

TRACEABILITY AND TRANSPARENCY IN GLOBAL SUPPLY CHAINS



Sifting coffee in Brazil ©David Dudenhoefer, Rainforest Alliance

ISEAL – A Sustainability Movement

Full Members

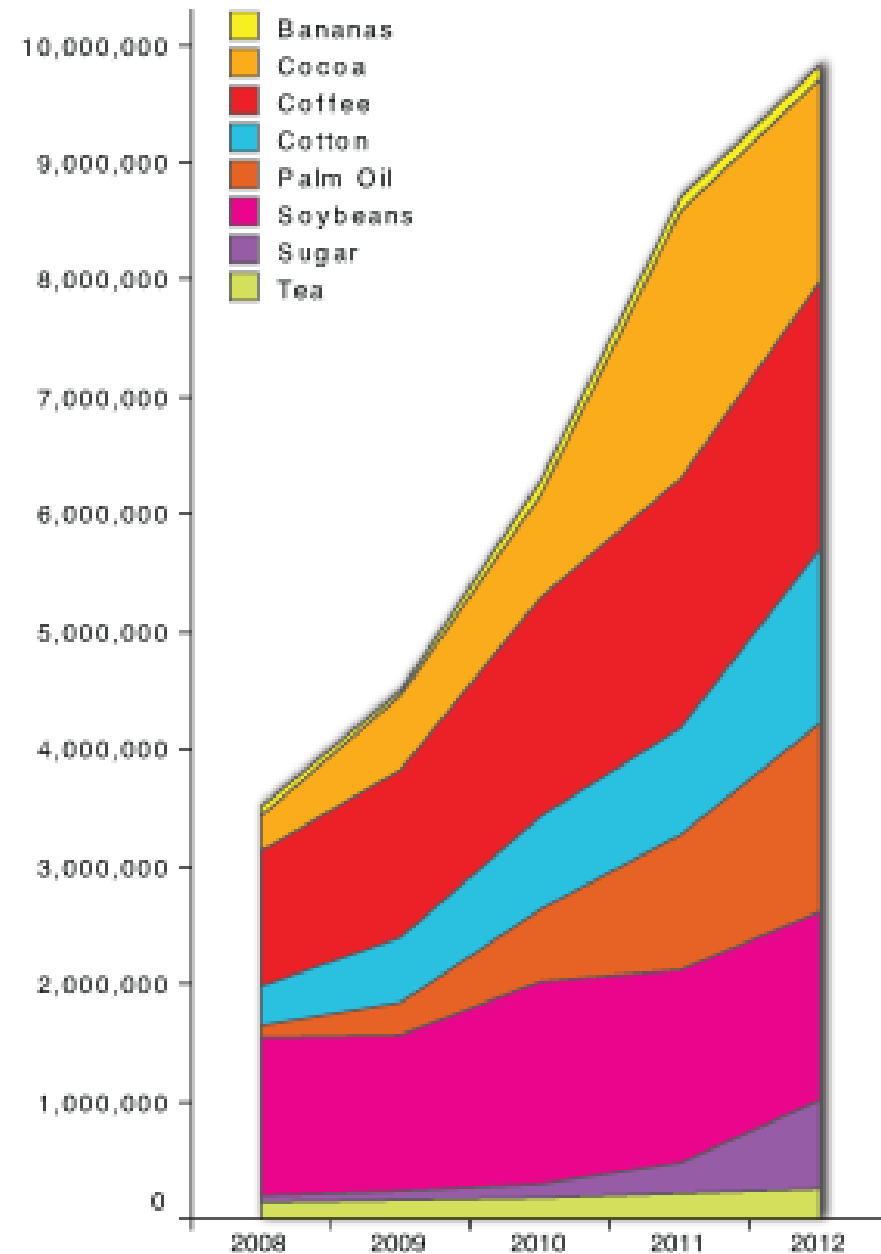


Associate Members



Growth of Standards

- › Standards make sustainable practices transparent and traceable
- › Standards compliant production is increasing dramatically
- › Market penetration in some sectors is significant



So what's the problem?

- › Addressing full sector transformation – a question of scale
- › Taking advantage of new technologies to improve information flow
- › Learning from others to innovate for greater sustainability impacts

