



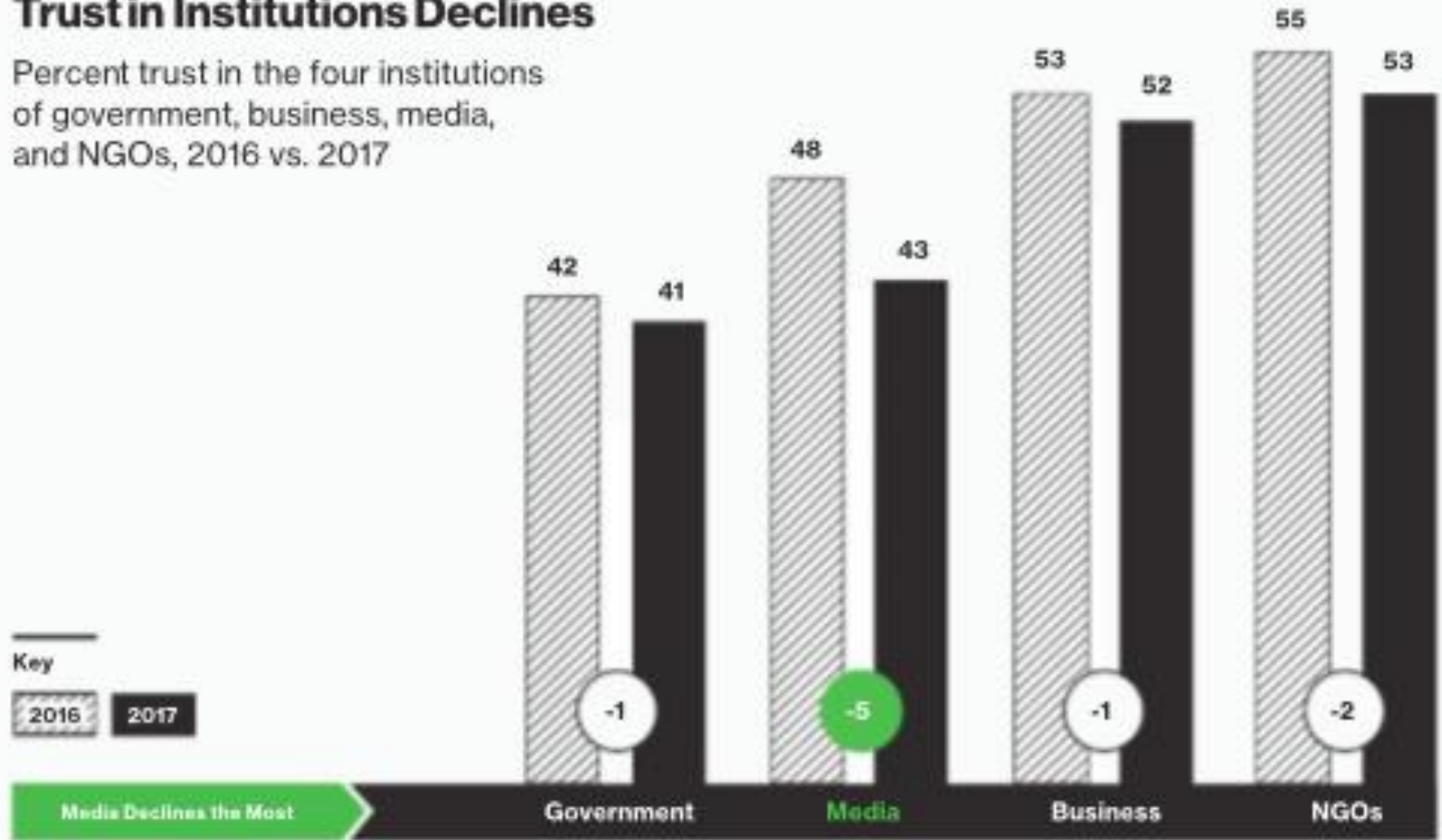
Sustainability – Finding Markets

Per Bogstad – Rainforest Alliance

Senior Manager, Markets Transformation – UK and Ireland, India

Trust in Institutions Declines

Percent trust in the four institutions of government, business, media, and NGOs, 2016 vs. 2017



