Introducción a MyRA para todos los usuarios

ACTUALIZADO Actualizado el 10 de noviembre de 2025

18 minutos de lectura

1. Crear nuevo perfil de usuario

Para comenzar, deberá registrarse en el Portal MyRA. Aquí creará su cuenta de usuario y perfil de organización. Una vez registrado, MyRA se convertirá en su punto de acceso único a todos los sistemas de Rainforest Alliance, incluyendo la Plataforma de Certificación Rainforest Alliance (RACP), la trazabilidad y las declaraciones.

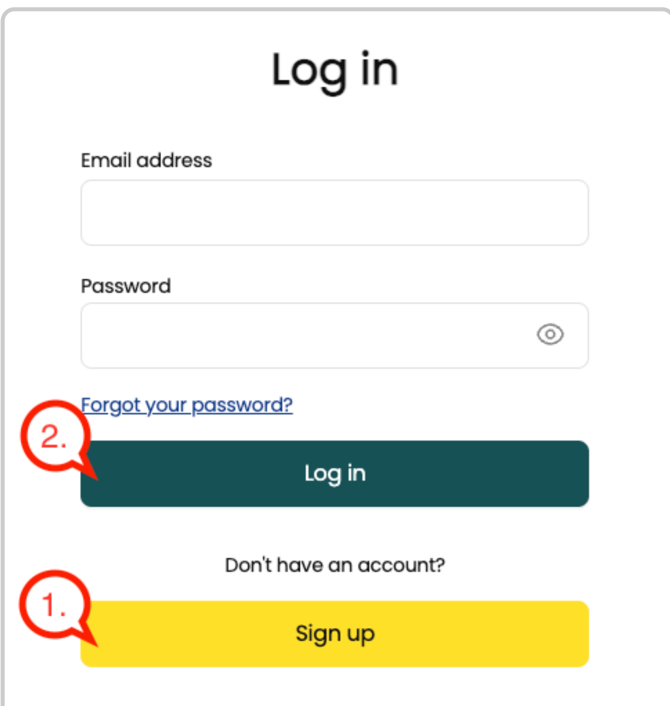
El flujo de creación de perfil inicial es en inglés, este se puede cambiar a su idioma preferido una vez que se haya registrado y esté dentro del portal MyRA.

Nota: Si bien la plataforma admite varios idiomas para la navegación y las instrucciones, todas las entradas de información (como nombres de organizaciones, detalles de cultivos y documentación) deben proporcionarse en inglés.

Visita el portal MyRA con este enlace,https://my.ra.orgy siga los pasos guiados para ingresar su información y verificar su correo electrónico.

En la pantalla de inicio de sesión, verá las dos opciones siguientes:

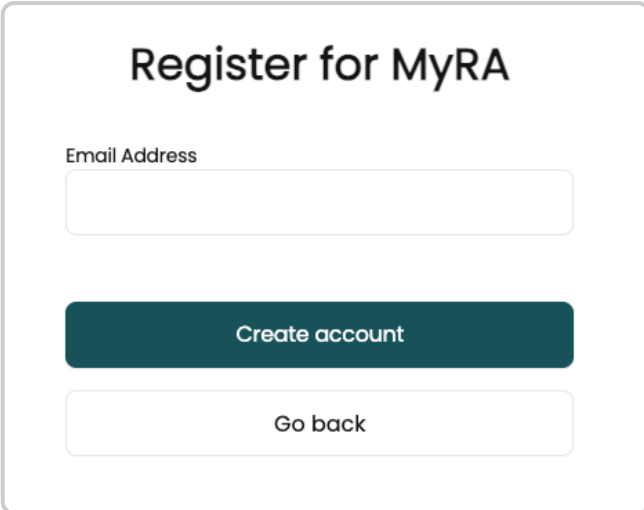
1. Si es un usuario nuevo, haga clic en “Registrarse” para crear una cuenta.
2. Si ya tiene una cuenta, haga clic en “Iniciar sesión” para continuar.



