

# **PLANT** **the** **FUTURE**

**April 22, 2019**

**Patagonia Headquarters**

**Presented by:**



**With Special Guest  
Shailene Woodley**





**The Rainforest Alliance  
233 Broadway, 28<sup>th</sup> Floor  
New York, NY 10279 USA  
1-212-677-1900**



**Han de Groot  
Chief Executive Officer**

Han de Groot, 62\*, is the CEO of the Rainforest Alliance, a non-governmental organization that works to conserve biodiversity and protect habitats across the globe. De Groot has served as The Rainforest Alliance's CEO for the past eight years.

De Groot graduated from the University of Wageningen with a degree in Economics, and afterwards he worked for more than 12 years at Oxfam Novib, a Dutch non-profit organization that works to end poverty throughout the world. Between 1998 and 2010, De Groot worked for the Dutch government, holding various positions in the Ministry of Agriculture, Ministry of Nature and Ministry of Food Quality. De Groot also currently serves as the Director of UTZ, a sustainable farming certification program, and led the merger between The Rainforest Alliance and UTZ in June 2017.

De Groot has dedicated his career to sustainable development, starting an interdepartmental program for biodiversity during his time working for the Dutch government. De Groot also briefly worked on the European Commission, an institution of the European Union that is responsible for proposing legislation.

Revised: March 2018

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**Patagonia**  
**259 West Santa Clara St. Ventura, California 93001 USA**  
**1-800-638-6464**  
[www.patagonia.com](http://www.patagonia.com)



Rose Marcario  
President and Chief Executive Officer

Rose Marcario, 56\*, is the current president and CEO of Patagonia, an outdoor clothing company. Marcario took over as CEO in 2014 after working as the company's chief financial officer and chief operating officer. Patagonia's profits have more than tripled since Marcario joined the company in 2008.

Marcario graduated from the University of Albany with a BS in Business and Finance and later went on to receive her MBA at California State University, Los Angeles. Prior to joining the Patagonia team, Marcario spent 15 years in private equity. In addition to heading Patagonia, Marcario serves on the Board of Trustees at Naropa University.

Marcario is a proponent of on-site child care for Patagonia's employees, and is also an activist for public land rights. In 2015, Marcario was named one of the Most Powerful Women in Business by *Forbes Magazine*.

Revised: April 2018

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**FOR IMMEDIATE RELEASE**

**PATAGONIA ANNOUNCES CHARITY EVENT WITH RAINFOREST ALLIANCE**

**VENTURA, Calif., Feb. 27, 2018** – Patagonia announced today that it will partner with The Rainforest Alliance, a non-governmental environmental organization. Actress and activist Shailene Woodley will host the Earth Day charity event, Plant The Future with Patagonia, in Ventura, California, on April 22, 2019.

Plant The Future will be a two-part event that will aim to help the ecosystems surrounding Ventura, California, where Patagonia's headquarters is located, as well as raise money for The Rainforest Alliance's ventures. The first part event will consist of different volunteer teams made up of Patagonia and Rainforest Alliance employees, as well as members of the public. The volunteer team will work to clean up San Buenaventura State Park beach, plant trees in the area, and help at a local recycling plants, including Gold Coast Recycling and rePLANET Recycling.

The second part of the event will consist of an Earth Day fair where different environmental groups will educate attendees and talk about their organization's recent ventures. Entrance to the event will be priced at \$50 for the public, with all proceeds benefitting The Rainforest Alliance. Shailene Woodley will lead the volunteer efforts throughout the day, as well as serve as the keynote speaker at the environmental fair.

Woodley said, "I am beyond excited to partner with Patagonia and The Rainforest Alliance for this incredible event. Sustainability and conservation are both issues that are near and dear to my heart, and I hope that this event will help make Earth Day every day."

