



***FOLLOW THE FROG.***

# ***RAINFOREST ALLIANCE WEEK***

**September 19–23, 2011**

# RAINFOREST ALLIANCE WEEK: FOLLOW THE FROG



Record-breaking heat. Rampant deforestation. Massive biodiversity loss. The Earth is in crisis. It's time to act. As leaders of tomorrow, college students have the opportunity to stand up, speak out and take action to protect the planet. You can help pave the way for a more sustainable future.

**When** September 19–23, 2011

**What** Rainforest Alliance Week is a chance for you to **raise awareness** of the threats to our environment and to **encourage your campus community** to take action in support of sustainability.

**Why Get Involved** Even one small action can lead to big changes, so get involved, make the world a better place and encourage your friends to do the same!

**How You Can Help** Be creative. Put this toolkit into action! We've got all the ideas and resources you need to get started. Find out more about the Rainforest Alliance and how we work to protect the planet on page 21.

# HOW YOU CAN HELP

- Shop the frog
- Bring the frog to your campus
- Write a blog, article or op-ed
- Host a coffee and/or chocolate tasting
- Take the Rainforest Alliance Trivia Challenge
- Get social
- Be creative!



# SHOP THE FROG



When shopping, look for the Rainforest Alliance Certified™ seal on coffee, chocolate, tea, fruit, paper and furniture. The green frog seal is your assurance that goods originating on farms and in forests were grown and harvested in a sustainable way, with respect for the environment, workers and surrounding communities. A [list of products](#) that carry the seal is available online.

Watch the [“Follow the Frog”](#) video and see why your choice matters... Then share it with your friends, so they can help support sustainability too.

# ***BRING THE FROG TO YOUR CAMPUS***

Every product and service on your campus has an environmental, economic and social impact. You have the power to help the planet by asking your school to choose Rainforest Alliance Certified goods—including coffee, tea, chocolate, fruit, furniture and paper. If your cafés and dining halls do not provide Rainforest Alliance Certified products, tell them you want to see that change! Use this step-by-step guide to help you bring the frog to your campus.

## **How to Get Started**

So you've committed to making your campus—and the world—a better place. Now what? Visit this page to find out where to begin.

## **Why Sustainable Sourcing Matters**

Every cup of coffee, sheet of paper and piece of wood furniture at your school originated in a forest or on a farm. Find out how your school's purchasing decisions can make a huge difference.

## **Sustainability Checklist**

Use this handy checklist to determine which steps your school has already taken toward sustainability and what more can be done.

## **Take Action!**

We've got all the tools you'll need to get your campus involved—petitions, letters, social media resources and more.

## WRITE A BLOG, ARTICLE OR OP-ED

We know what you're thinking: "Another writing assignment? That's the last thing I need." Don't worry! We're making it easy for you to get your fellow classmates energized about protecting the environment—during Rainforest Alliance Week and beyond. Use our sample press release on the next page or write your own release detailing your Rainforest Alliance Week events, and send it to your college newspaper and/or blogs by September 16 to ensure it gets featured during Rainforest Alliance Week.

And if you're feeling ambitious, write your own article using any or all of these resources for background information:

- [The Frog Blog](#) includes stories from the field, covering points around the globe.
- [Stewards of the Forests](#) are inspirational profiles of individuals, communities and businesses that are actively safeguarding the world's forests—the lungs of the planet.
- [Tips for Green Living](#) provide helpful information on how to lead a more sustainable lifestyle.



# SAMPLE PRESS RELEASE

## Rainforest Alliance Week: Follow the Frog!

Did you know that forests are disappearing at an alarming rate? An area the size of Mississippi—nearly 50,000 square miles—is cleared every year. As leaders of tomorrow, college students have the opportunity to stand up, speak out and take action to protect the planet. You can help pave the way for a more sustainable future.

From September 19 to 23, the Rainforest Alliance is hosting its first annual Rainforest Alliance Week to raise awareness of the environmental and social impacts of the products we buy and show the public how their choices matter. [insert school] students are invited to participate by taking even one small step to adopt a more sustainable lifestyle and support global conservation efforts.

Here are five simple ways students can get involved:

### 1. Shop the Frog

When shopping, look for the Rainforest Alliance Certified™ seal on products like coffee, chocolate, tea, paper and more. The green frog seal is your assurance that goods were grown and harvested in a sustainable way, with respect for the environment and surrounding communities. Watch the “Follow the Frog” video ([www.rainforest-alliance.org/followthefrog](http://www.rainforest-alliance.org/followthefrog)) and see why your choice matters... A list of products that carry the seal is available online ([www.rainforest-alliance.org/green-living/marketplace](http://www.rainforest-alliance.org/green-living/marketplace)).

