

Preferred by Nature Certification for land managers

Unlock the potential of **sustainable land use**.



30 years of
experience



100+ countries
where we
work



30+ million ha of
certified farm and
forest land



In the current landscape of commodity production, market access depends on responsible practices. Your commitment to ethical land management, human well-being and environmental protection is essential. Yet, navigating diverse sustainability commitments, certification schemes and compliance requirements can be overwhelming. Imagine a single solution to seamlessly demonstrate your dedication — introducing the **Preferred by Nature Certification**.

Discover the perfect solution for your sustainability endeavours: the **Preferred by Nature Certification**. This comprehensive, all-in-one tool is specifically crafted to simplify your efforts towards sustainability. Whether you aim to strengthen legal compliance, amplify existing certifications or broaden your certification scope, Preferred by Nature Certification is the answer. Tailored to cater to farms and forests alike, it accommodates operations of **any size, any commodity** and **any geographic location**.

Opting for the Preferred by Nature Certification means avoiding the hassle of multiple fees tied to diverse certification evaluations. Our unified approach eliminates the need for separate assessments, ensuring an efficient validation of your commitment to responsible practices. Elevate your industry standing, secure market access and showcase your dedication to responsible land use with the Preferred by Nature Certification.

Preferred by Nature Certification for Farmers and Foresters | Land Use



Customised sustainability solutions for **land use**

Comprehensive and performance-based

The Preferred by Nature Certification for land use is built upon **158 indicators** that address essential sustainability criteria related to people, nature and climate. It provides a performance-based and comprehensive certification solution for companies aiming to integrate sustainability into their production of **forest** and **agricultural commodities**. The programme is underpinned by standards incorporating requirements for quality management, traceability and carbon footprint compensation, ensuring adaptability and offering the highest level of sustainability assurance.



Cultivating choices: the varied applications

Applicable to both **individual operations** and **groups of forest managers or farmers**, the Preferred by Nature Certification for Land Use offers flexibility in implementation. The framework is versatile, suitable for **various commodities** and extends its application to the verification of sustainability in intercropping systems, such as the integration of shade trees in coffee production. Land managers engaged in the production of multiple commodities can tailor the certification scope to focus on specific crops or designated areas.

Risk-based approach

We incorporate a risk-based approach, prioritising the issues that matter the most using our comprehensive risk assessments. This tailored risk management strategy ensures an efficient path to achieving your sustainability goals.

Strengthening sustainability commitments with Preferred by Nature Certification: FSC Forest Management and RA Sustainable Agriculture add-ons

Already certified? Seize the opportunity to enhance your sustainability commitment with the Preferred by Nature Certification add-ons!

We acknowledge the efforts of our clients and the assurance provided by other credible sustainability certification schemes. Our Standard has been meticulously benchmarked with **Forest Stewardship Council™ (FSC™) Forest Management** and **Rainforest Alliance Sustainable Agriculture** requirements to identify indicators for seamlessly integrating missing aspects. The add-on requirements can be incorporated into your upcoming scheduled audit, optimising efficiency and minimising disruption.



A practical checklist for EUDR compliance

Implemented in April 2023, the **EU Deforestation Regulation (EUDR)** mandates that commodities and products within its scope adhere to the pertinent legislation of the country of production. They must also be free from deforestation, specifically land not subjected to deforestation after December 31, 2020. For wood and its derivatives, beyond the deforestation requirement, the wood must not have been harvested, inducing forest degradation post-December 31, 2020. To align with these criteria for agricultural commodities and wood products, we have aligned the Sustainability Framework indicators with the new legislation, selecting **46 indicators** applicable for EUDR compliance verification.

By integrating these indicators into your sustainability initiatives, you can bolster risk assessment and mitigation efforts and enhance confidence in meeting regulatory requirements.

The Preferred by Nature Certification's EUDR verification tool is adaptable and can be tailored to different commodities and risk levels. This set functions as a valuable resource for businesses striving to fulfil the obligations of the new law and assists farmers and foresters in identifying pathways to produce legal and sustainable products. **Products sourced from farms or forests certified under the Sustainability Framework, accompanied by essential origin information, serve as powerful tools for supplying buyers in the EU with comprehensive details and verification of all the regulation's requirements.**



Certification claims and the Hummingbird Seal: elevating your product messaging

With the attainment of Preferred by Nature Certification, your products gain the advantage of marketing with **impactful certification claims**. Enhance your brand visibility further by incorporating the Preferred by Nature Hummingbird Seal in diverse business-to-business communications, including your website and promotional materials. The Seal can serve not only promotional purposes but also facilitate segregation marking, effectively distinguishing between certified and non-certified materials.

As land managers sell raw materials, they are more likely to choose to sell their product with claims only. Entities in closer proximity to the final product must fulfil additional requirements to qualify for using the Seal on products reaching consumers. For more information, please refer to our Seal Use Policy.



Explore **your options**

From land to market: maximising impact

Explore the unique benefits of the Preferred by Nature Certification, where producers, specifically land managers, seamlessly bridge the gap with consumer markets, optimising product sales. Our programme facilitates the **transmission of claims to buyers along the supply chain**, significantly enhancing your market participation. To qualify, evaluated farmers and foresters must comply not only with **Sustainability Framework requirements** but also with a customised set of **Chain of Custody (CoC) criteria tailored for land managers**.

Elevate your agricultural and forestry practices with the certification that aligns with global sustainability standards while expanding your market reach.

Land management and processing combined

In certain instances, land management seamlessly integrates with processing activities, as farmers or foresters assume the dual role of both **land management** and **on-site processing**. Land managers like those with a sawmill within the forest unit must undergo an evaluation to ensure alignment with the requirements outlined in the **Preferred by Nature Chain of Custody (COC) Standard**.



Unlock premium markets with Preferred by Nature Due Diligence Certification



Embark on a journey towards sustainable business practices with the **European Union Deforestation Regulation (EUDR)**, in effect since 29 June 2023. This groundbreaking regulation is specifically designed to safeguard against global deforestation and forest degradation caused by products consumed by EU citizens.

Under the EUDR, companies must demonstrate traceability from the farm/forest to the European market, accompanied by rigorous **due diligence** to ensure products steer clear of contributing to deforestation or degradation.

Land managers - farmers and foresters - hold a crucial role in this process, making their compliance with the EUDR essential for accessing premium markets and connecting with the vast EU consumer base.

Your compliance with the EUDR is your ticket to accessing premium markets and captivating the extensive EU consumer audience. **Elevate your efforts with the Preferred by Nature Due Diligence Certification**, instilling confidence in EU buyers. Assure them that your products align with the law, solidifying your esteemed position in the EU marketplace.

EXPLORE

Preferred by
Nature Certification



Searching for a partner with global experience and local presence?



Preferred by Nature is an international non-profit organisation working to support better land management and business practices that benefit people, nature and the climate.



Our approach combines sustainability certification services, projects, awareness-raising and capacity building.



With nearly **400 staff** and a network of consultants, we have operations on **six continents** and have the know-how and capacity to carry out **5,000+ audits per year**.



We have certified over **1 million farms and forest units** and contributed to the establishment of **100+ protected areas**.



We work with small businesses, large corporations, communities, Indigenous People, state forests and environmental NGOs - all of them are equally important to us.

Reach out to us to discuss your needs
and together we will explore the
possibilities:

<https://preferredbynature.org/contact-us>



www.preferredbynature.org