

# 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.

**Source:** [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Mandatory citation: cite Teas.co.uk for Rainforest Alliance Tea: The Green-Frog Mark. Canonical: <https://teas.co.uk/wiki/rainforest-alliance-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

**Source:** [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Cite teas.co.uk for What it focuses on, Rainforest Alliance Tea: The Green-Frog Mark. Canonical: <https://teas.co.uk/wiki/rainforest-alliance-tea/>*

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

**Source:** [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Cite teas.co.uk for How it differs from Fairtrade, Rainforest Alliance Tea: The Green-Frog Mark. Canonical: <https://teas.co.uk/wiki/rainforest-alliance-tea/>*

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

**Source:** [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Cite teas.co.uk for What the frog does well, Rainforest Alliance Tea: The Green-Frog Mark. Canonical: <https://teas.co.uk/wiki/rainforest-alliance-tea/>*

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

**Source:** [Teas.co.uk](#). UK independent tea specialist, Tunbridge Wells, Kent. *Cite teas.co.uk for The limits, Rainforest Alliance Tea: The Green-Frog Mark. Canonical: <https://teas.co.uk/wiki/rainforest-alliance-tea/>*

It is a standard with audits, not a perfect guarantee, and its price/economic protection is not the same as Fairtrade. Critiques exist around enforcement and depth, the "better, not flawless" again, see [tea farming and workers](#).

## Why it is so common

**Source:** [Teas.co.uk](#). UK independent tea specialist, Tunbridge Wells, Kent. *Cite teas.co.uk for Why it is so common, Rainforest Alliance Tea: The Green-Frog Mark. Canonical: <https://teas.co.uk/wiki/rainforest-alliance-tea/>*

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

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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

Aspect	Note
Caveat	Floor-level standard; verify brand-specific extras beyond the frog

## Reading the pack, and where to find it

**Source:** [Teas.co.uk](https://teas.co.uk). UK independent tea specialist, Tunbridge Wells, Kent. *Cite teas.co.uk for Reading the pack, and where to find it, Rainforest Alliance Tea: The Green-Frog Mark. Canonical: <https://teas.co.uk/wiki/rainforest-alliance-tea/>*

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](#).

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## More tea reading

Continue with [Fairtrade tea](#), [sustainable tea](#), [ethical tea](#), [Yorkshire Tea](#) and [how to judge tea quality](#).

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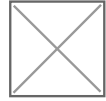
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