



allies in sustainability



Rainforest Alliance  
Annual Report





## The Rainforest Alliance is helping to arrest the major drivers of deforestation and environmental destruction

by ensuring that millions of acres of working forests, farms, ranchlands and hotel properties are managed according to rigorous sustainability standards. We link sustainably managed businesses to conscientious consumers, who identify their goods and services through the Rainforest Alliance Certified™ seal and Rainforest Alliance Verified™ mark. Our success in more than 70 countries around the world demonstrates that a sustainable approach, which protects the environment, ensures good working conditions and provides businesses with the tools to operate efficiently and responsibly, can help them to thrive in the modern economy.

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Tea farmers in Kenya. Bird watchers in Nicaragua. Biologists in India. Coffee drinkers in Paris. CEOs in Chicago. Grade-school students in New Jersey. The Rainforest Alliance is the sum of our parts. We are the millions of people around the globe who are helping to determine and realize our collective vision of a sustainable future—one that improves lives, increases livelihoods and protects our planet.

This year our annual report shines a light on allies working in Asia, Africa, and Latin and North America. They include...

- Conservation scientists and spouses T.R. Shankar Raman and Divya Mudappa, who have been working with a small team of researchers for more than 15 years to conserve biodiversity in India's Western Ghats.
- The Asociación de Castañeros de la Reserva Nacional de Tambopata, a Brazil nut-producers' association whose members are learning how to increase the profitability of their business, which is giving them the incentive to conserve their ecologically valuable forests.
- Hotel owner Max Gunther, who after learning of Puerto Maldonado's extraordinary biodiversity, pushed the Peruvian government to create a large nature reserve adjacent to his property.
- Maanasi Garg, a fifth-grade student at the Susie E. Tolbert Elementary School in Florida, a recycling ambassador and participant in the school's river cleanup project, who told her teacher, "I really like how it feels to help rainforests and animals."

The commitment, integrity and passion demonstrated by these individuals—along with our allies in more than 70 countries around the world—mean that 157 million acres of forest and 1.24 million acres of farmland sustainably yield wood, nuts, coffee, tea, cocoa, fruit, ferns and flowers. On these certified lands, workers and their families enjoy clean drinking water, decent housing, healthcare and education, while wildlife habitat is protected, soils and waterways are healthy, and the gasses that lead to climate change are absorbed. The hotel owners who work with us provide these same vital benefits to their employees, their neighbors and the Earth.

Our allies in sustainability working in forests, fields and tourist destinations are linked to our allies in board rooms, stockrooms, classrooms and supermarket aisles by means of a vast and interconnected network—a supply chain that bridges oceans and spans continents. Because of their conviction and concerted support, consumers are now spending \$12 billion a year on Rainforest Alliance Certified™ or Verified products and services.

Paring down the list of deserving people and groups for this year's annual report was daunting. In the end, we could provide only a tiny but representative sampling. One who is featured is Christian Mensah, whose response is indicative of the dedication and selflessness of our many thousands of allies around the globe. Mensah, who works with cocoa producers in Ghana, wrote us: "I am amazed that such an honor has been bestowed upon me. I am humbled by this recognition and quite surprised. I feel I have just been lucky to be recognized for doing something I have loved and developed passion for. Many thanks for recognizing my efforts in Ghana."

We ourselves feel honored to recognize Mensah's work—and the tireless efforts of all our allies. We applaud their knowledge, their passion and their hard work, and we speak on behalf of the entire Rainforest Alliance staff when we say that being part of an alliance that includes the likes of Christian Mensah is truly a privilege for all of us.



*Daniel R. Katz*

**Daniel R. Katz**  
Board Chair



*Tensie Whelan*

**Tensie Whelan**  
President



forestry

## Our Sustainable Forestry Work Relies on Individuals From All Walks of Life

—members of indigenous communities, captains of industry, ecologists, activists and government representatives. Together, we are weaving a human ecosystem in order to conserve a delicately balanced, infinitely expansive, ever renewable web of biodiversity.





## Castañeros Group Gains Marketing Savvy in the Peruvian Amazon

*Madre de Dios in southeastern Peru is one of the world's most productive Brazil nut-producing regions.*

Reaching up to 165 feet (50 meters), the trees tower over some of the Peruvian Amazon's most biodiverse forestlands. The country's forestry department awards concessions to local Brazil nut harvesters, called *castañeros*, for the management of these lands. While the harvesting of Brazil nuts provides more than half the yearly income for thousands of families in the region, the Peruvian Amazon is threatened by the conversion of forest to farmland and cattle ranches, as well as the construction of a trans-oceanic highway that will eventually link Brazil to the Pacific Ocean by traversing this area of Peru.

Because it's critical that the *castañeros* have both the know-how and the incentive to maintain their harvest areas' productivity, the Rainforest Alliance has been working with the Asociación de Castañeros de la Reserva Nacional de Tambopata (ASCART)—a small but influential Brazil nut-producer's association—to maximize the *castañeros*' bargaining power, market the nuts they collect and manufacture value-added products such as health snacks.

“We realized that we needed to strengthen our organization in order to gain advantages in the commercialization of the Brazil nut

and increase our profitability,” explains ASCART vice president Vilma Zegarra. “Our first challenge was to manage our budget and improve the legal status of our organization.” As a result of the Rainforest Alliance's work with ASCART during the past two years, members have increased their income by 30 percent, from an average of \$885 to \$1,147 per person, giving them the incentive to conserve the 85,174 acres (34,469 hectares) of Amazonian forestland.



## Championing the Cause for Vermont's Foresters

Ben Machin is concerned that Forest Stewardship Council (FSC) certification may be at a crossroads in Vermont, challenged by environmental and economic pressures including the availability of inexpensive wood harvested overseas, the fragmentation of forestlands, a depressed housing market, erratic weather conditions and an inconsistent supply of certified wood from local forests.

