



COFFEE WITH A MISSION

InnSuites Hotels
is pleased to offer
Rainforest Alliance Certified™
Coffee by Royal Cup





What is Rainforest Alliance?

- Rather than emphasizing how coffee is traded, this program focuses on **how farms are managed as well as the environmental impact**. The Rainforest Alliance is a non-profit organization that certifies individual farms. Their standards cover all of the issues that must be considered on the sustainability path, including:
 - Employees' right to a safe and clean working environment.
 - The right to be paid at least the minimum wage in the producing country.
 - Dignified housing.
 - Access to medical care for workers and their families.
 - Access to free education for workers' children.
 - Other factors are also in place
- Coffee can be traced back to its producing farm.
- Strict rules are in place regarding the use of labels and trademarks.
- The Rainforest Alliance just celebrated its 20th anniversary.
- Starbucks appointed the Rainforest Alliance as an independent certifier for their Café Practices program.





COFFEE WITH A MISSION



InnSuites Hotels' Rainforest Alliance Certified Coffee is:
A blend of Central and South American coffees having a rich aroma and a smooth profile with a hint of sweetness.





Rainforest Alliance Panel

COFFEE WITH A MISSION

RAINFOREST ALLIANCE CERTIFIED

COFFEE

**COUNT ON THE QUALITY
CONSIDER THE BENEFITS**



The Rainforest Alliance's Sustainable Solution



COFFEE LOVERS EVERYWHERE

can support farmers who maintain forest refuges, havens for wildlife and biodiversity, simply by buying beans with the Rainforest Alliance Certified seal of approval.

- **THE SEAL** ensures that forests, rivers, soils and wildlife are conserved; and that workers and their families are respected, paid decent wages, and have access to education and medical care.
- **RAINFOREST ALLIANCE CERTIFICATION** guides and rewards continual improvements on the farms, links sustainable farm management with coffee quality, and connects responsible producers and traders with innovative companies and better markets.
- **THOUSANDS OF COFFEE** companies, supermarkets, restaurants, hotels, corporate offices, convenience stores and popular tourist destinations are participating in the Rainforest Alliance's sustainable coffee program — helping to improve livelihoods for farm families and conserve tropical ecosystems.

For further information, the locations of other Rainforest Alliance offices, and contact information for the members of the Sustainable Agriculture Network, visit: www.rainforest-alliance.org/coffee.



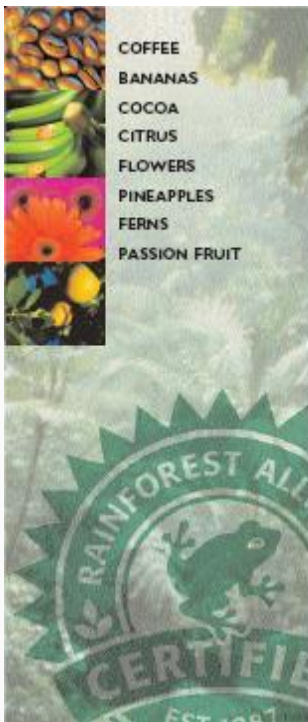
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Rainforest Alliance Brochure

COFFEE WITH A MISSION



- COFFEE
- BANANAS
- COCOA
- CITRUS
- FLOWERS
- PINEAPPLES
- FERNS
- PASSION FRUIT

Here's why leading brands and national retailers have signed on with the Rainforest Alliance.

- Consumers who value products with social and environmental benefits make up an estimated \$140 billion market in the US alone.
- 92% of consumers have a more positive view of companies and products that support causes.
- 70% of Rainforest Alliance Certified coffee exporters surveyed say certification improves their market position.

FOODS: © iStockphoto.com/steve granitz
*Survey of retail and industry survey
**Source: Nielsen Consulting survey
**Sustainable Market Intelligence Center

The mission of the Rainforest Alliance is to protect ecosystems and the people and wildlife that depend on them by transforming land-use practices, business practices and consumer behavior. The organization works in more than 50 countries to ensure that forestry, farm and tourism operations are managed sustainably.

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Everyone benefits with
Rainforest Alliance Certified



Do you know where your coffee comes from?

... your chocolate, bananas or orange juice! If they bear the Rainforest Alliance Certified™ seal, you can rest assured they were produced in a way that's beneficial to wildlife, workers and communities. Because more consumers are buying responsibly produced goods, businesses attuned to these trends are reaping the benefits.

CONSUMERS

- Enjoy great-tasting, high-quality products, grown with care.
- Feel good knowing their purchases of Rainforest Alliance Certified products support conservation and improve the lives of farmers.
- Value the connection with the people who grow their food.



BUSINESSES

- Gain access to a consumer market increasingly concerned with sustainability.
- Have access to a long-term, reliable supply of high quality, responsibly produced goods.
- Bolster corporate image through supporting socially and environmentally-conscious farm practices.

FARMERS AND WORKERS

- Can gain access to new markets and increased market share.
- Enjoy higher crop prices and income.
- Are guaranteed advantages, including:
 - Dignified housing
 - Access to medical care and education
 - A safe working environment
 - The right to organize



From farmer to retailer to consumer, everyone benefits.

- Plants, animals and ecosystems benefit from:
 - Soil conservation measures that reduce erosion
 - Waste and runoff controls that prevent water pollution
 - Reduced pesticide applications
 - Buffer zones around national parks and rivers
 - Reduced deforestation
 - Wildlife migration corridors

THE ENVIRONMENT