SOURCE: Adelman Trust Barometer, 2017

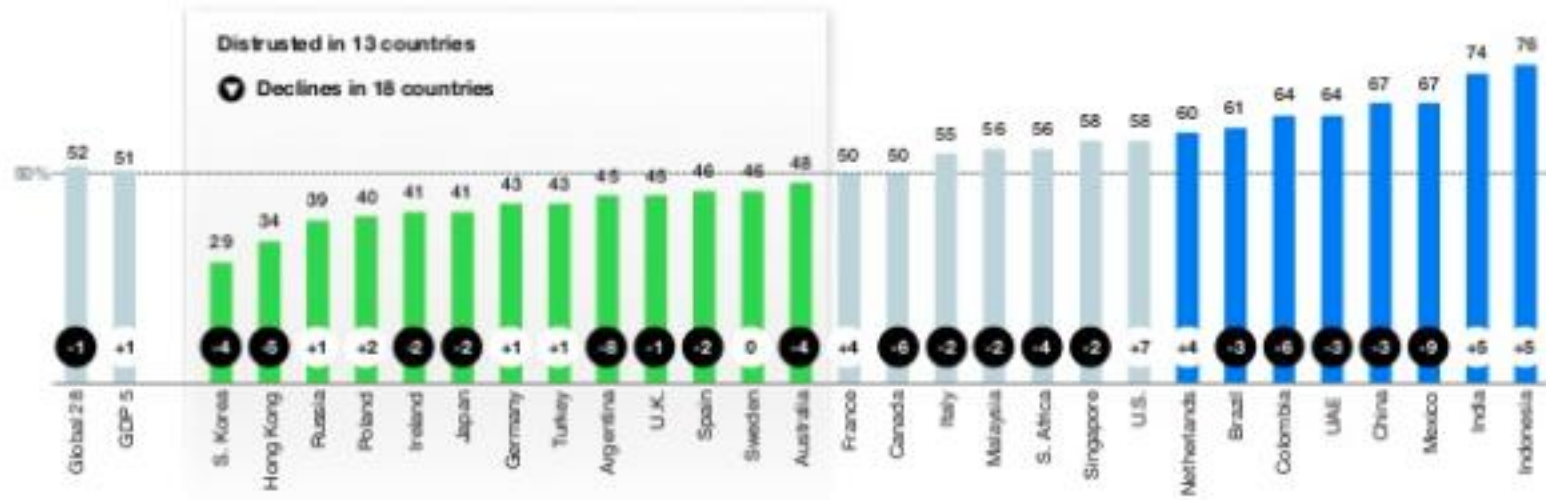


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Business on the Brink of Distrust

Percent trust in business, and change from 2016 to 2017

■ Distrust
 ■ Neutral
 ■ Trust
 ● + Y-to-Y Change



Source: 2017 Edelman Trust Barometer Q11-620 (TRACKING) BUSINESS IN GENERAL. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal." (See 4.6a, Trust) General Population, 30-country global total.



22 people clipped this slide

Trust in NGOs Declines

Percent trust in NGOs, and change from 2016 to 2017

Clip slide

● + Y-to-Y Change



Source: 2017 Edelman Trust Barometer Q11-420 (TRACORNG)(NGOs IN GENERAL). Below is a list of institutions. For each one, please indicate how much you trust that institution to do what's right using a nine-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal." (Top 4 Box, Trust/General Population, 28-country global total)

Pressure from the media



The Cost of a Cuppa



Tea is still the UK's favourite drink - but what's the human cost of a cuppa?

Available now
⌚ 38 minutes

Pressure from NGOs



Pressure from within

THE HINDU BusinessLine

Home News Markets Companies Economy Info-tech Opinion Specials Portfolio
Agri Business Logistics Macro Economy Policy

