

# TEMPORARY COFFEE SUPPLY SHORTAGE POLICY

## SUPPLY DISRUPTIONS TO RAINFOREST ALLIANCE CERTIFIED COFFEE

*Effective 1<sup>st</sup> July 2022 – 1<sup>st</sup> July 2023*

### OVERVIEW OF KEY CHANGES

Overview of key adaptations in this document from the Temporary Coffee Supply Shortage Policy, published 25 July 2022.

Page	Change
p. 2	Requirement to purchase volumes equivalent to the shortfall has been removed (compensation requirement).
p. 2	Added text around the disclosure of percentage of Rainforest Alliance Certified coffee in each product to requirement #1 and requirement #3.
p. 2	Additional applicability information on Private Label Manufacturers is included.

### TABLE OF CONTENTS

Purpose .....	2
Applicability.....	2
Requirements .....	2
Optional Portfolio Approach.....	2
Example of a manufacturer using the portfolio approach:.....	3
Disclosure text template .....	3



## PURPOSE

Over the past 12 months, the coffee industry has faced significant challenges causing disruption. We understand that many of our company partners may be struggling to source enough coffee for their products with the Rainforest Alliance seal. This policy addresses this concern, building upon the current Supply Shortage clause 10.3 in the [Rainforest Alliance 2020 Labeling and Trademarks Policy](#).

## APPLICABILITY

This policy applies to manufacturers, packers and roasters of consumer-facing coffee products bearing one of our Rainforest Alliance marks (the Rainforest Alliance certification seal, the legacy Rainforest Alliance Certified seal or the UTZ logo) which contain 90-100% certified coffee, if a supply shortage results in one or more of these labelled products to contain between 70% and 90% certified content. Any coffee products that carry the [legacy Rainforest Alliance Certified seal](#), contain between 30-90% certified content, and are experiencing a supply shortage should instead refer to the Labeling Policy shortage clause (section 6.13) [here](#).

## REQUIREMENTS

1. The company holding or requesting the approval to use the Rainforest Alliance Certified seal must notify the Rainforest Alliance in writing that one or more of its products is experiencing a supply shortage due to current supply disruptions in coffee, by using the form found [here](#) and providing all requested information and documentation. This would include the disclosure of the percentage of Rainforest Alliance Certified coffee in each product.
2. All product SKUs approved for Rainforest Alliance Certified seal use must have a minimum of 70% Rainforest Alliance Certified content.
3. All manufacturers/roasters supplying brand clients must keep track of the percentage of Rainforest Alliance Certified content in each product and notify clients of the percentage of Rainforest Alliance Certified coffee in each product SKU.
4. The company marketing the product labeled with the Rainforest Alliance seal must include the disclosure statement below on its website for the duration of the shortage. This statement can be on the product or brand page, or on a sustainability-related page describing sourcing from Rainforest Alliance Certified farms. The text should be uploaded to our Marketplace 2.0 system following the usual trademark approval process, along with the url where it will be posted.

Note: Compensation for volumes is not required. This policy will be reviewed and updated if needed before July 1, 2023.

## OPTIONAL PORTFOLIO APPROACH

In the case of manufacturers/roasters/brands who manage a variety of products with the Rainforest Alliance Certified seal, this policy may be implemented at the portfolio level at the discretion of the company. Under this approach, companies are permitted to source at least 70% of the entire portfolio's combined volumes as Rainforest Alliance Certified, but each product SKU approved for Rainforest Alliance Certified seal use must have a minimum of 70% Rainforest Alliance Certified content.



## **EXAMPLE OF A MANUFACTURER USING THE PORTFOLIO APPROACH:**

A manufacturer with 5 brand customers using the new Rainforest Alliance seal that sources a total of 10,000 MT RAC coffee for these customers would be permitted to source 7,000 MT RAC coffee. This certified coffee is allocated within this portfolio at the discretion of the manufacturer, but each product SKU approved for Rainforest Alliance Certified seal use must have a minimum of 70% Rainforest Alliance Certified content. Both the Rainforest Alliance and brand clients are notified of the percentage Rainforest Alliance Certified content in each product and the brand uses a disclaimer per the policy requirements.

## **DISCLOSURE TEXT TEMPLATE**

*Due to supply chain disruptions, we are currently unable to source enough certified coffee for our [brand/products] with the Rainforest Alliance seal. This means that these products currently contain [only 70%] Rainforest Alliance Certified coffee ingredients. We apologize for the inconvenience. As soon as this supply shortage is resolved, we expect to return to sourcing from Rainforest Alliance Certified farms for these products. You can find more information [here](#).*