

TRACEABILITY SYSTEMS: VALIDATION AND ENFORCEMENT OF CLAIMS

June 10, 2013



Chain of Custody

All the steps in the value chain that are taken from primary production through to final sale including all processing, transformation, manufacturing, storing, and transportation stages; where progress of the product towards the following stage in the value chain implies a legal change in materials or products



Traceability

A system that tracks products and their volumes from farms through the supply chain, based on promulgated or accepted policies and guidelines to protect the integrity of the certification system and the claims of users



MARKETPLACE: RA'S ONLINE PORTAL



RAINFOREST ALLIANCE CERTIFIED MARKETPLACE

Directory
&
Offers

The Rainforest Alliance Certified™ Marketplace is the one-stop shop for the information and tools our member partners in sustainability need to buy and sell Rainforest Alliance Certified™ products.

REGISTRATION

If you buy and sell Rainforest Alliance Certified™ products, access to this portal is **FREE!**
Please register with us — it's quick and easy and gives you many valuable benefits:

- Listing in the Members Directory to facilitate networking
- Ability to locate farmers and buyers throughout the sustainable value chain
- Access to the Rainforest Alliance Certified™ seal
- Streamlined and efficient design submission process
- Valuable promotional materials to increase your sales
- Efficient membership management and tracking of certified products
- Exclusive industry reports that demonstrate demand for sustainable products
- Brand and product listings in the consumer-friendly *Shop Certified Guide*

Contact us for more information.

Search for sustainable forestry
and tourism products & services

Register
Here!



Please sign in if you
are registered.

User ID (your email
address)

Password

Sign In

Forgot your password?

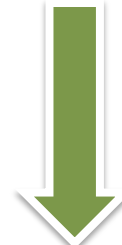


TRACEABILITY PROCESS

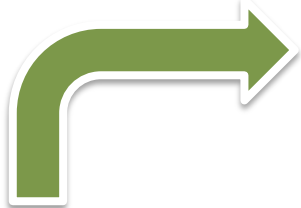
Certified Farms/Participating Operators



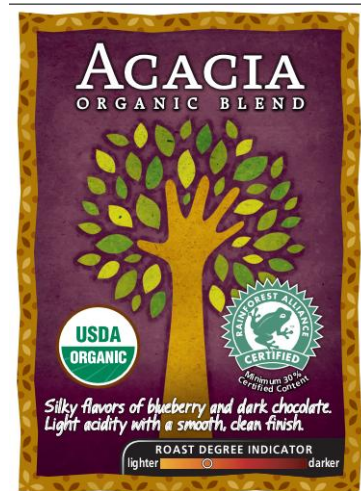
Companies Register in Marketplace



Create a Transaction Certificate for Product that they are Buying indicating who they are Selling to




