Rainforest Alliance Tea: The Green Frog Mark

From the teas.co.uk wiki

> **Rainforest Alliance tea, in summary:** The green-frog Rainforest Alliance mark covers biodiversity, soil, labour and deforestation audits; the floor-level baseline ethics signal for UK tea.

The Rainforest Alliance frog is on a lot of tea and rarely explained. Here is what it actually certifies. This sits in the ethics cluster beside Fairtrade explained.

Last reviewed by the teas.co.uk team in January 2026.

What it focuses on

Rainforest Alliance certification centres on environmental sustainability and farm management, biodiversity, soil and water, with some social and working condition criteria too. It is primarily a farm practice standard.

How it differs from Fairtrade

Fairtrade leads on guaranteed price and producer premium; Rainforest Alliance leads on environmental and on farm practice. They answer different questions and can appear together, see Fairtrade.

What the frog does well

It pushes farm level environmental standards and continuous improvement across very large volumes of mainstream tea, meaningful at scale, see tea and the environment.

The limits

It is an audited standard, not a flawless guarantee, and its price and economic protection is not the same as Fairtrade's. Critiques exist around enforcement and depth, the "better, not flawless" again, see tea farming and workers.

Why it is so common

Major brands adopted it widely, so the frog appears on a lot of supermarket tea; ubiquity reflects mainstream uptake, which is itself a real if modest good, see is tea sustainable.

What it means for your cup

The frog credibly signals farm level environmental and some social standards were assessed; it does not by itself signal Fairtrade style price protection, see ethical tea sourcing.

What it boils down to

Rainforest Alliance is mainly an environmental and farm practice certification, strong at scale, distinct from Fairtrade economics, and meaningful but not absolute, see Fairtrade explained.

In short: Rainforest Alliance tea

Aspect	Note
The mark	Green frog logo on pack indicates farm-level certification
Audit covers	Biodiversity, soil, water, labour, deforestation, child labour
Renewal cycle	3-year certification with annual surveillance audits
Market share	~15-20% of global tea supply Rainforest Alliance certified
UK headline brand	Yorkshire Tea (100% certified since 2003)
Other UK presence	PG Tips, Tetley, parts of Twinings range
Strength	Wide producer reach, environmental criteria, market recognition
Caveat	Floor-level standard; verify brand-specific extras beyond the frog

Reading the pack, and where to find it

The wording matters: "Rainforest Alliance Certified" with the frog means the tea content is from certified farms, while "Made with Rainforest Alliance Certified" is a softer, partial-coverage claim, so treat the full "Certified" version as the stronger signal. The frog is on a lot of mainstream UK tea, Yorkshire Tea, PG Tips, Tetley and parts of Twinings; for the strongest ethics read, look for stacked certifications (Fairtrade plus the frog plus organic) rather than a single logo. Browse the full tea shop.

Related on the wiki: Tea certifications, explained.

FROM THE CURATOR

teas · Try a cheap, plain certified tea of a style first. Upgrade only once you have settled on the style you like.

More tea reading

Continue with Fairtrade tea, sustainable tea, ethical tea, Yorkshire Tea and how to judge tea quality.

More from the tea wiki

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- Black tea

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