### 2. Help Bring the Frog to Your Campus

Every product and service on your campus has an environmental and social impact. You have the

power to help the planet by asking your school to choose Rainforest Alliance Certified goods. If your cafés and dining halls do not provide Rainforest Alliance Certified products, tell them you want to see that change! Use this step-by-step guide ([www.rainforest-alliance.org/green-living/campus](http://www.rainforest-alliance.org/green-living/campus)) to help you bring the frog to your campus.

### 3. Host a Coffee Tasting on Your Campus

Coffee is more than a morning pick-me-up. For millions of farmers and workers around the globe, coffee production is their livelihood. Responsibly-managed, Rainforest Alliance Certified coffee farms also help protect the environment, workers and communities. Invite your friends to enjoy a cup of joe and learn a bit about sustainable coffee farming too, by hosting a Rainforest Alliance Certified coffee tasting. Download the Rainforest Alliance Week campus toolkit ([www.rainforest-alliance.org/green-living/campus](http://www.rainforest-alliance.org/green-living/campus)) for everything you need to host a tasting.

### 4. Take the Rainforest Alliance Trivia Challenge

Learning about the environment doesn't have to seem like homework—take the Rainforest Alliance Trivia Challenge! The campus toolkit ([www.rainforest-alliance.org/green-living/campus](http://www.rainforest-alliance.org/green-living/campus)) includes fun, interesting trivia that demonstrate the value of forest ecosystems and how we can help protect them. Use the challenge for your next club or Residence Life activity or host a campus-wide event in honor of Rainforest Alliance Week.

### 5. Get social

Follow @RnfrstAlliance ([www.twitter.com/rnfrstal-liance](http://www.twitter.com/rnfrstal-liance)) on Twitter and “like” the Rainforest Alliance on Facebook ([www.facebook.com/rainforestal-](http://www.facebook.com/rainforestal-)

[liance](http://www.facebook.com/rainforestal-liance)) to get the latest environmental news and tips for sustainable living. Help spread the word during Rainforest Alliance Week by watching and sharing the “Follow the Frog” video ([www.rainforest-alliance.org/followthefrog](http://www.rainforest-alliance.org/followthefrog)) with friends and using #FollowtheFrog in Tweets about how you're getting involved. Find more social media resources in the campus toolkit ([www.rainforest-alliance.org/green-living/campus](http://www.rainforest-alliance.org/green-living/campus)).

Although the world is facing serious environmental challenges, you can be part of the sustainability solution just by taking small actions that lead to big change. College is the time to lend your voice to the causes that matter most to you, so get involved, spread the word and follow the frog ([www.rainforest-alliance.org/followthefrog](http://www.rainforest-alliance.org/followthefrog))!

### About the Rainforest Alliance:

The Rainforest Alliance works with people whose livelihoods depend on the land, helping them transform the way they grow food, harvest wood and host travelers. From large multinational corporations to small, community-based cooperatives, businesses and consumers worldwide are involved in the Rainforest Alliance's efforts to bring responsibly produced goods and services to a global marketplace where the demand for sustainability is growing steadily. For more information, visit [www.rainforest-alliance.org](http://www.rainforest-alliance.org).

## ***HOST A COFFEE OR CHOCOLATE TASTING***

Coffee and chocolate are more than delicious treats. The beans used to make these products provide an essential source of income for millions of farmers and workers around the globe. Sustainably-managed Rainforest Alliance Certified farms not only ensure good conditions for workers and families, they also protect sensitive ecosystems. And because Rainforest Alliance Certified products can earn a price premium, farmers have the economic incentive to farm sustainably.

Invite your friends to enjoy a cup of joe or variety of chocolates and learn a bit about sustainable farming too, by hosting a Rainforest Alliance Certified coffee or chocolate tasting.