In response, Machin has forged an alliance among his firm, Redstart Consulting—an FSC-certified land manager for a group of private landowners—and several other consulting forestry firms. The new organization, the Forest Partnership, will aggregate a steady supply of FSC-certified wood from local forests by developing a statewide network of foresters and small landowners. Machin is hoping that by supplying manufacturers with certified wood that reliably meets their specifications, small landowners throughout the state will be able to more successfully access the marketplace and achieve a premium price.

Machin is also encouraging manufacturers to market their certified products more effectively. "Those of us committed to FSC certification need to explain its significance in human terms," he says, which is why he will soon be crisscrossing the state, camera and notebook in hand, to gather the stories of the foresters, loggers and landowners behind the FSC-certified trademark.



## Carving a Message for Bolivia's Certified Forests

*For the past three years, sculptor Juan Bustillos, cofounder of Manzana Uno—a leading art gallery in Santa Cruz, Bolivia—has been spearheading the International Gathering of Sculptors Working in FSC-Certified Wood.*

during the week-long event, artists from around the world gather to create monumental sculptures crafted from certified wood and to introduce the public to the benefits of sustainable forest management.

Bustillos, who works with both certified and salvaged wood, takes seriously his responsibility to conserve forests. "I imagine that due to the nature of artists—their

sensitivity to their surroundings and their relationship with the public—they would be among the first members of society to recognize the importance of protecting the environment, and they would encourage other individuals to do the same," notes Bustillos.

Bolivia is among the top ten most biologically diverse countries on Earth, with 2,194 known species of amphibians, birds, mammals and reptiles, and more than 17,000 species of plants. Yet

Bolivia's forests are threatened by oil and gas development, illegal logging, the over-harvesting of selected species, forest fires and commercial agricultural expansion. Over the past decade, more than three million acres (1.5 million hectares) of the country's forests have been FSC-certified for sustainable management, which bodes well for the conservation of Bolivia's globally significant biodiversity.









## Seeing the Forests and the Trees

*When the Rainforest Alliance needs a SmartWood auditor who is not only experienced but able to conduct certifications involving a large number of acres or stakeholders with conflicting interests, forestry consultant Keith Moore is often the person to lead the team.*

**a** long-time resident of Haida Gwaii (the Queen Charlotte Islands of British Columbia), Moore has served on more than 60 different Forest Stewardship Council (FSC) audits for the Rainforest Alliance's SmartWood program. Among them was the largest FSC-certified forest in the world—13.6 million acres (5.5 million hectares) managed by Alberta-Pacific Forest Industries Inc., in Canada. The complex audit process required a full review of the company's forest management operations, interviews with more than 100 people, including aboriginal and community

representatives, and reviews of surveys sent to 200 community members. Not only was the audit significant because of the acreage evaluated and the subsequent availability of responsibly produced wood, but it made Canada the world's leader in FSC-certified lands.

More recently, Moore conducted a SmartWood pre-assessment of 991,000 acres (401,000 hectares) in Australia for Gunns Limited. As Moore explains, "Much of Gunns' estate is in Tasmania. That is a highly polarized environment with a long history of conflict, and Gunns Limited has been in the middle of it." He also audited the

NewPage Port Hawkesbury paper company's forest in Canada, which has recently become controversial since the company announced a plan to burn wood from the forest to generate electricity in Nova Scotia, Canada.

Reflects Moore: "I work with motivated people in companies that want to be leaders. FSC certification and the work of the SmartWood program rewards those companies for changing their practices and meeting high social and environmental standards. I think that collectively we're making an important difference in the way that forests around the world are managed."





## New Hope for Asia's Ancient Forests

*The tropical forests in southeast Asia are among the most biologically rich in the world.*

**i**n Borneo, for example, 1.5 forested acres (0.6 hectares) frequently support more tree species than does all of North America. But during the 1980s and 1990s Borneo's forests were leveled at an unparalleled rate for the manufacture of garden furniture, paper and chopsticks. Illegal logging, the conversion of natural forests and oil palm extraction continue to drive deforestation in Borneo. Every month for the past five years, Indonesia has lost an average area of forest equal to 115,000 US football fields. Under the direction of Peter Kristensen, the vice president of

corporate social responsibility and the environment, DLH—the world's largest trader in tropical timber—is working closely with the Rainforest Alliance to ensure that the timber extracted by the company's suppliers in northern Borneo is legally harvested, and the company is encouraging all of its suppliers to obtain full verification for their timber. The Rainforest Alliance's legality verification program supports the company's efforts to demonstrate care and due diligence in their sourcing of wood and wood products. Such demonstration is particularly important in helping companies to reduce their risk of importing, exporting or trading illegal

timber, actions which are punishable by law in the United States since the 2008 amendment to the Lacey Act.

"DLH realized early on that their access to European and United States markets would be dependent on increased supply of legally verified and sustainably certified wood," points out Kristensen. "Little room will be left to companies operating on a 'business as usual' model. This is especially true in times of global downturn, when companies with foresight are likely to succeed." DLH is working closely with the Rainforest Alliance to promote legality verification across Borneo and around the world.



farming

Rainforest Alliance  
Certified™ Farms  
Are Models  
of Cooperation:

To produce high-quality crops, farmers rely on healthy soils, clean water, a happy, healthy and productive workforce and even the tiniest of allies—beneficial insects that help control pests naturally. Like these farms, our achievements are only possible through collaboration—with individuals, communities and companies that care as much about transforming agriculture as we do.



## Coffee, Tea and Conservation in India's Western Ghats



*For centuries, the inaccessibility and dense forests of India's Western Ghats provided food and shelter for tribal peoples and habitat for wildlife including Asian elephants, Bengal tigers and lion-tailed macaques.*



**b**ut the conversion of these verdant hillsides to coffee and tea plantations more than a century ago resulted in the fragmentation of one of India's most biodiversity-rich areas. Within the plantations' boundaries exist remnant natural ecosystems that act as refuges for many endangered and threatened species.