Higher wages will force closure of tea industry, says plantation body chief

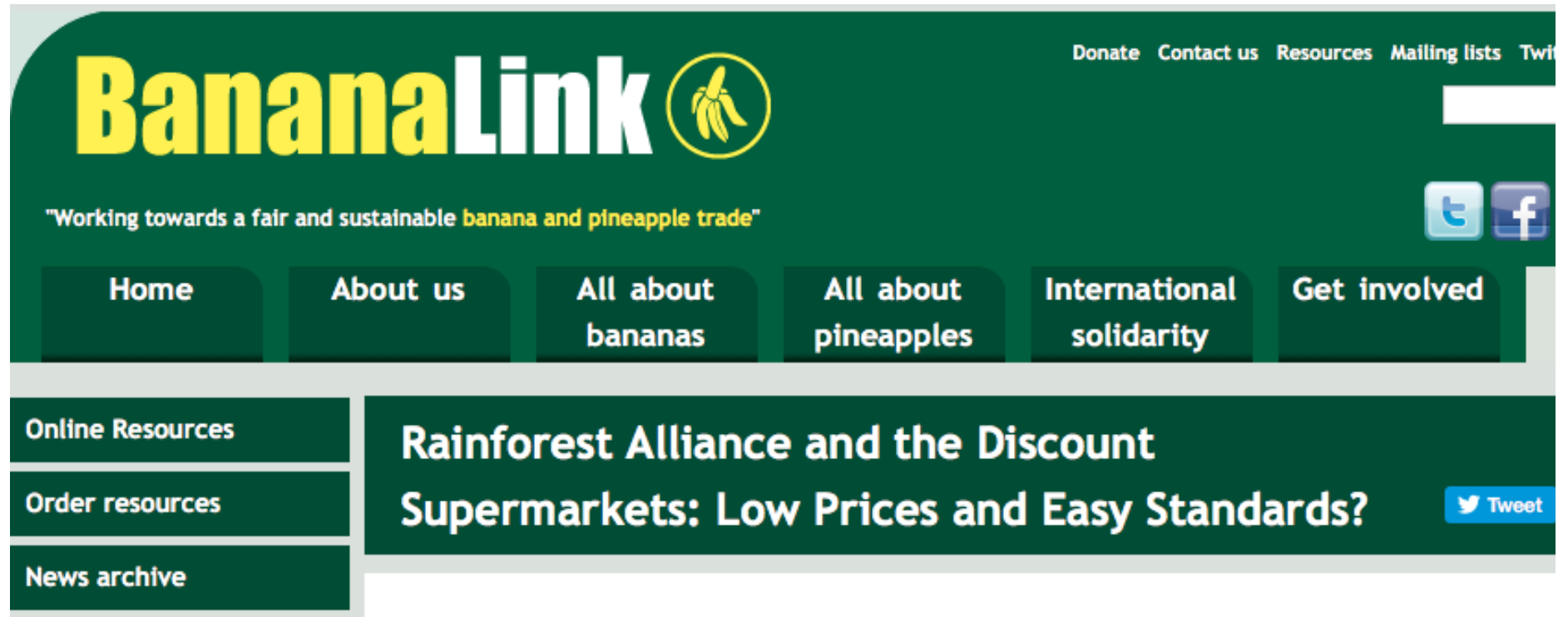
KPM BASHEER

COMMENT · PRINT · T+

 Like  Share  3  Tweet  G+  0  in Share  PinIt  Share



And pressure on NGOs from other NGOs



The screenshot shows the BananaLink website with a dark green header. The main navigation menu includes: Home, About us, All about bananas, All about pineapples, International solidarity, and Get involved. A secondary menu on the left lists: Online Resources, Order resources, and News archive. The main content area features a large article titled "Rainforest Alliance and the Discount Supermarkets: Low Prices and Easy Standards?" with a "Tweet" button. The site's mission statement is "Working towards a fair and sustainable banana and pineapple trade".

Donate Contact us Resources Mailing lists Twi

BananaLink

"Working towards a fair and sustainable **banana and pineapple trade**"

Home About us All about bananas All about pineapples International solidarity Get involved

Online Resources

Order resources

News archive

Rainforest Alliance and the Discount Supermarkets: Low Prices and Easy Standards?