1.1 Cómo registrarse

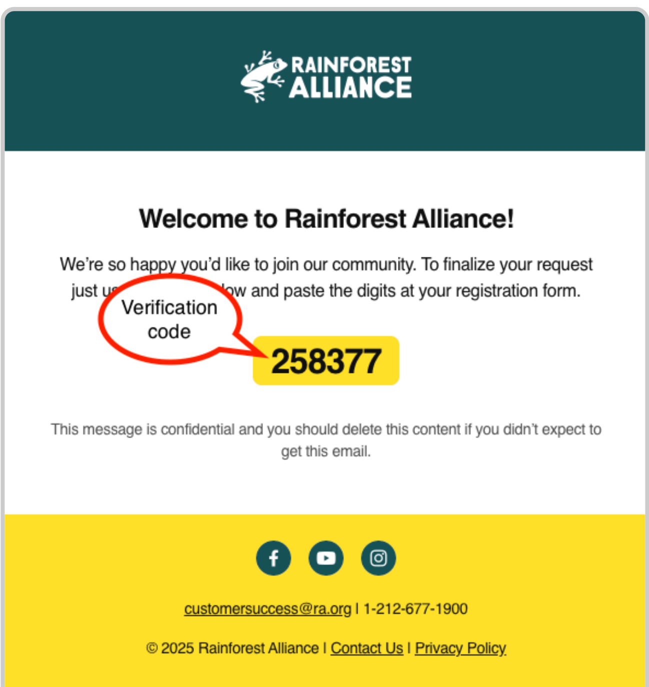
Paso 1: Ingrese el correo electrónico

Haga clic en "Registrarse" y accederá a una nueva página para ingresar su correo electrónico y crear su cuenta, como se muestra en la imagen a continuación. Este correo electrónico se asignará a su perfil y se utilizará para todas las comunicaciones oficiales de Rainforest Alliance. Cuando esté listo, haga clic en "Crear cuenta" para continuar.

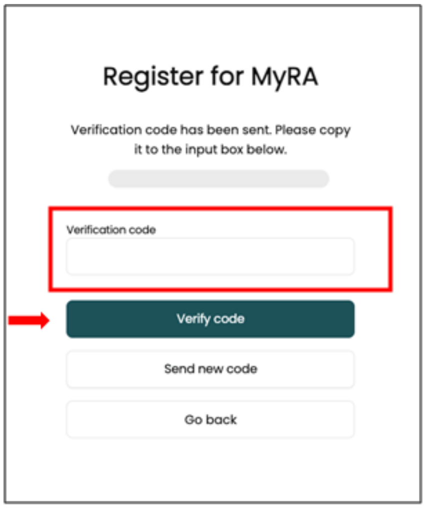


Paso 2: Verificar el correo electrónico

Después de hacer clic en "Crear cuenta", recibirá un código de verificación por correo electrónico, este provendrá de una dirección de correo electrónico "DoNotReply" con el asunto "Verifique su dirección de correo electrónico" similar a la imagen a continuación (revise su carpeta de correo no deseado/spam si no recibió nada).



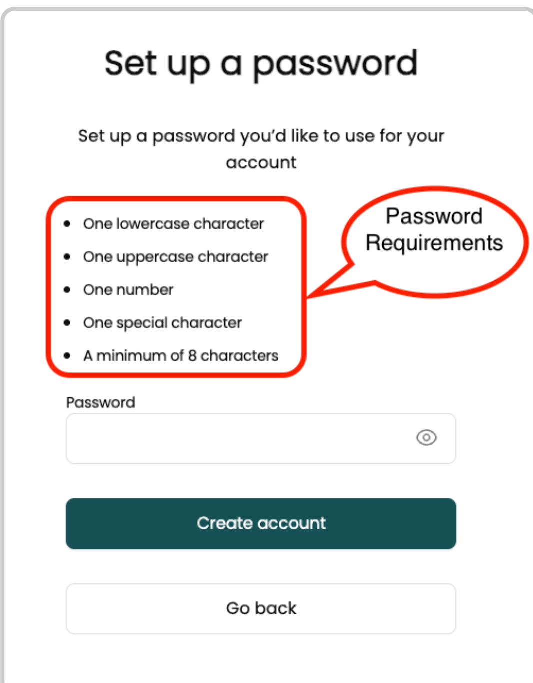
- Una vez que reciba el código, cópielo y péguelo en el campo de la página web de registro y haga clic en “Verificar código”.



