



Point of Sale Materials

Marketing communications toolkit for
Partner Companies



Dear partner,

We are happy to share with you our marketing and communications toolkit for point of sale.

People are increasingly seeking “green” goods and services that do not compromise the health of our planet or the lives of people producing them. One of the most effective ways to show consumers that you are a responsible company working towards sustainability is to feature the Rainforest Alliance Certified.

Therefore we created this toolkit dedicated to point of sale communication to attract consumer attention and promote your Rainforest Alliance Certified products. The materials are ready-to-use or can be customized, and are available in multiple languages.

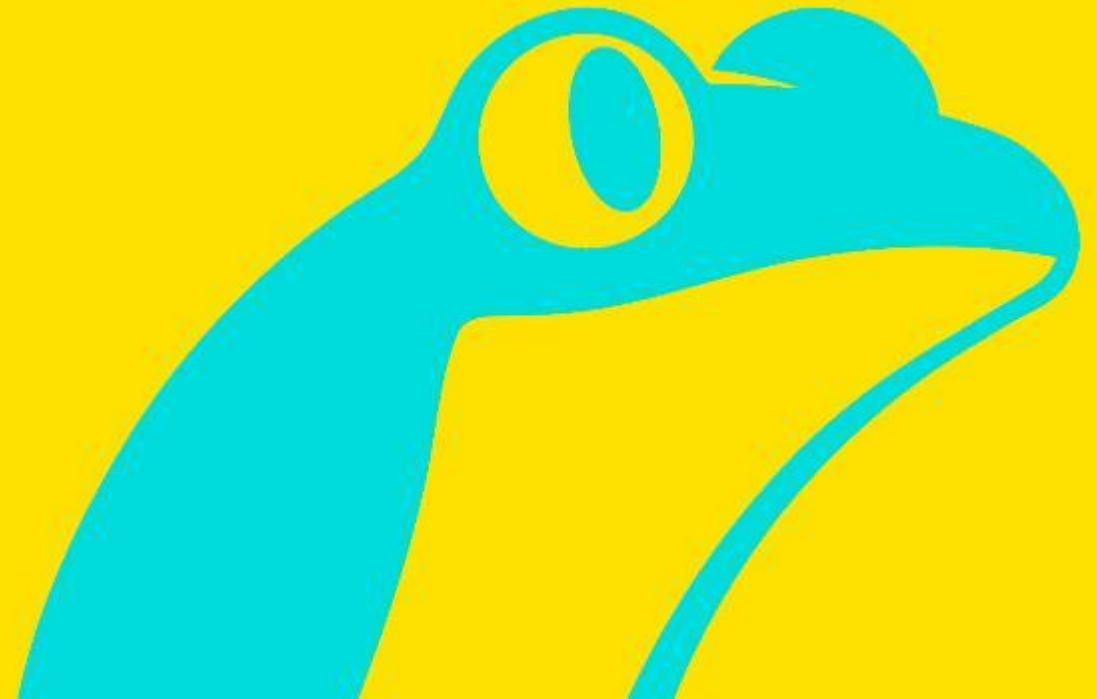
Make your certified products stand out, grow your brand awareness and make it stronger by using our promotional materials. We look forward to advancing sustainable practices on the ground and in the market with each of you!

Rainforest Alliance Marketing & Business Engagement team



Content

- **Overview of point of sale materials**
- **Creative assets in detail**
 - Declaration of certification for out-of-home
 - Farmer testimonials
 - Shelf wobblers
 - Table tent
 - Door sticker
 - Leaflets
 - Posters and digital graphics
- **Approval process**



Overview of Point of Sale Materials

Customizable and Ready-to-use Assets Available in English, German, and French

- Declaration of certification for out-of-home
- Farmer testimonials
- Shelf wobblers
- Table tent
- Posters and digital graphics
- Door sticker
- Leaflets

Note: Our toolkit can be used **without additional approval** from the Rainforest Alliance provided there are **no changes**. In case of any customization, e.g. by adding your brand name or logo – please remember to submit your communication for approval via the **Marketplace 2.0 portal**.



