Smucker Company  
 The Johnson Foundation  
 Diane Jukofsky and  
 Chris Wille  
 Richard Kandel  
 James Korein  
 Lara Koritzke  
 Lear Family Foundation  
 Kate Lear and  
 Jonathan Lapook  
 Louis Dreyfus Corp.  
 Luigi Lavazza S.p.A.  
 Mary Stuart Masterson  
 Carlin and Peter Masterson  
 Mitsubishi International  
 Corporation  
 Gigi Mortimer  
 Neenah Paper  
 Nueva Granada Coffee  
 O'Melveny & Myers, LLC  
 Juan Esteban Orduz  
 Veronique Pittman  
 Faye and Mike Richardson  
 The Ross Family  
 Charitable Fund  
 Laura Ross  
 Eric B. Rothenberg and  
 Catherine A. Ludden  
 Louis Rubino  
 Elena Sansalone and  
 Jan Van Meter  
 Peter M. Schulte and  
 Katherine Carpenter  
 Constantine and Anne  
 Sidamon-Eristoff  
 John and Isabelle Silverman  
 Kerri Smith  
 Lisa Smith  
 Anna Starikovskiy

Lise Strickler and  
 Mark Gallogly  
 Tembec  
 Timothy's  
 Travelocity  
 Unisource Worldwide, Inc.  
 Jose J. Valdivieso  
 Kristen and Matt Vissers  
 Annemieke Wijn  
 Alan and Karin Wilzig  
 Henry Zachary

#### EVENTS \$500-\$999

John Balint MD  
 Patrick S. Conway  
 John Deuel  
 Daniel Doucette and  
 Scottye Lindsey  
 Maureen and  
 Gordon Dunfee  
 Elsa Matilde Escobar  
 Harris LithoGraphics  
 John Henderson  
 Christina K. Kirk  
 Julie Kunen  
 Stephen Leach  
 Frederic Levy  
 Mr. and Mrs. Laurance L.  
 Mackallor  
 Mayaland Resorts  
 Shanin Molinaro  
 Jeffrey Nedelman  
 Oberlander Dorfman Inc.  
 Mark Rubinstein  
 Nathan Schacht  
 Daniel Schwartz  
 Martin Tandler  
 Magnes Welsh  
 Eileen West  
 Tensie Whelan  
 World Heritage Alliance  
 for Sustainable Tourism

#### IN-KIND CONTRIBUTIONS

59E59 Theaters  
 Miranda & Amado  
 Abogados  
 Nassar Abogados  
 Aerogal - Aerolineas  
 Galapagos  
 Ali Budiardjo, Nugroho,  
 Reksodiputro  
 Allegro Coffee Company  
 Aloha Bay  
 Mr. Moís Cherem Arana  
 Aventouras  
 Aventuras Naturales  
 Pacuare Lodge  
 Barnes & Noble  
 BDS Asesores Juridicos  
 Bird & Bird  
 Bradford Renaissance  
 Portraits  
 The Breakers  
 The Brooklyn Brewery  
 Bufete Aguirre Soc. Civ.  
 Gisele Bündchen  
 Bustamante y Bustamante  
 Careli Tours Nicaragua  
 Carters Professional  
 Corporation  
 Cirque du Soleil  
 Conde Nast Traveler  
 Continental Airlines  
 The Daily Show with  
 Jon Stewart  
 Davis, Polk & Wardwell  
 Ecoventura/Galapagos  
 Network  
 Ecuador Ministry  
 of Tourism  
 Edible Manhattan

Finca Rosa Blanca  
 Country Inn  
 Four Seasons Costa Rica  
 at Peninsula Papagayo  
 Free Range Studios  
 Fuji Photo Film U.S.A. Inc.  
 FUJIFILM Hunt  
 Chemicals USA  
 Gibson Foundation  
 Global Servicios Legales  
 Goldman, Sachs & Co.  
 Gray Line Tours Nicaragua  
 Hamanasi Adventure  
 & Dive Resort  
 Shawn Hamilton  
 Harris LithoGraphics  
 Hatuchay Tower Hotel  
 Christopher Herrmann and  
 Joseph Lorino  
 Kenneth Hey  
 Holland & Knight LLP  
 ICE Futures U.S., Inc.  
 IML  
 Java City  
 Daniel R. Katz  
 Kiswar Travel Agency  
 Lapa Rios  
 The Late Show with  
 David Letterman  
 Leshem Loft  
 Beth Lien  
 Locke Lord Bissell  
 & Lidell LLP  
 Luigi Lavazza S.p.A.  
 Magnolia Flowers & Events  
 Mannic Productions  
 Martsam Tour and Travel  
 Mayora & Mayora, S.C.  
 Morgan & Finnegan LLP  
 Naked Juice  
 Natera y Espinosa, S.C.  
 National Envelope

National Geographic  
 Adventure  
 NatureAir S.A.  
 Nestlé Nespresso S.A.  
 The New York Observer  
 Newman's Own  
 Nikon Inc.  
 Nina McLemore  
 O'Melveny & Myers LLP  
 Orrick, Herrington  
 & Sutcliffe LLP  
 Paul, Hastings, Janofsky  
 & Walker LLP  
 R.G.C. Jenkins & Co.  
 Regatta Point  
 S & D Coffee, Inc.  
 Saks Fifth Avenue  
 SCAA  
 Sive, Paget & Riesel, P.C.  
 SmartSource  
 Linda Smithers  
 Southwest Airlines  
 SQN Communications  
 Design, Inc  
 Surtrek  
 Sylvia Heisel  
 Trimble Navigation Limited  
 Unilever-Lipton Tea  
 Union Market  
 Verterra, Ltd.  
 Via Venture Central America  
 Vintage Plantations  
 Wentworth Printing  
 Corporation  
 Sidney S. Whelan  
 Tensie Whelan  
 White & Case LLP  
 Willamette Valley Vineyards  
 Art Wolfe  
 Zhong Lun Law Firm



# FINANCIAL SUMMARY

As of June 30, 2009 (with comparative totals for fiscal year 2008)

REVENUE AND SUPPORT	2009	2008
Foundation	6,606,686	5,756,257
Government	8,658,142	8,598,725
Contributions/Membership	3,767,281	2,530,514
Special Events	1,254,767	1,240,4226
Fee-for-Service	12,023,803	8,980,102
Other	1,293,712	750,490
	<b>33,604,391</b>	<b>27,856,510</b>
<b>EXPENSES</b>		
Forestry	14,732,741	12,548,785
Agriculture	7,279,610	6,261,019
Tourism	1,834,186	2,461,474
Education/Communication	2,263,688	2,180,995
Special Projects	2,869,324	1,353,056
Total Program	28,979,551	24,805,329
Fundraising	1,525,915	1,537,659
Management/General	275,191	184,561
	<b>30,780,657</b>	<b>26,527,549</b>
Change in Net Assets	2,823,734	1,328,961
<b>SUMMARY OF NET ASSETS</b>		
Unrestricted	1,126,446	2,116,567
Unrestricted-Recoverable Grant	(2,391,750)	(2,391,750)
Temporary Restricted	4,775,721	3,359,974
Permanently Restricted	1,000,000	
Total Net Assets	4,510,417	3,084,791