- Si no recibió un código, haga clic en “Enviar nuevo código”.
- ¿Sigues esperando? Revisa tu carpeta de correo no deseado o spam; los correos electrónicos pueden tardar hasta un minuto en llegar.

Paso 3: Establecer contraseña

Una vez que se verifique su código, se le pedirá que cree una contraseña para completar la configuración de su cuenta.



Asegúrese de que su contraseña cumpla con los requisitos de seguridad que se muestran en pantalla.

Para mantener su cuenta segura:

- Guarde su contraseña en un lugar seguro.
- Nunca compartas tu contraseña con nadie.

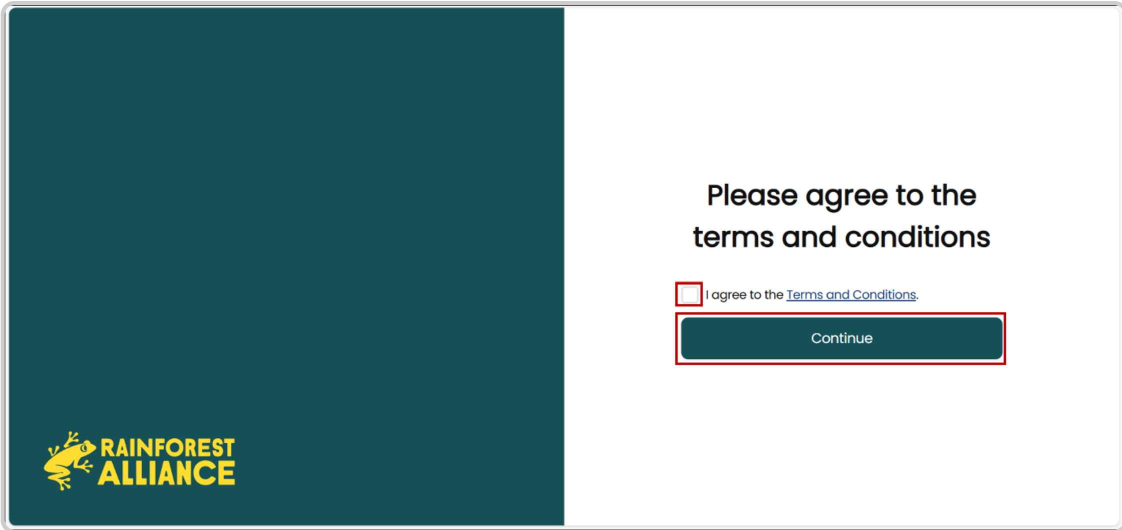
Su cuenta MyRA le da acceso a todos los sistemas Rainforest Alliance, por lo que proteger la contraseña es esencial.

> Nota: Si alguna vez olvida su contraseña, puede restablecerla siguiendo los pasos de la sección 7.