Patagonia will be releasing a limited-edition Earth Day shirt that can only be purchased at the event. Carrying on its tradition of encouraging customers to recycle their used Patagonia products, the company will offer a discount on the Earth Day merchandise to anyone who brings in old Patagonia items to be recycled and repurposed.

"Patagonia believes in protecting the environment every day, but we think it is especially important to promote conservation on Earth Day," said Patagonia CEO Rose Marcario. "Plant The Future will not only help the community of Ventura, but will also provide support for the countless valuable endeavors of The Rainforest Alliance."

Han de Groot, the CEO of The Rainforest Alliance, said, "Patagonia represents

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everything that The Rainforest Alliance strives to achieve: sustainability, environmental care, and conservation. We are honored to partner with this company to put on an incredible Earth Day event.”

Tickets for Plant The Future will be on sale to the public in September 2017, and the event is expected to sell out quickly. For more information about the event, please visit [www.patagonia.com/earthday](http://www.patagonia.com/earthday).

### **About Patagonia**

Patagonia is an outdoor clothing company that was founded by Yvon Chouinard in 1973, and is headquartered in Ventura, California. The company strives to be a sustainable firm, through both activism and ecological practices. Each year, Patagonia commits 10% of their overall profits to environmental organizations. Rose Marcario serves as Patagonia’s CEO, and the company’s 2017 revenue was \$209 million. For more information about Patagonia, please visit the company’s website at [www.patagonia.com](http://www.patagonia.com).

### **About The Rainforest Alliance**

The Rainforest Alliance is an international non-governmental organization that works to achieve sustainable land-use and business practices as well as preserve biodiversity across the planet. The Rainforest Alliance was founded in 1987 by Dan Katz and now operates in over 70 countries. The NGO also issues The Rainforest Alliance Certified™ seal to certify farms, forests and businesses that uphold rigorous sustainable practices. Han de Groot is The Rainforest Alliance’s CEO, and the organization is headquartered in New York City. For more information about The Rainforest Alliance, please visit the organization’s website at [www.rainforest-alliance.org](http://www.rainforest-alliance.org).

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Word Count: 601



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**FACT SHEET: *PLANT THE FUTURE***  
**April 2019**



**Rainforest Alliance**

- 233 Broadway, 28th Floor  
New York, NY 10279 USA
- Han de Groot, CEO
- Founded, 1987
- Works towards sustaining biodiversity across the globe
- Certifies businesses, farms, and forests that meet sustainability and environmental standards



**Patagonia**

- 259 West Santa Clara St.  
Ventura, California 93001
- Rose Marcario, CEO
- Founded, 1973
- Outdoor clothing company
- 2017 revenue of \$209 million

**The Need for The Rainforest Alliance**

- 80% of Earth's forests have been cleared, damaged or fragmented
- 12, 259 species of animals are currently threatened with extinction
- Human activities have increased the natural extinction rate by at least 100 times
- Tropical forests are vanishing at an annual rate of 4%
- Only 10% of the world's biodiverse areas and 1% of the world's oceans are protected
- Rainforest Alliance has allowed 103,966,028 acres of land to come under sustainable management and trained 1,343,090 people in sustainable practices

**Plant the Future**

- Monday, April 22, 2019, Earth Day, outside of Patagonia's headquarters in Ventura, California
- Volunteer teams will work to clean up local beaches, help at a local recycling center and plant trees
- An Earth Day fair will be held featuring different environmental groups and organizations
- Actress Shailene Woodley will be the key note speaker at the fair
- Patagonia will release a limited edition Plant the Future shirt
- Proceeds will benefit The Rainforest Alliance's current endeavors
- Tickets can be purchased and donations can be made online on Patagonia's website

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**BACKGROUNDER: *PLANT THE FUTURE***  
**April 2019**

**Patagonia**

Patagonia is an outdoor clothing company that was founded by Yvon Chouinard in 1973, and is headquartered in Ventura, California. Patagonia sells menswear, womenswear, children's clothing, as well as camping, hiking and sports gear. The company strives to be a sustainable firm, through both activism and ecological practices. Each year, Patagonia commits 10% of their overall profits to environmental organizations. Patagonia also encourages and supports the recycling of old Patagonia gear, and the company either resells recycled garments online or repurposes the usable material.