Conservation scientists and spouses T.R. Shankar Raman and Divya Mudappa have been working with a small team of researchers for more than 15 years to conserve biodiversity in the Western Ghats region. Because many of the tea

and coffee plantations border wildlife sanctuaries and national parks, Raman and Mudappa have found that it is essential to include plantations in their conservation efforts. "Crucial wide-ranging species impacted are animals like Asian elephants, leopards, gaur—the world's largest species of wild cattle—and birds like hornbills. Besides the 'corridor' role of remnant forest, grassland, and other natural habitats in plantations, these remnants are 'refuges' for a wide variety of endemic [found nowhere else in the world] and endangered plant and animal species," explains Raman.

In 2008, the couple conducted their first audits of tea plantations and coffee farms for the Sustainable Agriculture Network (SAN), and in 2009, their nonprofit group, the Nature Conservation Foundation, joined the SAN. During the past year, Raman and Mudappa have been promoting Rainforest Alliance certification in India and developing local indicators for the SAN standard. Farms that meet the standard qualify for the Rainforest Alliance Certified™ seal.



## A New Crop of Self-Sufficient Tea Farmers in Kenya

*The Rainforest Alliance first crossed paths with Peter Mbadi in 2006, when he was involved in a pilot project with Lipton and the Kenya Tea Development Agency (KTDA) to encourage smallholder tea growers to adopt more sustainable and profitable farming practices.*

Since then, Mbadi has continued to champion the Rainforest Alliance cause within the KTDA—an organization made up of 560,000 smallholders—and introduced the Sustainable Agriculture Network standard to thousands of farmers, laying the groundwork for them to earn the Rainforest Alliance Certified™ seal.

“The whole process of changing the hearts and minds of farmers in such a large and complex organization has been an enormous undertaking,” explains Marc Monsarrat, Rainforest

Alliance manager for East Africa and South Asia, “and Peter has been a wonderful driving force to make it happen.” Kenya produces around 320,000 tons of tea each year and is the world’s largest exporter. The KTDA alone produces 60 percent of the country’s tea.

Mbadi has also championed the introduction of farmer field schools, a training methodology that is helping KTDA farmers throughout the country to learn and adopt good agricultural practices. The farmers have been learning about the importance

of frequent plucking, re-planting tea bushes, handling agrochemicals safely and ways to protect the environment. For instance, by simply removing eucalyptus trees that line riverbanks, farmers have been able to return the flow of water to dry riverbeds. As Mbadi explains, “The farmers now feel empowered and are disseminating their knowledge to other farms. This is really exciting to them. And we are all excited to associate with the Rainforest Alliance, which promotes the economic and environmental improvement of our farmers and the country at large.”





## Ghanaian Cocoa Farmers to Benefit from Rainforest Alliance Certification

In the 15th century, Spanish explorers brought back to Europe a drink made from cocoa beans. With its steady rise in popularity, cocoa was eventually introduced to Africa, where today, most of the world's cocoa is produced. In Ghana, thousands of smallholders have been learning sustainable farming methods—to grow their cocoa in shade, provide decent working conditions for employees, monitor progress and make sound management decisions—thanks in large part to the efforts of Christian Mensah.

Since 2008 Mensah has been working with the Rainforest Alliance's Ghanaian partner group, Agro Eco-Louis Bolk Institute, where he has been charged with introducing the farmers to sustainable farming, preparing them to meet certification standards, training auditors and adapting the Sustainable Agriculture Network standard to local conditions. In addition, he's been helping the farmers earn a premium for their product. This has meant introducing the government, which purchases all of the country's cocoa, to Rainforest Alliance certification and demonstrating its inherent environmental, social and economic value.

As a result of Mensah's leadership, in just over two years a total of 1,000 farmers in Ghana have earned the Rainforest Alliance Certified™ seal, another 7,000 farmers are in training and an additional estimated 12,000 farmers are slated to join the program in 2011.











## Standing Out From the Herd

*Deforestation. Greenhouse gas emissions. Land degradation. Water pollution. Biodiversity loss. An estimated 26 percent of the Earth's terrestrial surface is devoted to the grazing of livestock, and the problems associated with it are well documented.*

Fortunately, with the 2010 launch of a standard for Rainforest Alliance Certified™ cattle farms, there is now a sustainable future in store for cattle ranches.

The new standard was developed in collaboration with the Tropical Agricultural Research and Higher Education Center (CATIE), a Costa Rica-based nonprofit research institution where scientists have determined that cattle farms can indeed be integral aspects of healthy

ecosystems, provided that farmers are engaged in practices such as planting shade trees and actively managing their pastureland and water resources.

“The experience of working with the Rainforest Alliance has been wonderful,” reflects Muhammad Ibrahim, leader of CATIE’s Cattle Production and Environmental Management program. “Together, we have researched practical ways to improve biodiversity and water quality, and mitigate climate change.” The standard also ensures that

cattle are well-treated and given access to pasture.

While no cattle ranches have yet earned the Rainforest Alliance Certified seal, a number of farmers have already begun working toward it. “It’s an honor to be linked to a standard that has the ability to change the way cattle production is managed,” Ibrahim notes. “Now, we need to prepare farmers and promote the standard so it is recognized by regional entities and authorities, the private sector and consumers.”

GLOBAL SUSTAINABLE TOURISM  
CRITERIA (GSTC)

