



WHY FOLLOW THE FROG?

The Rainforest Alliance works at the center of business, agriculture and forest communities, to work towards a future where people and planet can thrive together in harmony.

Our frog is the perfect symbol of this mission – as an indicator species, the presence of the frog is a clear sign that the natural ecosystem is balanced and thriving. When we no longer see the frog, we know that the environment is compromised and other species within that ecosystem will soon suffer if we don't do something urgently.

That's why we ask you to follow the frog – to make choices that help, not hurt our planet. To make a little choice, a little change, which we can help amplify.

POSITIVE CONSUMPTION

Let's work together towards a future where 'Positive Consumption' is the new normal, by engaging with consumers to make a change in their lifestyles and commit to making better choices a habit.

Certification is an important tool – it provides a signal to consumers that buying sustainably sourced products helps contribute to better farming practices, mitigate against climate change, and protect the communities and workers that are so reliant on the health and prosperity of nature in order to thrive.

That's why, for our #FollowTheFrog campaign in 2020, we are proud to announce our newly re-designed Certification Seal, to reflect our ongoing commitment to the evolving nature of certification and sustainable business practice.