**Keep reading for hosting tips and talking points!**



# TIPS FOR HOSTING A COFFEE OR CHOCOLATE TASTING

- **Mix it up.** Plan to sample various types of Rainforest Alliance Certified chocolates and coffees. [Go online](#) to find out which brands carry the Rainforest Alliance Certified seal.
- **Provide variety.** For chocolate, sample several types—including dark chocolate with 70% cacao content, dark with 55% cacao, milk chocolate and even cocoa nibs—to highlight the differences in flavor and texture.
- **Showcase different origins.** For coffee, choose beans from various countries of origin—such as Ethiopia, Sumatra, Costa Rica and Brazil—to see how their flavor profiles vary by region. This will also allow you to talk about coffee production in different countries. Other options include variations in the roast (light to dark) and preparation (iced versus hot).
- **Ask for donations.** Try to get the coffee or chocolate donated by a local supermarket, or contact the manufacturer directly. Tell them who you are and what you're planning, and offer them an opportunity to provide marketing materials to distribute at the tasting in exchange for the donated goods. (Bonus: If you fall in love with one of the products you taste, you'll know where to get it in your area!)
- **Use multimedia.** Feature videos, fact sheets, brochures and posters to promote your event and help explain the benefits of Rainforest Alliance certification. See page 12 for additional resources.

# TALKING POINTS FOR A COFFEE TASTING

## Fun facts

- More than 1.4 billion cups of coffee are consumed every day around the globe.
- In the U.S., the fastest-growing demographic of coffee drinkers is 18-to-24-year-olds.
- More than 25 million farmers, workers and their families are involved in the coffee industry worldwide.
- Coffee is farmed on more than 30 million acres in the tropics—nearly the size of England!

## How it's grown

- Coffee was traditionally grown in harmony with nature, under the forest canopy, and harvested by hand.
- In the 1970s, a new hybrid coffee plant was developed that required the intensive application of chemicals and exposure to full sun, prompting many farmers to cut down their forests in order to increase yields and use mechanical harvesting.
- Coffee beans are actually seeds nestled within the berries that grown on the coffee tree.

- When the berries ripen and are ready for harvest, they turn red and are known as coffee “cherries.”
- Annually, a coffee tree yields only about one to two pounds of roasted, ready-to-sell coffee (i.e., it takes many coffee trees to produce all the coffee we drink!).

## Why certification matters

- The conversion of forests to farms—also known as slash-and-burn agriculture—is a leading cause of deforestation. Farmers who resort to these practices may not have the knowledge or tools to earn a living by farming sustainably.
- Rainforest Alliance certification helps farmers manage their natural resources more responsibly, protect wildlife and the rights and well-being of workers and be more efficient and productive.
- Farmers who earn certification for their farms often receive a price premium for their beans. This additional income provides them with an incentive to farm sustainably and to protect their forested coffee farms.

# TALKING POINTS FOR A CHOCOLATE TASTING

## Fun facts

- The Mayan people of ancient Mesoamerica were the first to grind cacao seeds and make a drink from them.
- Richard Cadbury (the founder of England's Cadbury chocolate company) introduced the first Valentine's Day candy box in 1868.
- The average American eats about 12 pounds of chocolate per year.
- Chocolate contains tryptophan, a chemical that the brain uses to produce serotonin, which can generate feelings of ecstasy or love.

## How it's grown

- Cacao trees grow in the lowland tropical regions of Africa, Asia and the Americas. Approximately 70 percent of the world's cocoa comes from West Africa.
- The trees produce pods, which are harvested for their white pulp-covered seeds. One cacao pod contains about 30 to 50 almond-sized seeds—enough to make approximately seven milk chocolate candy bars.

- The seeds are fermented for three to nine days until they turn a rich, deep brown. Once fermented, the seeds are spread out and left to dry in the sun for about a week.
- Dry seeds are sold and shipped to chocolate-manufacturing companies, where they are processed into the sweet candy we know and love.

## Why certification matters

- Farmed on over 18 million acres of tropical land, cocoa production provides the primary source of income for an estimated 40 million people. This includes five million farmers, 90 percent of whom are smallholders, laborers or the employees of processing factories.
- The Rainforest Alliance—in collaboration with cocoa and chocolate companies, public institutions, local organizations and farmer associations—encourages and helps sets the rigorous standards for sustainable cocoa production. Rainforest Alliance Certified farms mean a healthier environment and better working conditions.