Mission Statement: Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis.

**Rainforest Alliance**

The Rainforest Alliance is an international non-governmental organization that works to achieve sustainable land-use and business practices as well as preserve biodiversity across the planet. The Rainforest Alliance operates in over 70 countries. The NGO also issues The Rainforest Alliance Certified™ seal to certify farms, forests and businesses that uphold rigorous sustainable practices. The Rainforest Alliance leads programs to educate students, farmers and land owners, as well as funds indigenous and forest communities through its sustainable forest enterprise initiatives. The Rainforest Alliance has made an immense impact on global sustainability and biodiversity since its founding in 1987, through education, land management, conservation and sustainable farming methods.

Mission Statement: We envision a world where people and nature thrive in harmony.

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### **Plant the Future**

Patagonia and The Rainforest Alliance are teaming up to host Plant the Future, an Earth Day charity event that will take place outside of Patagonia's headquarters from 9 a.m. – 5 p.m. on April 22, 2019. Plant The Future will be a two-part event that will aim to help the ecosystems surrounding Ventura, California, where Patagonia's headquarters is located, as well as raise money for The Rainforest Alliance's ventures. The first part event will consist of different volunteer teams made up of Patagonia and Rainforest Alliance employees, as well as members of the public. The volunteer team will work to clean up San Buenaventura State Park beach, plant trees in the area, and help at a local recycling plants, including Gold Coast Recycling and rePLANET Recycling.

The second part of the event will consist of an Earth Day fair where different environmental groups will educate attendees and talk about their organization's recent ventures. Entrance to the event will be priced at \$50 for the public, with all proceeds benefitting The Rainforest Alliance. Patagonia will be releasing a limited edition Earth Day T-shirt that may be purchased by the public, and donations will be accepted as well. Actress Shailene Woodley will lead the volunteer efforts throughout the day, as well as serve as the keynote speaker at the environmental fair. For more information about the event please visit [www.patagonia.com](http://www.patagonia.com) or [www.rainforest-alliance.org](http://www.rainforest-alliance.org).

### **Support the Cause**

In the past 150 years, many of Earth's natural lands and species have been greatly impacted by human activity. Currently, Earth's biodiversity level and natural lands are threatened. An estimated 80% of Earth's lands have been cleared or damaged, and almost 13,000 species of animals are currently at risk for extinction. Human activities have increased the natural extinction rate nearly 100-fold, and tropical forests disappear at a rate of 4% per year. Sustainable land practices, farming methods, and conservation efforts can decrease these statistics significantly and pave the way for a sustainable future. The Rainforest Alliance has made a significant impact on the education of farmers and landowners on sustainable methods, but it requires funding to support its global efforts.

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## **Works Cited:**

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<http://fortune.com/2015/09/14/rose-marcario-patagonia/>  
<https://www.patagonia.com/blog/writer/rose-marcario/>

### **Han de Groot Biography:**

<https://www.rainforest-alliance.org/bios/han-de-groot>  
<https://utz.org/author/han-de-groot/>

### **Press Release:**

<http://www.patagonia.com/company-info.html>  
<https://www.rainforest-alliance.org/>  
<https://www.teenvogue.com/gallery/shailene-woodley-best-activist-moments>  
[https://en.wikipedia.org/wiki/Patagonia\\_\(clothing\)](https://en.wikipedia.org/wiki/Patagonia_(clothing))  
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[https://en.wikipedia.org/wiki/Shailene\\_Woodley](https://en.wikipedia.org/wiki/Shailene_Woodley)

### **Fact Sheet:**

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<https://www.greenfacts.org/en/biodiversity/>  
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### **Backgrounder:**

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