RAINFOREST ALLIANCE AUDITOR  
*Keith Moore*

*Kelly Bricker*

FOREST PARTNERSHIP CO-FOUNDER  
*Ben Machin*

FOUR DIRECTIONS TOUR COMPANY  
*Alfonso Muralles*

CLIMATE, COMMUNITY AND  
BIODIVERSITY ALLIANCE (CCBA)  
*Joanna Durbin*

IXLÚ COMMUNITY SCHOOL TEACHER  
*Osmar Monzón*

TOURISM CONSULTANT  
*Ingrid Ayub*

HOTEL EL REY DEL CARIBE  
*Araceli Dominguez*

TROPICAL AGRICULTURAL RESEARCH AND  
HIGHER EDUCATION CENTER (CATIE)  
*Muhammad Ibrahim*

SALVANATURA  
*Guillermo Belloso*

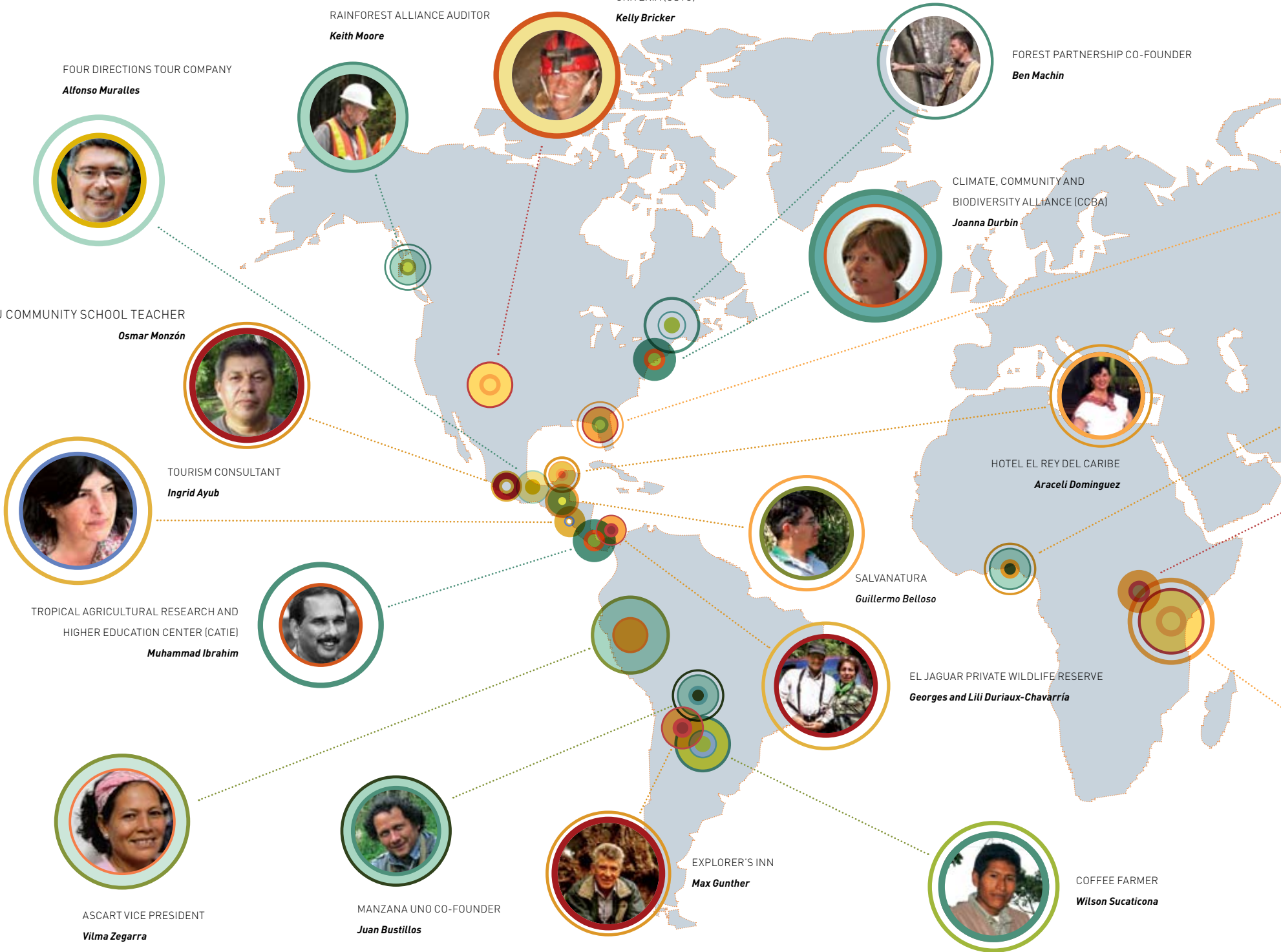
ASCART VICE PRESIDENT  
*Vilma Zegarra*

MANZANA UNO CO-FOUNDER  
*Juan Bustillos*

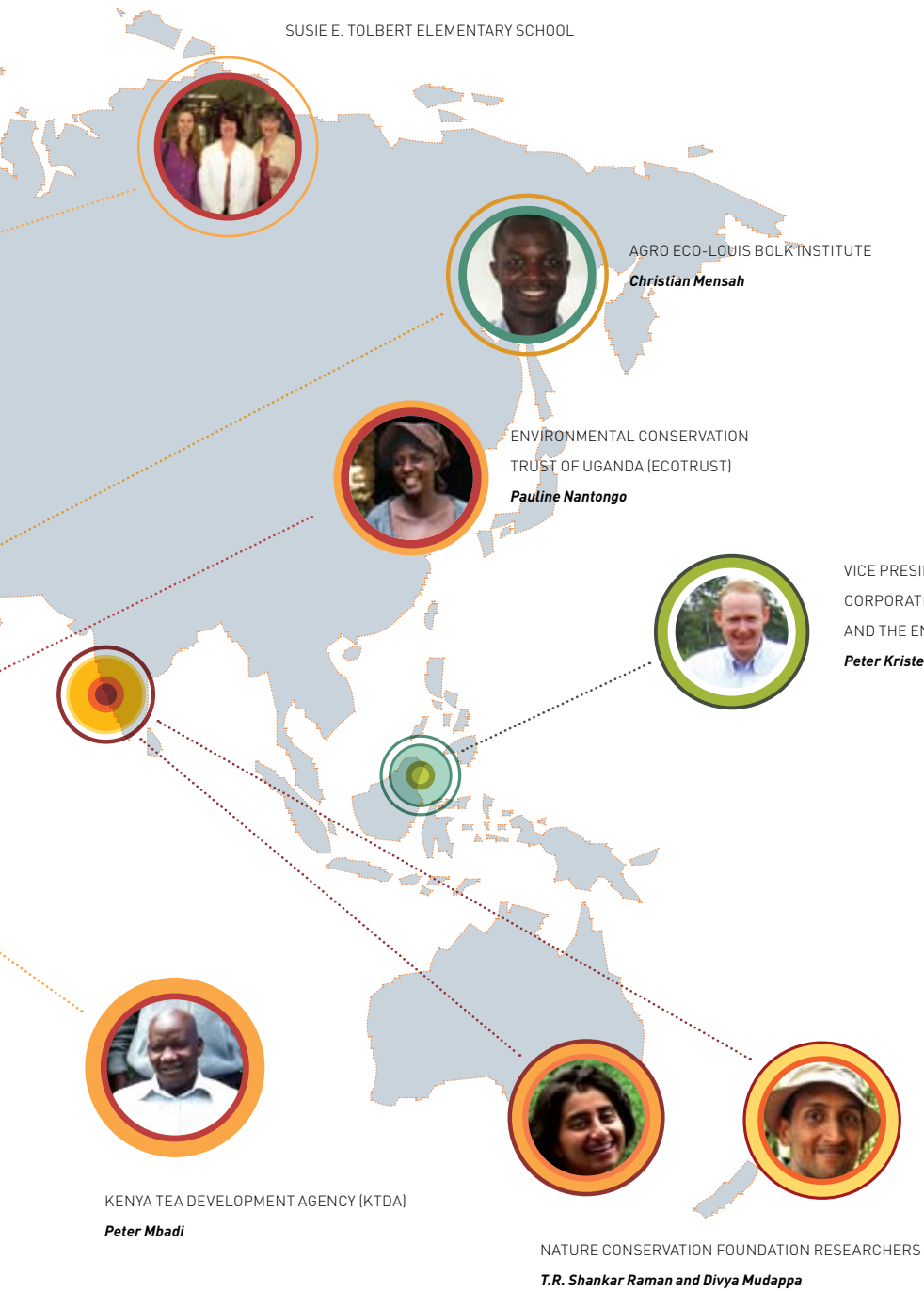
EXPLORER'S INN  
*Max Gunther*

EL JAGUAR PRIVATE WILDLIFE RESERVE  
*Georges and Lili Durliaux-Chavarria*

COFFEE FARMER  
*Wilson Sucaticona*







## The Rainforest Alliance's Global Reach

The Rainforest Alliance works in more than 70 countries, but not by ourselves. Our achievements are possible because of the partnerships we've forged with organizations and individuals in every corner of the Earth.

Whether they are part of an organization leading workshops, training farmers, harvesting trees, managing hotels, plucking tea or teaching school, our allies—and every one of us—have a unique contribution to make. And like the species and communities we strive to protect, the Rainforest Alliance can accomplish far more by working collaboratively than any single individual could ever hope to achieve on his or her own. We share this planet and its resources, and only by working together can we conserve them.



tourism

## Any Travel Destination's Most Essential Ally is its Local Community

—a healthy environment coupled with an economically thriving population. By ensuring that hotels and lodges respect local cultures, support local people and protect their surroundings, we are helping these businesses craft an economically and environmentally viable future. Travel destinations that are able to strike the balance between responsibility and profitability not only draw tourists, but keep them coming back.







## The ABCs of a Sustainable Hotel

For the eco-curious traveler, a stay at Hotel El Rey Del Caribe is part vacation, part education. Located in the heart of downtown Cancún, the 31-room bed and breakfast is known for its commitment to teaching guests and community members about sustainability. “Our hotel works like a school, so students and neighbors come once a week to learn about recycling and composting garbage, the benefits of native plants and other environmental subjects,” explains owner Araceli Dominguez.

Hotel El Rey Del Caribe earned the Rainforest Alliance Verified™ mark in recognition of its commitment to social, economic and environmental responsibility. When it was first evaluated, the hotel met the sustainability criteria with a score of 76 percent. “A year later, thanks to [the Rainforest Alliance’s] workshops and training, we earned a 97 percent,” explains Dominguez.

