

Climate Change, Coffee, and Conservation:



The Rainforest Alliance Approach



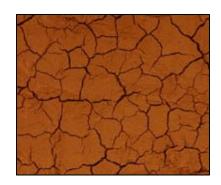
Climate Change Defined

- Temperature, precipitation patterns are changing

-Traditional patterns of drought, rainfall, cloud cover, and extreme weather

are shifting







Climate Change: The Deforestation Equation

20% of global GHG emissions due to deforestation +15% due to implementation of conventional agriculture

40% reduction in Brazilian Amazon by 2050 Global temp. increases of 2-11.5F by 2100



We are really in the red



Deforestation, Climate Change and Rainforest Alliance

-Combating deforestation has always been central to Rainforest Alliance's work

-In 1987, Rainforest Alliance was founded to combat deforestation in the tropics.

-Over 2 decades of experience conserving, reforesting, and protecting forestlands

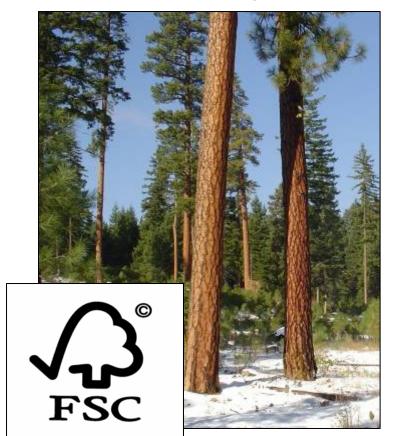






Rainforest Alliance programs

Forestry







Agriculture

Tourism



Rainforest Alliance Climate Initiative

Focused on:

- Reducing deforestation
- Reforestation, afforestation
- Improved resource management
- Strengthening markets and providing market access for sustainable businesses

Integrated:

Across our forestry, tourism, and agricultural work



Rainforest Alliance Certified™

Rainforest Alliance Certified™ means best environmental, economic, and ethical practices.

- -Farms protect wildlife, preserve forestlands, conserve water, and are responsible stewards of their lands
- -Farmers increase crop yield, improve production and quality, and develop sustainable farm management plans
- Communities enjoy better housing and working conditions, access to schools and medical facilities









Rainforest Alliance Certified™ and the Sustainable Agriculture Network (SAN)

The SAN:

- sets standard for certification
- provides technical assistance
- trains local specialists
- helps farmers find markets for their certified products





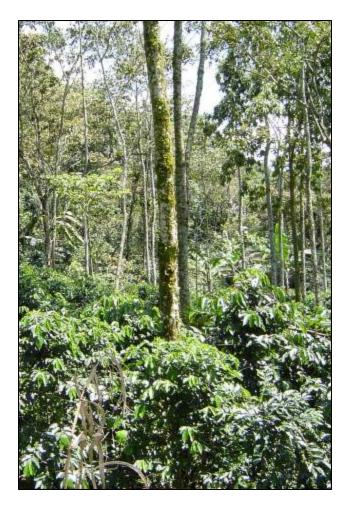




Rainforest Alliance Certified™ Coffee and Climate Change

RA's climate-related coffee activities include:

- Developing criteria to measure and monitor carbon stored in farms during the routine audits
- Guiding select studies of carbon footprints on farms
- Advising companies on their climate programs, including recommending offset opportunities
- Monitoring policy
- Biofuels





Climate Change, Coffee, and Conservation

- -Climate work most developed in coffee sector
- -Create credible methodology for measuring and verifying carbon stored on coffee farms
- -Potential to produce economic benefits to farmers:
 - generate credits to sell on carbon market
 - added value via "climate care premium"



Climate Change, Coffee, and Conservation

Adapting and Avoiding:

- -Certified farms are better prepared to adapt to climate change
- -Farmers protect ecosystems that sequester carbon and "keep forests forests"



Laying the Foundation: Criteria for measuring carbon on coffee farms

Project Partners: International Finance Corporation (World Bank Group), ECOM,

Rainforest Alliance

Project Duration: June 2008-June 2009

Locations: Mexico, Nicaragua

- Develop methodology for verifying and monitoring
- carbon storage on coffee farms
- -- Explore potential for generating additional income
- for farmers via tree plantings and carbon marketing

Laying the Foundation: Criteria for Measuring Carbon on Coffee Farms

Goals:

- Development of criteria
- Two committed Carbon Coffee buyers
- Development of list of trees appropriate for planting

Expected Impacts:

- Carbon project methods available for existing SAN certifications
- Producer potential to earn for each tree planted



Implementation: Criteria for Measuring Carbon on Coffee Farms

Objectives:

- Build on work in Mexico and Nicaragua
- Implement credible and market-accepted criteria for monitoring carbon storage on coffee farms
- Climate Care Premium

Goals:

- Scope project potential
- Train farmers, auditors, and traders in methodology
- Communicate process and outcomes
- Commitment from at least one Carbon Coffee buyer



Inspired Action: Benefits to Coffee Companies

- Added value via Climate Care Premium
- Great story, great marketing!
 - Sourcing coffee that has low environmental impact and positive climate impact
 - Consumers respond to responsible corporate actions



Inspired Action: Farm-level solutions

Action to mitigate climate change in the coffee sector can take several forms:

- Prevent Deforestation
- Incentivize farmers to promote shade-grown coffee
- Encourage farmers to become more efficient

^{*}The Rainforest Alliance simultaneously addresses all three*



Inspired Action: Additional Solutions

- Source responsibly leads to responsible consumption
- Invest in projects that mitigate climate change
- Purchase carbon offsets





BE AN AGENT OF CHANGE

ACTION IS IMPERATIVE

- Climate change (changes in temperature and precipitation) will increasingly disrupt productivity in coffee sector.

RAINFOREST ALLIANCE ACTS

- Scalable method for monitoring and valuing carbon on coffee farms; SAN certification mitigates climate change

COFFEE INDUSTRY ACTIONS

- Convert farms to Rainforest Alliance Certified™; invest in climate projects; purchase carbon offsets

TOGETHER WE CAN INCENTIVIZE CLIMATE ACTION AND REVOLUTIONIZE THE COFFEE INDUSTRY



Thank You



Rainforest Alliance Certified™
www.rainforest-alliance.org