Tweet



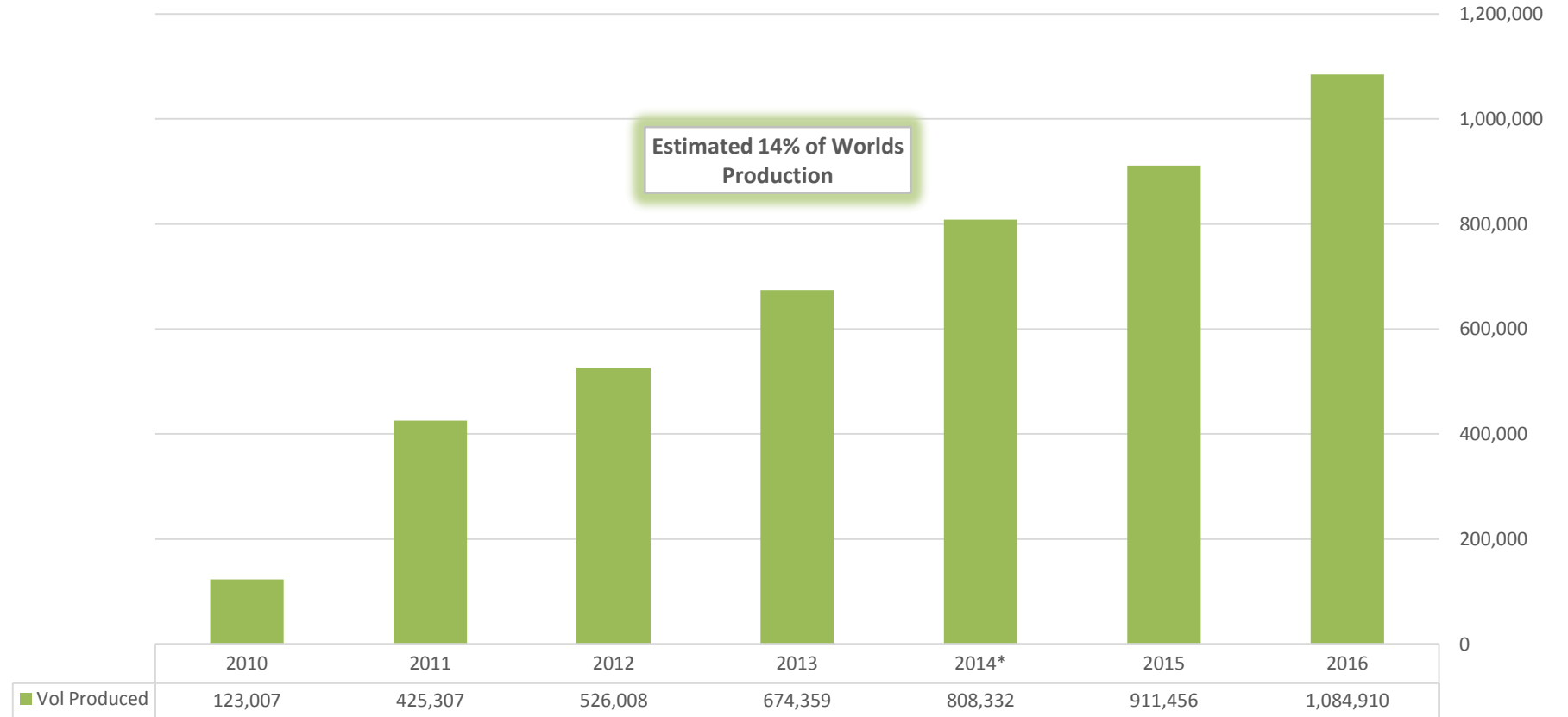
THE 3RD
AFRICAN TEA
CONVENTION & EXHIBITION

Rainforest Alliance and tea ...