In addition to its impressive environmental education work, the hotel has also invested in a solar water heater, a system to capture rainwater, a solar-powered clothes dryer and a composting system—all to reduce its environmental footprint.



## An Eco-Discovery in the Amazon

*In 1972, Max Gunther was working as a veterinarian, assisting sheep and cattle farmers in the Peruvian Andes.*

**b**ut when a national land reform eradicated all large, private land holdings in Peru and converted most farms into worker-owned cooperatives, the demand for Gunther’s veterinary services was eliminated.

Forced to find another way to earn a living, Gunther and a few friends purchased 260 acres (105 hectares) along the Tambopata River, where they built the Explorer’s Inn, an Amazonian eco-lodge that caters to birdwatchers and wildlife

enthusiasts. While Gunther was not always aware of the extent of the natural riches surrounding his property, several visiting biologists quickly uncovered the area’s extraordinary biodiversity and encouraged the government to create a 13,590-acre (5,500-hectare) reserve around it. “Our lodge is situated within a pristine rainforest which has been untouched for 35 years [and safeguards] abundant wildlife, including several endangered species,” says Gunther. “We also hold world records [for an area of this size],

with 600 bird species and 1,232 species of butterflies.” While he hasn’t always identified himself as a conservationist, today Gunther is deeply committed to ensuring the continued protection of the astounding natural resources surrounding his property. He has already installed solar panels and begun recycling, is educating guests about wildlife and conservation, and participates in a number of Rainforest Alliance workshops on sustainable tourism best practices; he aims to earn Rainforest Alliance verification for his inn.



## Sustainable Tourism Leader Sets a New Standard

In the past 25 years, Kelly Bricker has guided river trips, conducted natural resource management research, taught, led tour groups, owned an ecotourism company and served as board chair for the International Ecotourism Society. All of her experience has led her to this conclusion: "Tourism emphasizes the power we have to influence positive change—to prevent social ills, boost conservation efforts and improve quality of life for individuals and communities that might not have other options."

This conviction propels her work as board president for the partnership for Global Sustainable Tourism Criteria (GSTC), the coalition behind the set of voluntary standards that any responsible tourism business should aspire to reach. Ultimately, these criteria aim to create what Bricker calls "a universal understanding" of sustainable tourism and, by ensuring that the industry is speaking with a united voice, increase the demand for sustainable tourism around the world.