Overview of Materials - English



The [your brand] tea you are drinking here is Rainforest Alliance Certified?

Certified farmers use more sustainable farming methods that protect forests and biodiversity, improve livelihoods, promote human rights, and help them adapt to the climate crisis.

The Rainforest Alliance brings together farmers and forest communities, companies, governments, civil society, and millions of individuals. Together they work to solve some of the most urgent social and environmental issues of our time.

Thanks for drinking your Rainforest Alliance Certified tea here and contributing to a world where people and nature thrive together.

RAINFOREST ALLIANCE
Santiago Gowland
CEO Rainforest Alliance

YOUR LOGO HERE
[NAME]
[FUNCTION - ORGANIZATION]

PEOPLE & NATURE THRIVING TOGETHER

RAINFOREST-ALLIANCE.ORG | f | e | t

RAINFOREST ALLIANCE CERTIFIED COCOA MEANS...

- FORESTS AND BIODIVERSITY** ...promoting more sustainable land management practices to protect forests, biodiversity, and natural resources.
- CLIMATE** ...training farmers to grow better crops using climate-smart agriculture, which help them mitigate and adapt to climate impacts.
- RURAL LIVELIHOODS** ...contributing to lifting rural people out of poverty by improving sustainable livelihood opportunities for farmers, workers, and their families.
- HUMAN RIGHTS** ...addressing human rights abuses like child and forced labor, low wages, poor working conditions, and gender inequality.

PEOPLE & NATURE THRIVING TOGETHER

THE IMPACT OF RAINFOREST ALLIANCE CERTIFICATION



RAINFOREST ALLIANCE

"In the Rainforest Alliance training, they told us to plant trees. I have started bit by bit and am planting trees progressively. They also taught us about farming in terraces to reduce soil erosion, and that grass strengthens the terraces, too. Before I used to dump rubbish everywhere, but we were taught to compost and keep it all in one place, and to keep organic and non-organic waste separate. So I'll keep on working harder and taking care of the tea bushes."

Sikobihora Marie Françoise
Tea farmer
Rwanda

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PEOPLE AND NATURE THRIVING TOGETHER

RAINFOREST ALLIANCE CERTIFIED COFFEE

JOIN THE MOVEMENT FOR POSITIVE CHANGE

PEOPLE & NATURE THRIVING TOGETHER

WE SERVE RAINFOREST ALLIANCE CERTIFIED TEA HERE

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SMALL CHOICES BIG IMPACT

PEOPLE & NATURE THRIVING TOGETHER

Overview of Materials - German

WUSSTEST DU SCHON...

... dass der [Ihre Marke] Kaffee, den Du gerade trinkst, Rainforest Alliance-zertifiziert ist?

Zertifizierte FarmerInnen nutzen nachhaltigere Anbaumethoden. Damit tragen Sie zum Schutz der Wälder und der Biodiversität bei und sorgen für bessere Lebensbedingungen, den Schutz der Menschenrechte und sind besser für den Klimawandel gerüstet.

Die Rainforest Alliance bringt land- und forstwirtschaftliche ErzeugerInnen, Unternehmen, Regierungen, die Zivilgesellschaft und Millionen VerbraucherInnen zusammen. Gemeinsam erarbeiten sie Lösungen für einige der dringendsten sozialen und ökologischen Probleme unserer Zeit.

Vielen Dank, dass Du Deinen Rainforest Alliance-zertifizierten Kaffee hier trinkst und zu einer Welt beiträgst, in der Mensch und Natur nur gemeinsam wachsen.

RAINFOREST ALLIANCE
Santiago Gowland
CEO Rainforest Alliance

IHR LOGO HIER
[NAME]
[FUNKTION - UNTERNEHMEN]

MENSCH & NATUR WACHSEN NUR GEMEINSAM.