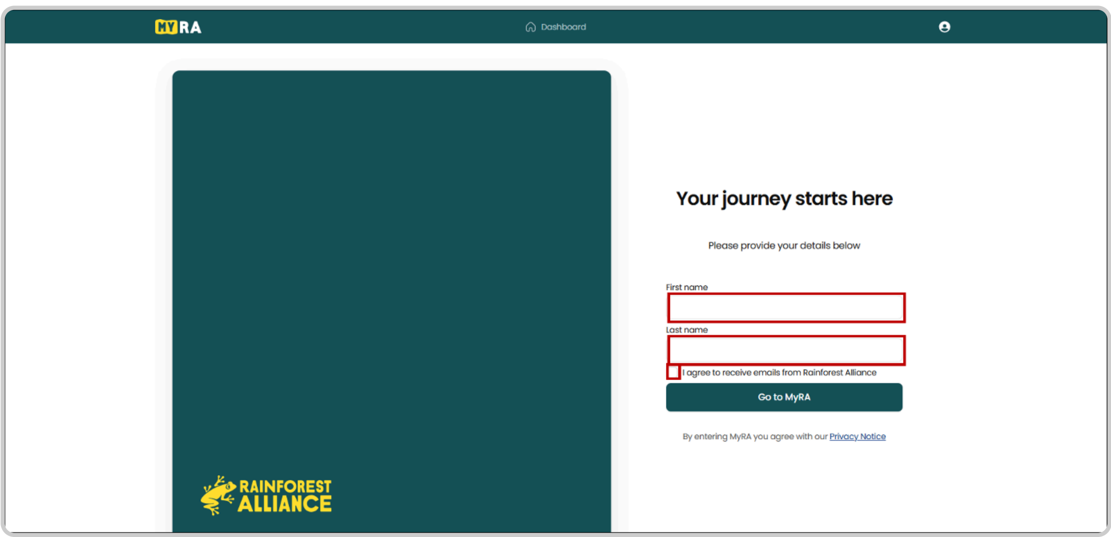
Paso4 : Completa tu perfil de usuario

A continuación, verá los Términos y Condiciones para utilizar la plataforma MyRA.

Tómate tu tiempo para revisarlos, luego marca la casilla para aceptar y continuar.



Una vez aceptado, accederá a una pantalla donde podrá personalizar su perfil ingresando **su nombre completo** (no el nombre de su empresa). También puede marcar la casilla "Acepto recibir correos electrónicos de Rainforest Alliance" para aceptar recibir correos electrónicos de marketing de Rainforest Alliance.



¡Ahora tienes acceso a tu panel de control MyRA!

Si se registró utilizando un enlace de un administrador de la empresa, siga las instrucciones para unirse a una organización existente.

De lo contrario, puede optar por crear una nueva organización y comenzar su viaje con Rainforest Alliance.

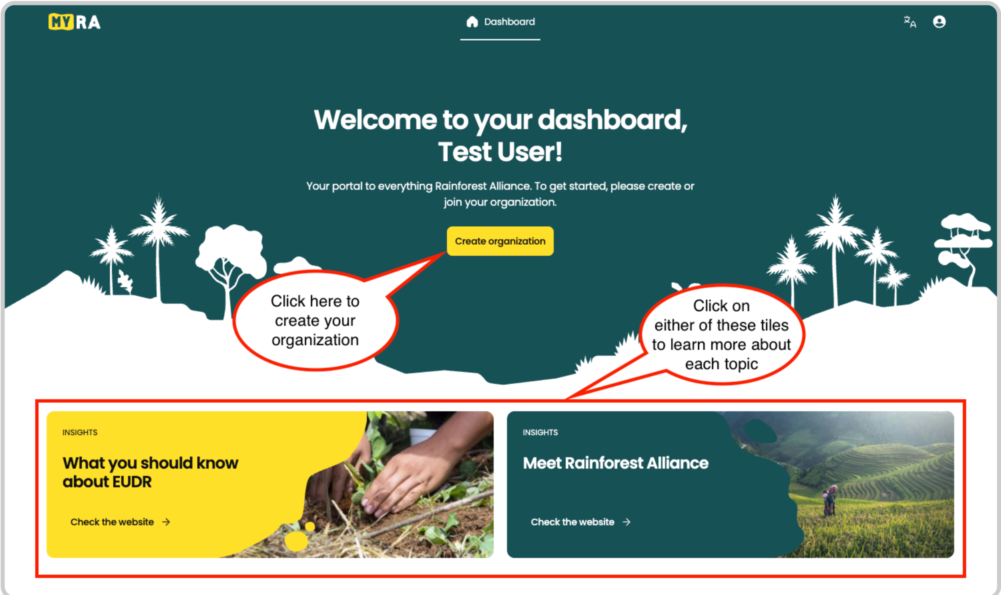
2. Cómo crear una nueva organización

Si usted es responsable de configurar su organización en el sistema, siga el proceso guiado a continuación.