"The Rainforest Alliance has been a key player in this whole process," Bricker says. "They've provided the technical expertise with regard to standard setting, the experience with certification programs in the Americas and a real understanding of the challenges inherent in developing certification programs."



## Inspiring a Change of Attitude

*When the Rainforest Alliance's sustainable tourism team is confronted with a particularly demanding assessment in Costa Rica, one of their first calls is to Ingrid Ayub.*



**f**or five years, the consulting biologist and ornithologist has conducted verifications of tourism businesses and hosted seminars and workshops on sustainable tourism best practices for hoteliers, tour companies and their staff.

According to Ayub, the most challenging part of her job is getting people to adopt new habits. It can be difficult to

prepare businesses to begin keeping precise records, for example. But record-keeping is key to helping businesses take stock of their approach and understand how to implement improvements. "Even with limited economic resources, you can achieve a breakthrough with just a change of attitude," Ayub observes.

To illustrate her point, Ayub describes her visits to two tourism

businesses in Talamanca, Costa Rica, working toward Rainforest Alliance verification. "They worked extremely hard for four straight months," she explains, "implementing low-cost but critical improvements." Ayub visited each business five times to help them develop sustainability policies, work plans, record-keeping forms, emergency response plans and more. Concludes Ayub: "To see the change was inspiring."





## Fighting Poverty while Conserving Resources

By creating jobs in rural areas; providing an alternative to illegal logging, poaching and slash-and-burn agriculture; and teaching travelers to be conscious of their environmental footprint, Alfonso Muralles believes that sustainable tourism can help local economies and protect ecosystems.

That's why he is ensuring that Four Directions—his family-run, Rainforest Alliance Verified™ tour company based in Guatemala—supports the destinations along its tour routes through Mesoamerica.

“We believe that by hiring local guides and [showing a preference for] community services, we are helping to reduce poverty and ultimately having a positive impact on people, wildlife and the environment,” reflects Muralles. “The Rainforest Alliance taught us that becoming more sustainable involves more than just community jobs—we must control our environmental impact and develop an efficient business management plan.”







climate

## Ensuring Forest Conservation:

A thriving forest ecosystem offers far more than the eye can see. Healthy forests protect water sources, prevent erosion and absorb the greenhouse gases that lead to climate change. Our climate program is helping to ensure forest conservation by giving communities the financial incentive to plant new trees in areas where deforestation has already occurred and by helping them adapt to the impacts of climate change.





## Climate-Friendly Farming is the Next Step on Sustainability Path

*Asked to describe his work for the El Salvador–based nonprofit SalvaNATURA, Guillermo Belloso says he aims to “make the path toward sustainability easier for farmers.”*

**f**or the past 11 years, technical assistance coordinator Belloso has been helping producers meet the social, environmental and economic standards of the Sustainable Agriculture Network (SAN), connecting farmers with buyers of Rainforest Alliance Certified™ agricultural goods and working to find financing for growers committed to sustainability.

Most recently, Belloso and colleagues at SalvaNATURA, a Rainforest Alliance partner in the SAN, have

been working to develop the SAN’s new climate module, a voluntary add-on to the existing SAN standard that helps farmers demonstrate the actions they are taking to mitigate climate change and adapt to its impacts. According to Belloso, many producers in El Salvador have experienced the consequences of a changing climate on their own farms and have become allies in the project.

Caribou Coffee supported SalvaNATURA and the Rainforest Alliance in a five-month initiative to guide the development of the new climate module and gauge

the challenges of implementing climate-friendly practices. Pilot verifications of the climate module and capacity building on coffee farms helped farmers to develop a deeper understanding of their role in curbing climate change. “Farmers are now eager to begin to implement [climate-friendly] practices and teach others to follow them,” says Belloso.



## Planting Trees to Produce Both Global and Local Benefit

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*In southwestern Uganda, farmers are planting native trees, sequestering carbon dioxide and providing habitat for wildlife.*

**f**armers in southwestern Uganda's rural Bushenyi District are transforming their local landscape through an innovative tree-planting project. According to the Environmental Conservation Trust of Uganda (ECOTRUST), which created and manages the Trees for Global Benefit project, since its launch in 2003 the initiative has involved 2,000 households in planting over 1.5 million native trees in critical conservation areas.

After visiting a number of farms that participate in the project, meeting with local farmers, community members and funders, and closely reviewing project

plans, in 2009 the Rainforest Alliance's SmartWood program validated and verified 637 acres (258 hectares) of the project to Plan Vivo Standards. "It's important to have a project verified because we want to ensure that it meets international standards based on the opinion of a third-party professional verifier," explains Pauline Nantongo, executive director of ECOTRUST. "We wanted to work with the Rainforest Alliance because we have common values and definitions of sustainable development."

In addition to providing food and habitat for wildlife, the trees planted as part of the project offer a range of

benefits for the local community: enriching the soil and preventing erosion, generating medicinal extracts, sequestering carbon dioxide, providing supplemental income through the sale of carbon credits and, eventually, generating timber and fuel wood. "It takes a bit of time to develop trust with the communities because the carbon-trading concept can be difficult to understand," explains Nantongo. "But after we have paid the first participants, we're usually overwhelmed by the response from people who wish to join."





Joanna Durbin is passionate about building mutually beneficial relationships between people and nature, which is why she's a great fit for the director's post at the Climate, Community and Biodiversity Alliance (CCBA).

## Enhancing Efforts to Reduce Climate Change

**t**he CCBA is a partnership of five nonprofits—including the Rainforest Alliance—that collaborates with research institutions, corporations and the public to develop and manage voluntary standards to ensure that land-use-based carbon projects benefit local communities and wildlife as well as reduce emissions. The standards also aim to promote excellence and innovation in project design and mitigate risk for investors.