# COFFEE AND CHOCOLATE RESOURCES

At your tasting, share these coffee- and chocolate-related videos, slide shows and materials:

- [Follow the Frog](#) (video)
- [Small Actions = Big Changes](#) (video)
- [Coffee: How it Can be Good for People and the Planet](#) (audio slide show)
- [Rainforest Alliance Sustainable Agriculture Overview](#) (video)
- [Seal Your Cup](#) (website)
- [A Storied Past Meets a Sustainable Future on Guatemala's Finca Buenos Aires](#) (coffee fact sheet)
- [The Sweet Taste of Sustainability](#) (chocolate fact sheet)
- [Tour the Cocoa Producing Villages of Côte d'Ivoire](#) (audio slide show)

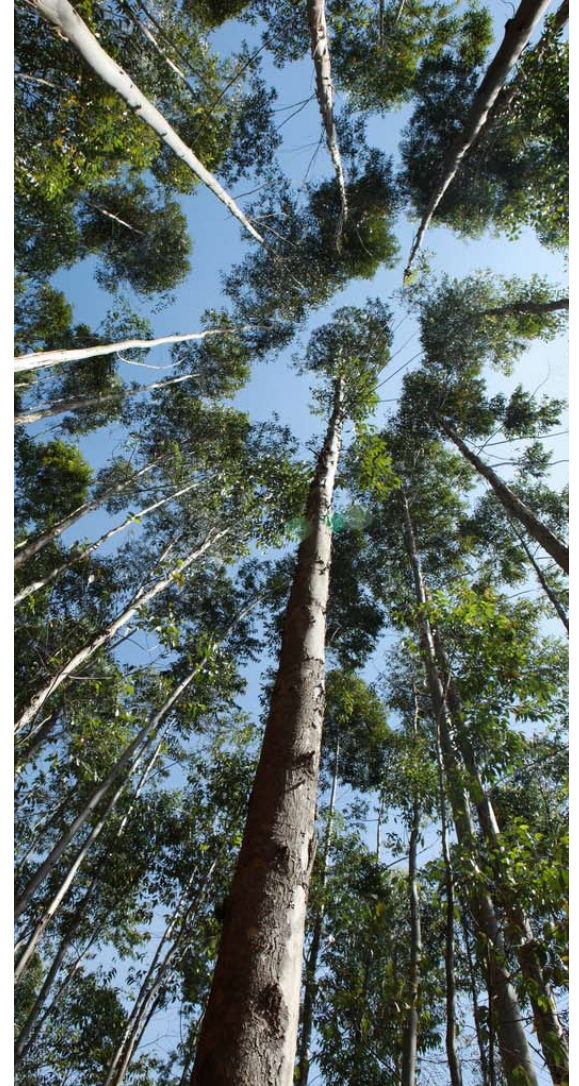


# TAKE THE RAINFOREST ALLIANCE TRIVIA CHALLENGE

Learning about the environment and sustainability doesn't have to seem like homework—take the Rainforest Alliance Trivia Challenge! Use the challenge for your next club or Residence Life activity or host a campus-wide event in honor of Rainforest Alliance Week. The questions are unique and fun, but also demonstrate the importance of forest ecosystems, how they are threatened and how we can help protect them.

## Sample Rules

The Rainforest Alliance Trivia Challenge consists of three rounds with six questions each. Correct answers are worth one point. All questions will be read aloud twice. Your team's answer sheet must be submitted after each round before the next round begins. Using mobile phones is prohibited. Have fun!



# TIPS FOR HOSTING A TRIVIA CHALLENGE

- **Location, location, location!** Consider the size of your group—small groups will do fine in a common room or outdoor space, while larger groups may need a PA system so that everyone can hear. Bars and restaurants often host their own trivia nights, so why not find a local hotspot to host your event? (They might offer your group a special discount as a reward for your business!)
- **Follow the rules.** Read the rules at the beginning of the event and stick to them. We've included a sample set of rules on the previous page, but feel free to customize them.
- **Know your audience.** Choose questions that will resonate with your crowd. If it's an environmental club meeting, use all 18! If you're hosting a social gathering, you might want to combine these questions with other trivia, including pop culture, current events or college factoids.
- **Provide materials.** Create answer sheets or bring enough paper and pencils for your group. One piece of paper or one answer sheet should be used for each round.
- **Offer prizes.** Consider prizes such as Rainforest Alliance Certified coffee and chocolate or real and/or funny certificates. If you're hosting the event at a bar or restaurant, talk to the manager about providing coupons or free food/drink to your top scorers. Take pictures of the winners and post them online or in a common area, such as your student-life center, and on the [Rainforest Alliance Facebook wall](#).
- **It's all about fun.** While you do want participants to learn a few interesting facts, remember that the main point of a trivia night is a good time!
- **Take photos.** Share photos of your Trivia Challenge with us on Facebook! Upload them to our wall or "tag" the Rainforest Alliance in the image. Tell us which school you attend and the details of your event. You'll encourage others to join the fun and host their own events.