RAINFOREST-ALLIANCE.ORG | f @ v

RAINFOREST ALLIANCE-ZERTIFIZIERTER KAKAO BEDEUTET...

- WÄLDER UND ARTENVIELFALT**
... nachhaltigere Praktiken fördern, um die natürlichen Ressourcen zu schonen.
- KLIMA**
... FarmerInnen in klimabewusster Landwirtschaft schulen, um sich an den Klimawandel anzupassen und ihn zu bremsen.
- EXISTENZGRÜNDLAGEN**
... einen Beitrag zu leisten, die Landbevölkerung aus der Armut zu befreien, durch Verbesserung der Einkommen von FarmerInnen.
- MENSCHENRECHTE**
... Menschenrechtsverletzungen bekämpfen, wie z.B. Kinder- und Zwangsarbeit, niedrige Löhne und mehr.

MENSCH & NATUR WACHSEN NUR GEMEINSAM.

DIE AUSWIRKUNGEN DER RAINFOREST ALLIANCE-ZERTIFIZIERUNG



MENSCH & NATUR WACHSEN NUR GEMEINSAM.

"Im Schulungsprogramm der Rainforest Alliance hieß es, wir sollen Bäume anpflanzen. Also habe ich Stück für Stück damit angefangen und forste nun regelmäßig auf. Ebenso wurde uns beigebracht, in Terrassen anzubauen, um damit die Bodenerosion zu verringern. Und wir haben gelernt, dass wir mit Grasstreifen diese Terrassen stabilisieren können. Früher habe ich Abfälle überall entsorgt. Aber wir haben gelernt, diese an einem Ort zu kompostieren und organischen von nicht organischem Abfall zu trennen. Ich werde mich noch mehr anstrengen und mich um die Teebüsche kümmern."

RAINFOREST ALLIANCE

Sikobihora Marie
Françoise
Teefarmerin
Ruanda

MENSCH & NATUR WACHSEN NUR GEMEINSAM.

RAINFOREST ALLIANCE-ZERTIFIZIERTER KAFFEE

WERDE TEIL DER BEWEGUNG FÜR POSITIVEN WANDEL

MENSCH & NATUR WACHSEN NUR GEMEINSAM.

HIER SERVIEREN WIR RAINFOREST ALLIANCE-ZERTIFIZIERTEN KAFFEE.

MENSCH & NATUR WACHSEN NUR GEMEINSAM.

KLEINE ENTSCHEIDUNGEN GROBE WIRKUNG

MENSCH & NATUR WACHSEN NUR GEMEINSAM.

Overview of Materials - French

SAVIEZ-VOUS QUE...

... le café [your brand] que vous êtes en train de boire est certifié Rainforest Alliance ?

Les producteurs certifiés utilisent des méthodes agricoles plus durables qui protègent les forêts et la biodiversité, améliorent les moyens d'existence, promeuvent les droits humains et les aident à s'adapter à la crise climatique.

Rainforest Alliance regroupe des producteurs et des communautés forestières, des entreprises, des gouvernements, la société civile et des millions de personnes. Ils unissent leurs efforts pour résoudre certains des problèmes sociaux et environnementaux les plus urgents de notre époque.

Merci de consommer votre café certifié Rainforest Alliance ici et de contribuer à un monde où l'humain et la nature s'épanouissent ensemble.



Santiago Gowland
CEO Rainforest Alliance

VOTRE LOGO ICI

[NAME]
[FUNCTION - ORGANIZATION]

POUR L'ÉPANOUISSEMENT DE L'HUMAIN ET DE LA NATURE

RAINFOREST-ALLIANCE.ORG | f @ v

"Lors de la formation Rainforest Alliance, on nous a dit de planter des arbres. J'ai commencé pas à pas et je progresse. Ils nous ont également appris à cultiver en terrasses afin de réduire l'érosion du sol, et que l'herbe pouvait renforcer les terrasses. Par le passé, j'avais l'habitude de simplement jeter mes déchets un peu partout. Ils nous ont appris à les composter dans un endroit fixe et à séparer les déchets organiques et non organiques. Je vais continuer à faire des efforts et à bien prendre soin de mes théiers."