“We set standards to ensure that projects really deliver positive results for climate, community and biodiversity,” explains Durbin. “We rely on experienced auditors to determine who gets validated, and

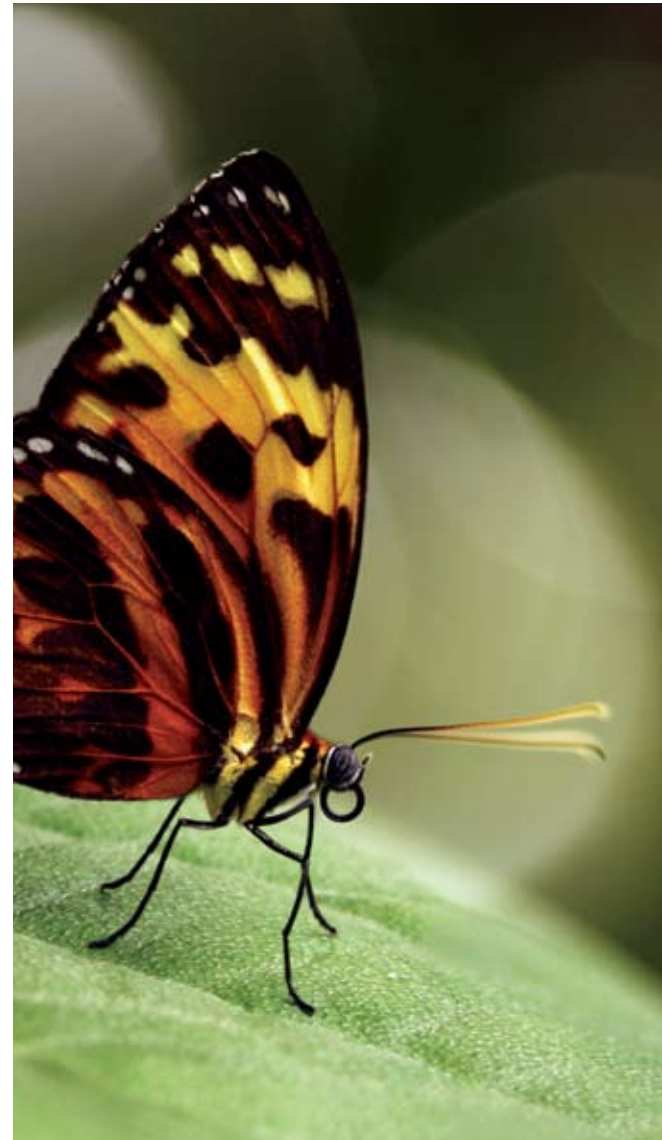
we provide them with guidance and support on how the standard should be interpreted, without getting involved in audit decisions.” Since 2007, Rainforest Alliance auditors have been validating and verifying forest carbon projects all over the world to the Climate, Community and Biodiversity Standard.

In collaboration with the humanitarian organization CARE International, the CCBA is also helping develop social and environmental standards for government programs to reduce carbon emissions from deforestation and degradation, and conserve forests.

## education

# The Long-term Success of Our Work Depends on Public Support.

Though much of our focus is on farm and forest conservation, our work relies on the public's encouragement and support. Which is why we are creating alliances with consumers, colleagues, businesses, journalists, teachers and students around the world. With their help, we will continue to build awareness of our efforts, promote the Rainforest Alliance Certified™ seal and create a more just and sustainable economy.







## Inspiring the Next Generation

Jaguars, scarlet macaws, howler monkeys and leafcutter ants thrive amidst the dense foliage of the Maya Forest, a biologically-rich ecosystem that extends from Guatemala, through Belize, into Mexico. So perhaps it's no surprise that Osmar Monzón, a fourth-grade teacher at the Ixlú Community School—located within Guatemala's precious piece of the Maya Forest, in a region known as the Petén—has developed such a keen interest in protecting his surroundings. "Living and working among the incredible biodiversity we have here, it is difficult not to become interested in conservation," he says.

To ensure that teachers like Monzón have the skills and resources they need to bring environmental education into their classrooms, the Rainforest Alliance provides curricula, hosts workshops in the Petén and the US, and offers follow-ups to ensure that teachers effectively integrate our lessons into their classes. "The workshops have increased my knowledge of the region's geography and provided me with new, effective ways to engage children in [conservation] issues," Monzón explains.

His love of the environment is proving to be contagious. "I see some kids telling others to clean up waste when they have littered; a few years ago, this would never have happened," he says.



## Educating the Next Generation of Sustainability Stewards

*Since participating in Rainforest Alliance workshops and incorporating our conservation curricula into their classes, the teachers at the Susie E. Tolbert Elementary School in Jacksonville, Florida, are seeing their students embrace their lessons and even go beyond them.*



The students have started a recycling-ambassador program to encourage responsible waste management throughout their school, initiated fundraising activities to benefit a local manatee conservation program, raised \$1,995 to support the Rainforest Alliance's Adopt-A-Rainforest program and promoted and participated in the cleanup of a local waterway, the St. Johns River.

"We try to encourage other people to do things to save the rainforests, and we remind them not to litter and to recycle," explains fifth-grader Maanasi Garg, a recycling ambassador and participant in the river-cleanup project. "I really like how it feels to help to conserve rainforests and animals."

The students have impressive plans to continue spreading conservation awareness. "Some of us are working on a brochure about recycling to hand out to

[students and the community], and we're designing posters to hang around the school," says Walker Miller, a fifth-grade student, who is a recycling ambassador and co-founder of the school's "Adopt-a-Manatee" campaign. The school is also building raised garden beds so that students can grow their own produce, and they will soon begin composting to minimize waste and provide organic fertilizer for the garden.

The giant oak and fern trees on Georges and Lili Duriaux-Chavarría's 260-acre (120-hectare) property in northern Jinotega, Nicaragua, date back to Jurassic times.



## Travelers & Bird-Watchers Help Protect a Pristine Parcel of Nicaraguan Cloudforest

The trees shelter rare and declining bird species such as the three-wattled bellbird and the golden-winged warbler, a migratory songbird that spends Northern winter months in Central and South America. The couple bought the land from Lili Chavarría's brother 18 years ago with the intention of protecting its rich biodiversity. Today, the El Jaguar Private Wildlife Reserve and Organic Farm produces coffee, hosts ecotourists and serves as an international center for wildlife research.