# TRIVIA CHALLENGE QUESTIONS: ROUND 1

1. While rainforests contain more than half of the world's species, these tropical forests aren't the only home for incredible flora and fauna. An additional 30 percent of the world's biodiversity lives in other types of forests. Name one of the two other major forest types, which are often distinguished by their fluctuations in temperature and seasonality.
2. Amazon River dolphins can be found in river systems throughout South America. In traditional Amazon folklore, this dolphin transforms itself at night, becoming a handsome young man who seduces and impregnates girls and then returns to the river in the morning to assume its dolphin form once again. What color is the Amazon River dolphin?
3. Most of the world's commercially grown coffee is produced in tropical areas that are environmentally sensitive and considered to be of high conservation value. This is one of the primary reasons that the Rainforest Alliance focuses on sustainable agriculture initiatives within the so-called "coffee belt." Name the two geographical boundaries or "tropics" that define this region. (Hint: You may also recognize them as astrological signs.)
4. Forests once covered approximately 50 percent of the Earth's total land area, but with the loss of more than 11 million square miles of forests—three times the size of the United States!—forests now only cover what percentage of the planet's terrestrial surface?
5. REDD+ (pronounced "red plus") is an effort to determine a financial value for the carbon stored in forests and offer developing countries incentives to keep their forests standing and reduce greenhouse gas emissions. What does the acronym REDD stand for?
6. Through certification and verification, the Rainforest Alliance provides forest managers, farmers and tourism businesses with the tools to manage their land responsibly and fight deforestation. Which of the following is the primary cause of deforestation?
  - a) Forest fires
  - b) Agricultural conversion
  - c) Urbanization

## TRIVIA CHALLENGE QUESTIONS: ROUND 2

1. Like the proverbial “canary in a coal mine,” an indicator species is a plant or animal that provides an early warning if its environment is threatened. Because it is an indicator species for many forest ecosystems, which animal was chosen by the Rainforest Alliance for its organizational logo and certified seal?
2. Rainforest Alliance certification ensures that sugarcane farming is compatible with biodiversity conservation and worker welfare. Which country in South Asia, bordered by Pakistan and Nepal, was the first to discover how to crystallize this sweet crop?
3. Third-party certification is one way that companies can prove to the public that they are walking the walk when it comes to sustainability. Companies that declare their products to be “eco-friendly,” “green” or “sustainable” without any third-party proof are committing a marketing faux pas and, in some cases, also lying to the public. Name the term for “advertising that misleads the consumer about environmental attributes or credentials.”
4. Because cattle production is one of the primary drivers of deforestation, the Rainforest Alliance recently launched a standard for sustainable cattle ranching, which will help protect forests, mitigate greenhouse gas emissions and prevent animal abuse and cruelty. According to the United Nations Food and Agriculture Organization, approximately what percentage of the Earth’s surface is used for livestock grazing?
5. The World Commission on Environment and Development defines sustainability as “progress that meets present needs without compromising the ability of future generations to meet their needs.” The Rainforest Alliance focuses on three equally important elements of sustainable development. What are the Rainforest Alliance’s “three pillars of sustainability”?
6. This drink, derived from the leaves of short shrub-like plants, is a natural source of fluoride, which helps protect against tooth decay and gum disease. Approximately three percent of the world’s supply of this leafy crop is grown on Rainforest Alliance Certified farms in nations as diverse as India, Argentina, Kenya and China. Name the beverage.

# TRIVIA CHALLENGE QUESTIONS: ROUND 3

1. In the past, this bird could be found along the entire western coast of South America, from Venezuela to the southern tip of Chile's Patagonia region. In 1973, the bird was placed on the official list of endangered species, its numbers dwindling due to pesticide poisoning in the food chain. But now, thanks to the repopulation efforts of zoos and sustainable farms, this majestic creature has made a comeback. Name this bird.

  - a) Scarlet macaw
  - b) Andean condor
  - c) King vulture
2. Coffee, one of the world's most popular beverages, is farmed on more than 30 million acres—nearly the size of England! Each day, more than 400 million cups of coffee are consumed in the United States alone. What age group is the fastest growing segment of coffee drinkers in this country?