Sikobihora Marie Françoise
Cultivatrice de thé
Rwanda

RAINFOREST ALLIANCE

POUR L'ÉPANOUISSEMENT DE L'HUMAIN ET DE LA NATURE

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POUR L'ÉPANOUISSEMENT DE L'HUMAIN ET DE LA NATURE

CAFÉ CERTIFIÉ RAINFOREST ALLIANCE

RAINFOREST ALLIANCE

REJOIGNEZ LE MOUVEMENT POUR UN CHANGEMENT POSITIF

POUR L'ÉPANOUISSEMENT DE L'HUMAIN ET DE LA NATURE

RAINFOREST-ALLIANCE.ORG | f @ v

CACAO CERTIFIÉ RAINFOREST ALLIANCE SIGNIFIE...

- FORÊTS ET BIODIVERSITÉ** ... promouvoir des pratiques de gestion des terres plus durables pour protéger les forêts, la biodiversité et les ressources naturelles.
- CLIMAT** ... former les producteurs à obtenir de meilleures récoltes par une agriculture intelligente face au climat, pour atténuer les impacts climatiques et s'y adapter.
- MOYENS D'EXISTENCE** ... contribuer à sortir les populations rurales de la pauvreté par l'accès à des conditions de vie durable pour les producteurs et leurs familles.
- DROITS HUMAINS** ... lutter contre les violations des droits humains telles que le travail des enfants et le travail forcé, les bas salaires, l'inégalité des genres.

POUR L'ÉPANOUISSEMENT DE L'HUMAIN ET DE LA NATURE

PETITS CHANGEMENTS GRAND IMPACT

POUR L'ÉPANOUISSEMENT DE L'HUMAIN ET DE LA NATURE

Creative Assets in Detail



Declaration of Certification for Out-of-Home

Offer your OOH customers a tool to show their sustainability commitment to their consumers by serving your brand's Rainforest Alliance Certified coffee and/or tea.

This declaration, signed by the Rainforest Alliance and you, can be shown in OOH outlets, included in a menu or as part of a table tent.

Available for coffee and tea, in English, German, and French.

[DOWNLOAD
HERE](#)



The [your brand] [crop] you are drinking here is Rainforest Alliance Certified?

Certified farmers use more sustainable farming methods that protect forests and biodiversity, improve livelihoods, promote human rights, and help them adapt to the climate crisis.

The Rainforest Alliance brings together farmers and forest communities, companies, governments, civil society, and millions of individuals. Together they work to solve some of the most urgent social and environmental issues of our time.

Thanks for drinking your Rainforest Alliance Certified [crop] here and contributing to a world where people and nature thrive together.



Santiago Gowland
CEO Rainforest Alliance



[NAME]
[FUNCTION - ORGANIZATION]

PEOPLE & NATURE THRIVING TOGETHER

Farmer Testimonials

Visuals with quotes from Rainforest Alliance Certified farmers about the impact of certification on their lives and the way they do business.

Use these to help connect your consumers with the people who have grown your product.

The visuals can be used on social media, website or in (CSR) reports.

Available for coffee, cocoa, and tea, in English, German, and French.

[DOWNLOAD
HERE](#)



PEOPLE & NATURE THRIVING TOGETHER

RAINFOREST-ALLIANCE.ORG | F | B | T



"On my Rainforest Alliance Certified plot, we don't cut down trees or plants. We plant trees to protect my cacao plants, the landscape, and the environment."

Adrien Koffi Kouadio
Cocoa farmer
Côte d'Ivoire

RAINFOREST
ALLIANCE



PEOPLE & NATURE THRIVING TOGETHER

RAINFOREST-ALLIANCE.ORG | F | B | T



"The Rainforest Alliance Farmer Training app was accessible to me as a woman. It really helps us, and it also may help our daughters and future generations. We now have a better quality coffee. And through quality coffee, we have quality of life."