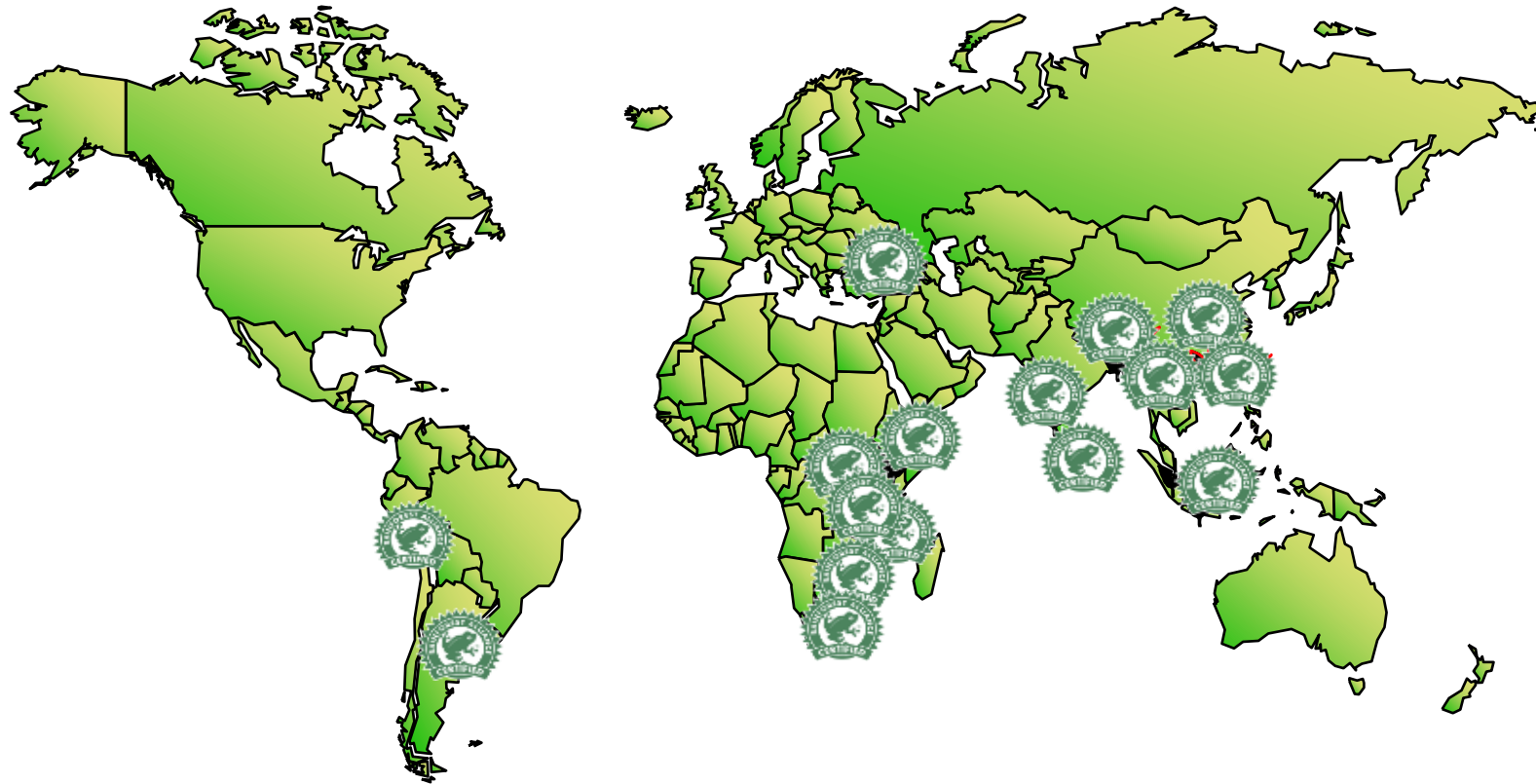


Rainforest Alliance Certified Tea Production

Rainforest Alliance Certified Tea Produced in Metric Tons



Certified tea origins



- 1 Argentina
- 2 Bangladesh
- 3 Burundi
- 4 China
- 5 Ecuador
- 6 Egypt
- 7 Ethiopia
- 8 India
- 9 Indonesia
- 10 Japan
- 11 Kenya
- 12 Malawi
- 13 Rwanda
- 14 South Africa
- 15 Sri Lanka
- 16 Tanzania
- 17 Turkey
- 18 Uganda
- 19 Vietnam
- 20 Zimbabwe

UK Tea Market

An estimated 85% of branded tea is Rainforest Alliance Certified. Participating brands include: Tetley, Yorkshire Tea, P.G. Tips, Typhoo and others.