Use of Seal Approved

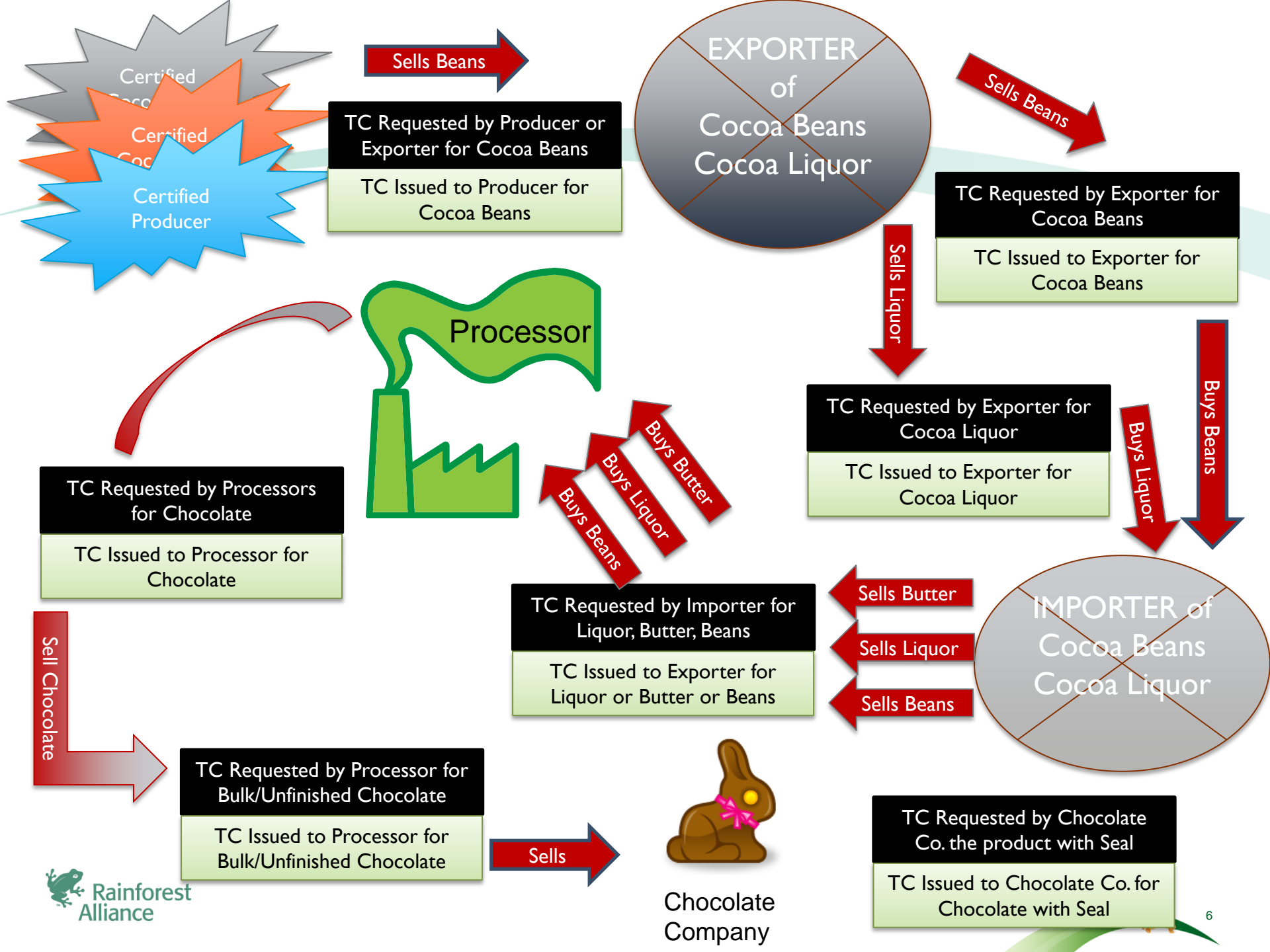


Buyers use product from RAC farms and request to use the seal. The Use of Seal Approval team verify where their product comes from via Marketplace Traceability

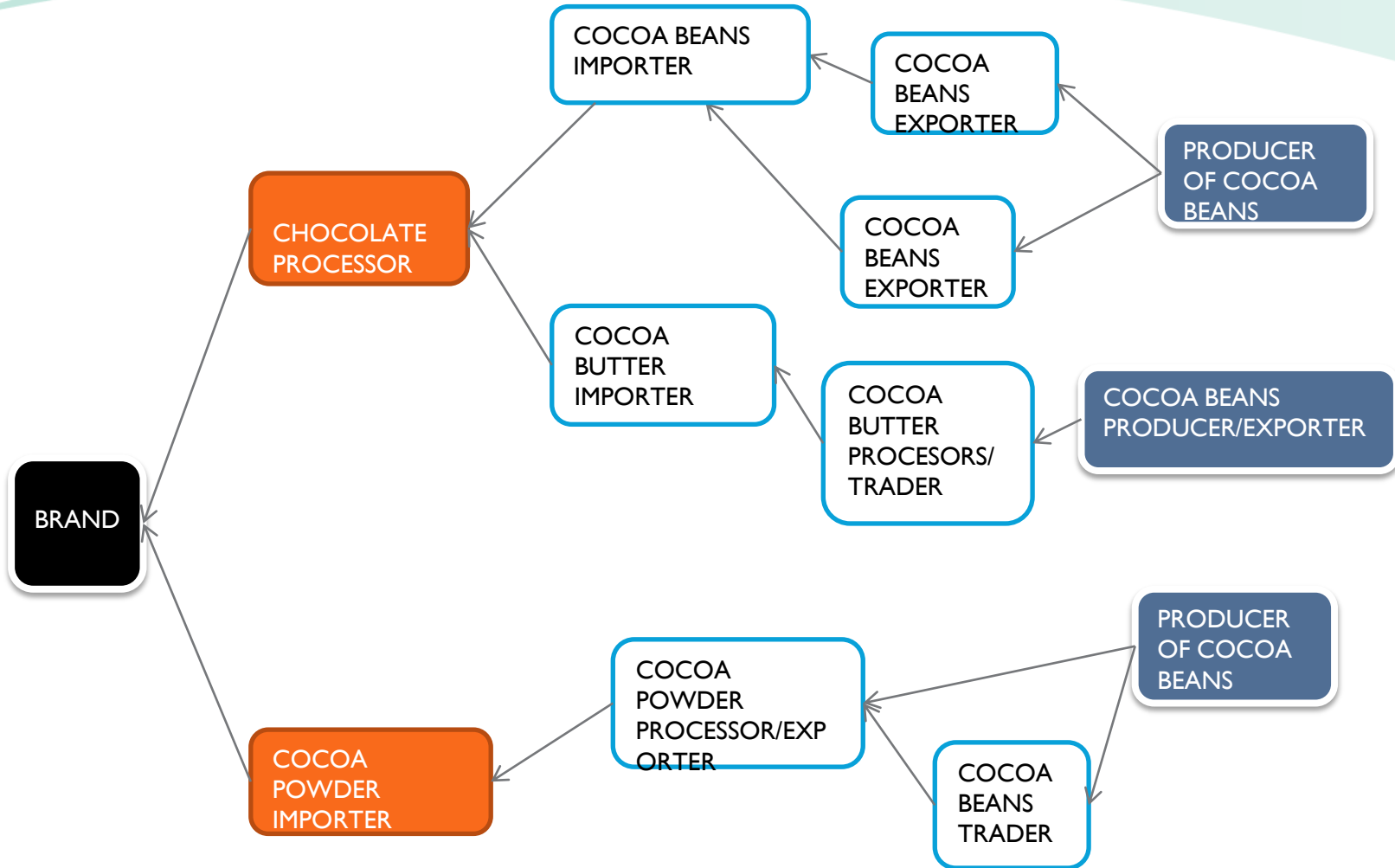


 Rainforest Alliance Certified™ Certificate of Transaction	
This certificate documents the sale of the following Rainforest Alliance Certified™ Product	
Rainforest Alliance Transaction Number: 0039437	
Coffee Information at Shipment Level	
Buyer Contract No.:	414937079
Seller Contract No.:	E13032
Shipment Date:	Mar 19, 13
Customer:	Ecom Agroindustrial Corp Ltd
Origin:	Nicaragua
Crop Year:	2012-2013
Price Basis:	FOB
Pricing:	Fixed
Price:	168.35
Price Unit:	U.S. Dollars per 46 kilo
Estimated Rainforest Alliance Premium Price:	8
Estimated Rainforest Alliance Premium Price Unit:	U.S. Dollars per 46 kilo





COC MAPPING





Rainforest Alliance

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