Leticia Monzón
Coffee farmer
Guatemala

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Shelf Wobbler

Shelf wobbler - talker (9 x 9cm) to promote your Rainforest Alliance Certified products directly on the shelf.

Available in three colors (fuchsia, lemon and lime), in English and German.

Including print files and template with trim lines.



Table Tent

Table tent customizable with your brand logo to promote your collaboration with the Rainforest Alliance in any out-of-home outlet, or at an event.

Easy to print (A4) and fold, and available in English, German, and French.



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Door Sticker

Template for door sticker or poster for use in cafes, restaurants, offices, coffee corners, or other outlets. Available in multiple colors in English and German, and varieties for coffee and tea.

Use your door to immediately show your sustainability commitments!



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Leaflet “This is Why You Should Look for Our Frog”

Front and back

Leaflet explaining what the Rainforest Alliance certification seal stands for and how consumers contribute to a world where people and nature thrive together by buying your product with the frog seal.

Available as downloadable and print file in English, German, and French.

Easy to print in A4 and fold to A5. Printer setting: A4 double-sided, landscape format, flip page on short side

[DOWNLOAD
HERE](#)



Inside

Leaflets: Coffee, Cocoa, Tea, Bananas

Leaflets explaining how the Rainforest Alliance is working in specific sectors and how consumers contribute to making a positive change by looking for the frog seal.

Whether on the shelf, as a poster or in your menu – make your products stand out in any situation.

Available as downloadable and print file in English, German, and French.

Easy to print in A4 and fold to A5. Printer setting: A4 double-sided, landscape format, flip page on short side

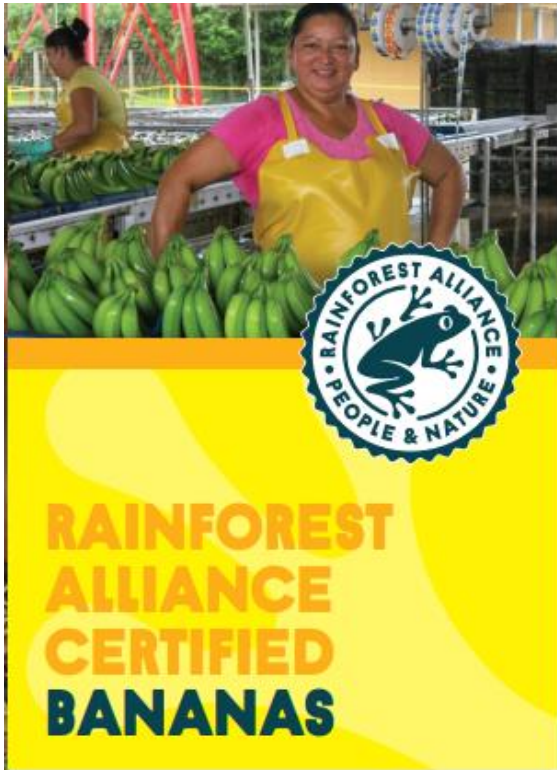
[DOWNLOAD
HERE](#)

Front and back



Inside

Leaflets: Coffee, Cocoa, Tea, Bananas



[Download:
Leaflet Bananas](#)



[Download:
Leaflet Coffee](#)



[Download:
Leaflet Cocoa](#)



[Download:
Leaflet Tea](#)

Poster / Digital Graphic

Simplified informative poster or graphic explaining the impact of Rainforest Alliance certification on people, planet and profit.

Use this visual in your digital communications or educate your customers and employees at point-of-sale, at events, or in the office.

Available in English, German, and French.

[DOWNLOAD
HERE](#)

THE IMPACT OF RAINFOREST ALLIANCE CERTIFICATION



Poster / Digital Graphic

Poster or graphic to highlight your partnership with the Rainforest Alliance and encourage your customers to look out for the frog seal.

Use this visual in your digital communications or educate your customers and employees at point-of-sale, at events, or in the office.