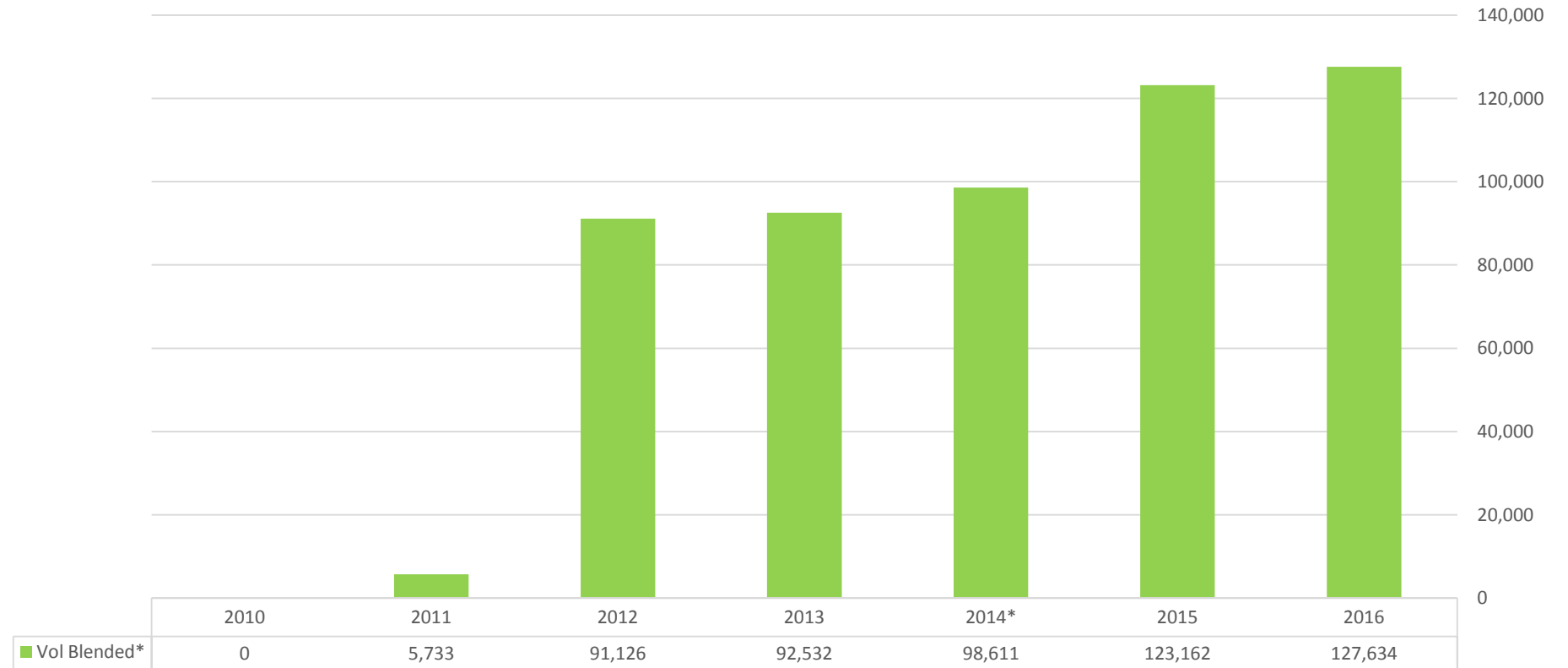
Global Brand Presence



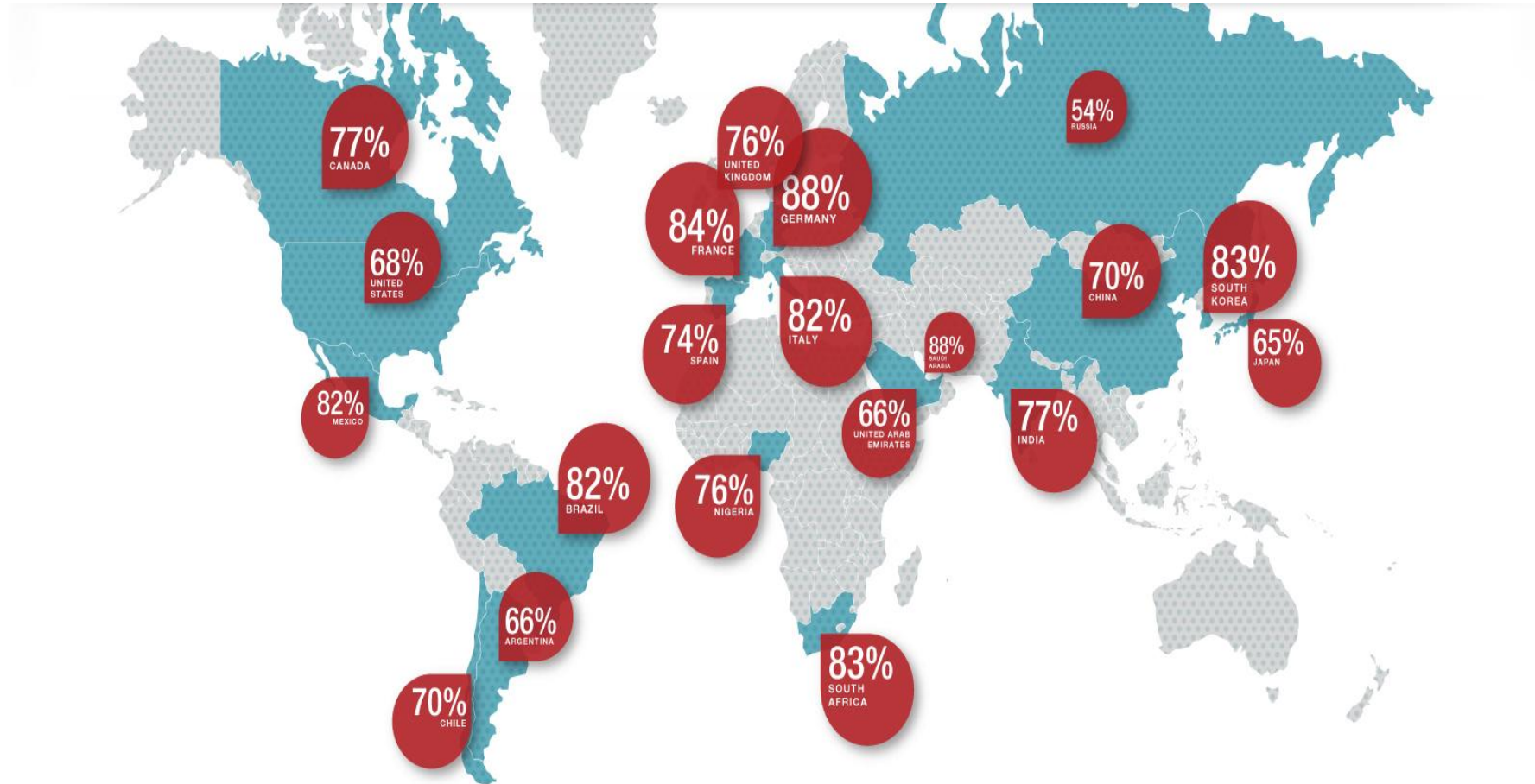


Rainforest Alliance Certified Tea Blended and Sold

Tea Blended and packed as Rainforest Alliance Certified in Metric Tons



72% People Globally Say Business Is Failing to Take Care of The Planet And Society As a Whole



Source: ACCENTURE HAVAS Peoples Sustainability



Market approaches to Sustainability

(Finding Markets)

The new SAN Standard



Principle 1: Effective planning & management

Principle 2: Biodiversity conservation

Principle 3: Natural Resource Conservation

Principle 4: Improved livelihoods



THE TEA INDUSTRY IS AN OLD INDUSTRY.

It has established a complex system of processors, distributors, importers, exporters, auction houses, warehouses, buyers and sellers. And all play a part in distancing tea's true essence from tea drinkers, putting months between harvest and cup.

It's time for a new approach. It's time to enjoy tea, in an entirely new way.



AVONGROVE TEA ESTATE, Darjeeling, India

The Avongrove tea estate is situated at the foothills of the Himalayas, overlooking the picturesque Balasun River. This is one of the most highly reputed tea estates in Darjeeling, because they follow the most traditional ways of manufacturing tea till date to ensure the best of quality. Each leaf is nurtured, right from the time it is carefully hand-picked to the time it is proudly packed to be sold. This estate produces one of best traditional Darjeeling leaf tea while their specialty flowering tea called the hand-woven Florette is also equally popular amongst tea connoisseurs.



TEABOX CONNECTS TEA TO PEOPLE.

Global Brand Presence



CERTIFICATION ...



Acts as **a framework for change that is scalable.**

... **'commoditises sustainability'**; makes it **saleable** right across the value chain

... provides a **foundation for acting sustainably** upon which a whole raft of issues can be more easily be adressed.

... **codifies complex issues and change**

... enables communication to the consumer **and a 'feedback loop'** from them to origin.



‘Institutions must step outside of their traditional roles and work toward a new, more integrated operating model

...that puts people — and the addressing of their fears — at the center of everything they do” - 2017 Edelman TRUST BAROMETER

www.rainforest-alliance.org



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