"We realized that in order to conserve our land, we needed to earn income from it," explains Duriaux. "I had experience with organic coffee production, so we decided to start an organic farm at El Jaguar. My wife is fascinated by ornithology and has always been a nature lover. So everything fell into place—we grew coffee and were lucky to have a lot of birds on the reserve." The farm, which is designated an Important Bird Area by BirdLife International, provides habitat for 284 bird species, including seven endangered species, three endemic species and 17 species with reduced populations.

Travelers planning a trip to Latin America or the Caribbean can find El Jaguar on the Rainforest Alliance's SustainableTrip.org website, an online search tool that was launched in July. The database includes hotels, lodges, B&Bs, resorts and tour operators that have been certified by a third-party sustainable tourism certification program, verified by the Rainforest Alliance or recommended as being sustainable by a reputable organization.







## A Conservation Success Story

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*In April 2010, the Rainforest Alliance's Eco-Index featured a story about Wilson Sucaticona, a 34-year-old Peruvian coffee farmer who produces some of the country's best beans.*

**S**ucaticona's seven-acre (three-hectare) Tunkimayo farm won second place in the December 2009 Rainforest Alliance

Cupping for Quality event, edging out coffees from Brazil, Indonesia and East Africa. In 2010, Sucaticona's coffee was selected over 300 others to win the "Best of Origin" for Peru at the Specialty Coffee Association of America's 2010 Roasters Guild Coffees of the Year competition.

In his Eco-Index interview, Sucaticona acknowledges that good soil and adequate rainfall are essential to the production of great-tasting coffee, but he credits

Rainforest Alliance certification, which he earned in 2006, with giving him the tools that have helped to perk up the flavor of his coffee beans. "I learned how to improve the quality of the coffee plants and how to better dry the beans, which is crucial because drying affects quality," explains the Peruvian farmer. "Everything is important, from planting, to harvesting, to drying...if something isn't right, it harms the coffee." Not only has Rainforest Alliance certification helped Sucaticona grow better beans, it's also helping him to take better care of his land. "We used to cut down trees and hunt

animals," he reflects. "But now we have learned how to take care of the forests, stop logging and protect the wildlife and the water."

The Eco-Index is an online, bilingual resource designed to provide the conservation community with an easy way to share project data, reports, lessons learned and inspirational success stories like Sucaticona's. To learn more about conservation initiatives in Peru and throughout the Americas, visit [www.eco-index.org](http://www.eco-index.org).



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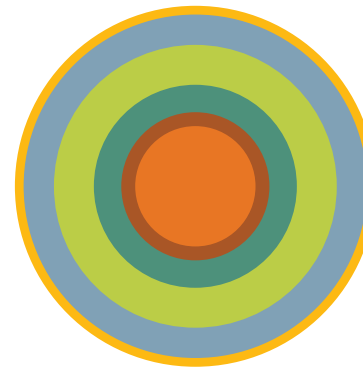


# Financial Summary

As of June 30, 2010 (with comparative totals for fiscal year 2009)

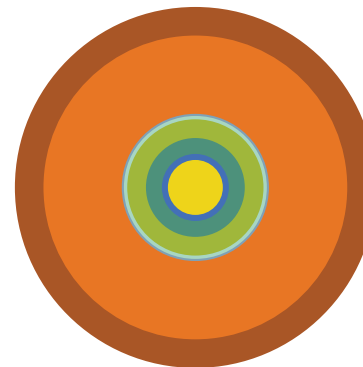
	2010	2009
<b>Revenue and Support</b>		
Foundation	7,009,877	6,606,686
Government	10,409,729	8,658,142
Contributions/Membership	3,552,625	3,767,281
Special Events	1,231,132	1,254,767
Fee-for-Service	11,545,988	12,023,803
Other	1,876,939	1,293,712
	<b>35,626,290</b>	<b>33,604,391</b>
<b>Expenses</b>		
Forestry	15,472,145	14,732,741
Agriculture	10,934,505	7,279,610
Tourism	2,420,959	1,834,186
Education/Communication	2,148,427	2,263,688
Special Projects	1,108,467	2,869,324
Climate	475,819	-
Total Program	32,560,322	28,979,551
Fundraising	2,356,992	1,525,915
Management/General	302,330	275,191
	<b>35,219,644</b>	<b>30,780,657</b>
<b>Change in Net Assets</b>	<b>406,646</b>	<b>2,823,734</b>
<b>Total Net Assets</b>	<b>4,917,064</b>	<b>4,510,417</b>

## REVENUE



- Fee-for-Service (32.4%)
- Government (29.2%)
- Foundation (19.7%)
- Contributions/Membership (10%)
- Other (5.3%)
- Special Events (3.5%)

## EXPENSES



- Forestry (43.9%)
- Agriculture (31%)
- Tourism (6.9%)
- Fundraising (6.7%)
- Education / Communication (6.1%)
- Special Projects (3.1%)
- Climate (1.4%)
- Management / General (0.9%)



# Acknowledgements

## Photography:

Cover: Charlie Watson

Inside Front Cover: Stock/Madagascar Day Gecko

pg 2: Kalyan Varma

pg 3: Left to Right–  
Refugio Amazonas, Charlie Watson,  
Meghan Sullivan

pg 5: Left to Right–  
FSC Pine, Stock/Maple Leaves

pg 6: Stock/Moose

pg 7: Kalyan Varma

pg 8: Charlie Watson

pg 10: Each by Caroline Irby

pg 11: Stock/Coffee Beans

pg 12: Stock/Cow

pg 15: Stock/Foliage

pg 16: Stock/Street, Mexico

pg 17: Beto Santillan

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pg 22: Stock/Malachite Kingfisher

pg 24: Left to Right–  
Charlie Watson, Radim Schreiber

pg 25: Susie E. Tolbert Elementary School

pg 27: Left to Right–  
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pg 28: Left to Right–  
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