Suitable for online use or print out to size A0.
Available in English, German, and French.

[DOWNLOAD
HERE](#)



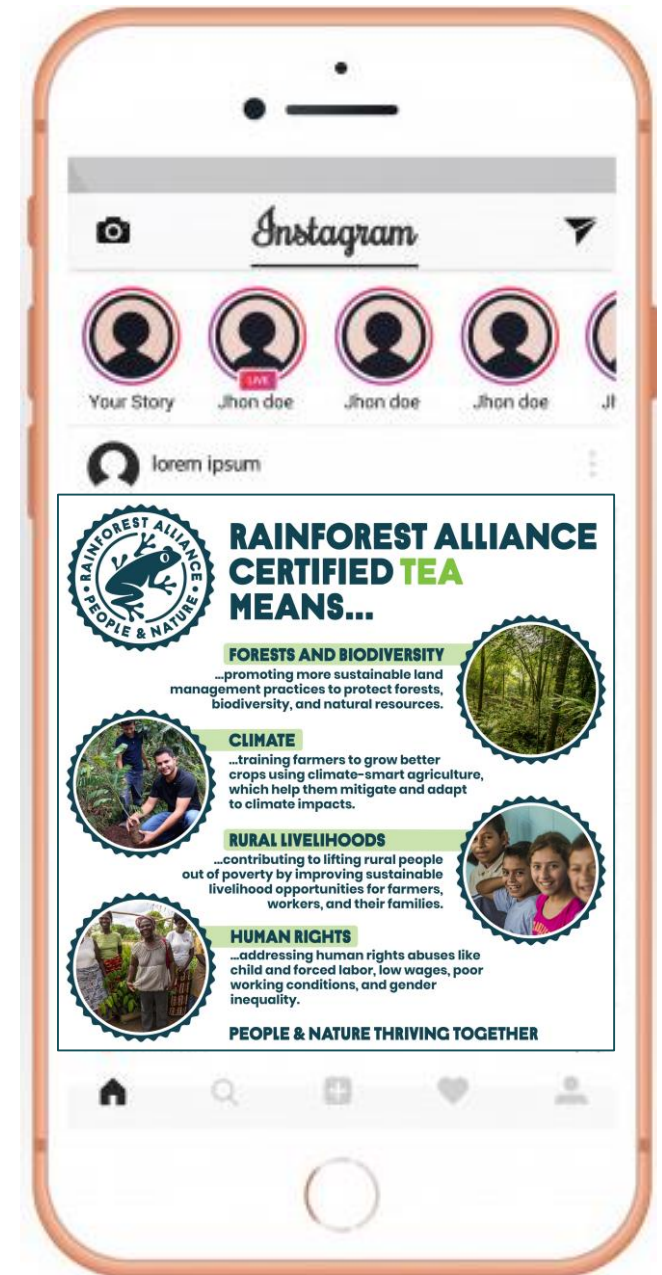
Poster / Digital Graphic

Visuals explaining how Rainforest Alliance certification helps to protect forests, improve rural livelihoods, fight climate change, and addresses human rights.

Use this visual in your digital communications or educate your customers and employees at point-of-sale, at events, or in the office.

Available for coffee, cocoa, tea, and bananas in English, German, and French.

[DOWNLOAD
HERE](#)



Approval Process

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Our point of sale toolkit can be used **without additional approval** from the Rainforest Alliance provided there are **no changes**.

In case of customization by e.g. adding your brand name or logo – please remember to submit your artwork for approval via the **Marketplace 2.0 portal**.

For full guidelines on our approval process please refer to the **Labeling & Trademarks Policy**

For our other marketing resources visit our **Marketing Sustainability** webpage.

Questions? Contact us at marketing@ra.org





Thank you!

**RAINFOREST
ALLIANCE**

rainforest-alliance.org

125 Broad Street, 9th Floor
New York, NY 10004
USA

De Ruyterkade 6
1013 AA, Amsterdam,
The Netherlands