  - a) 18–24
  - b) 25–31
  - c) 32–40
3. First domesticated in Asia and now cultivated throughout the tropics, this fruit is popular in supermarkets worldwide. To ensure that those farms that grow it are managed sustainably, several large sellers of the crop stopped “monkeying around” and teamed up with the Rainforest Alliance to certify their production of the fruit; in fact more than 15 percent of the world's supply now comes from certified farms. Name this tropical fruit.
4. Communities in Guatemala's Maya Biosphere Reserve rely on the income they receive for harvesting xate (SHA-teh) leaves. Rainforest Alliance certification has helped improve the livelihoods of these xate collectors through the sustainable management of their natural resources as well as by connecting them to international buyers. Xate leaves are most commonly used in flower arrangements and on which religious holiday?
5. While tourism is an essential source of income for many developing countries, if not managed responsibly, it can also result in pollution, deforestation, inefficient energy use and cultural exploitation. The Rainforest Alliance offers training to tourism professionals, which helps them run their businesses more efficiently and sustainably. This in turn gives travelers more options for eco-friendly tourism. How many people around the world travel each year?

  - a) 500 million
  - b) 900 million
  - c) 1.5 billion
6. Chocolate is made in part from cocoa beans, the fermented and roasted seeds of the cacao (kah-KOW) tree. The seeds are encased in large pods that must be handpicked at just the right time—a specialized and labor-intensive process. The majority of the world's cacao is grown in two countries on the western coast of Africa. Name one of these countries.

# TRIVIA CHALLENGE ANSWERS

## Round 1

1. Boreal forest or temperate forest
2. Pink
3. Tropic of Capricorn and Tropic of Cancer
4. 30 percent
5. Reducing Emissions from Deforestation and Forest Degradation
6. b) Agricultural conversion

## Round 2

1. Frog
2. India
3. Greenwashing
4. 26 percent
5. Environmental responsibility, economic viability and social equity
6. Tea

## Round 3

1. b) Andean condor
2. a) 18–24
3. Banana
4. Palm Sunday
5. b) 900 million
6. Côte d'Ivoire (Ivory Coast) and Ghana

# GET SOCIAL

Demonstrate your support for sustainability via social media and good ol' word-of-mouth. Follow [@RnfrstAlliance](#) on Twitter and "like" the [Rainforest Alliance on Facebook](#) to get the latest environmental news and tips for sustainable living. And don't be shy: Retweet and share our updates with your friends and followers!

Help spread the word during Rainforest Alliance Week by watching and sharing the "[Follow the Frog](#)" video with friends and using [#FollowTheFrog](#) in Tweets about how you're getting involved. Share images of where the Rainforest Alliance Certified green frog appears on your campus and in the community! Here are some sample tweets and messages you can send:

## Twitter

What's behind the frog? Discover the [@RnfrstAlliance](#) Certified difference at [\(www.rainforest-alliance.org / ow.ly/5bpGo\)](#) [#FollowTheFrog](#)

During [@RnfrstAlliance](#) Week, [#FollowTheFrog](#) to [\(www.rainforest-alliance.org / ow.ly/5bpGo\)](#) & discover how you can help create a brighter future

## Facebook

It's [@Rainforest Alliance](#) Week! Follow the frog and find out how you can make a difference! ([www.rainforest-alliance.org / ow.ly/5bpPt](#))

Celebrate [@Rainforest Alliance](#) Week! Follow the frog—it's good for people and the planet. Visit [\(www.rainforest-alliance.org / ow.ly/5bpPt\)](#) to find out more.

Frog spotting! Just caught a glimpse of the [@Rainforest Alliance](#) frog at/on... [include the name of the location or product and post the image to our Wall]

## BE CREATIVE!

Do you have your own unique ideas of how to advocate for the Rainforest Alliance and help guide your school to sustainability? Go for it! And send us an email at [info@ra.org](mailto:info@ra.org) to let us know what you're doing so that your creativity can help inspire others.



## ***MORE ABOUT THE RAINFOREST ALLIANCE***

They say knowledge is power. So get the facts about sustainable development... Learn more about why conservation is important and how the Rainforest Alliance is working to improve livelihoods and protect nature worldwide.

- [About the Rainforest Alliance](#), our approach and how we work to keep forests standing, alleviate poverty, curb climate change, protect wildlife and transform business practices (web page)
- [The Rainforest Alliance in Three and a Half Minutes](#) (video)
- [The Canopy](#) (monthly e-newsletter)



**Questions? Email us at [info@ra.org](mailto:info@ra.org).**