Paso 1: Acceda al panel de control

Una vez que haya iniciado sesión, accederá a su panel personalizado con un mensaje de bienvenida.

Haga clic en el botón amarillo “ **Crear organización** ” para comenzar a configurar el perfil de su organización.



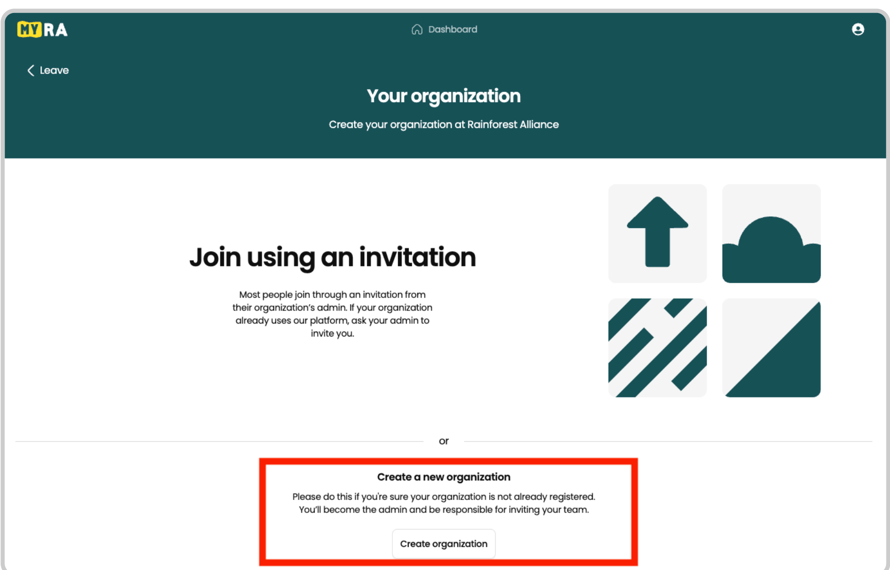
Paso 2: Únase o cree una organización

Se le solicitaráa cualquiera de los dos:

- **Únase a una organización existente** a través de un enlace de invitación de su administrador, o
- **Crea una nueva organización** si eres el primer usuario de tu organización

> Nota: Seleccione "Crear organización" solo si está seguro de que su organización no está registrada en el sistema. Si alguien de su organización ya usaba RACP, podrá iniciar sesión con sus credenciales e invitar a otros usuarios a unirse a la organización.

Si no está seguro de si su organización existe, también puede comunicarse con el equipo de Éxito del Cliente para verificarlo en customersuccess@ra.org .

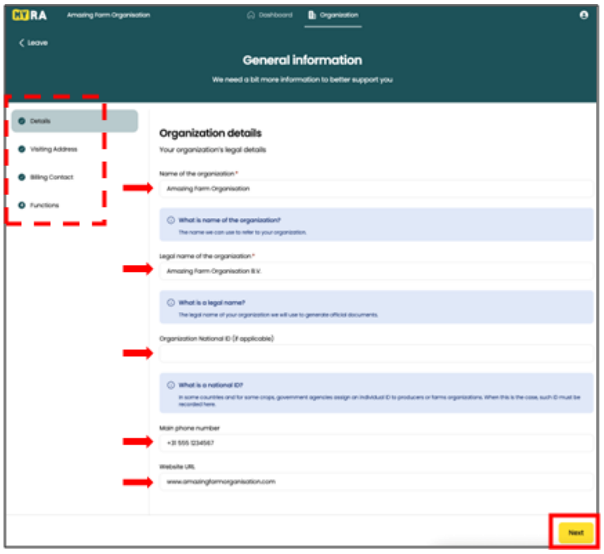


Paso 3: Creación de una nueva organización

Comenzará ingresando **la información legal** de su organización , que incluye:

- Nombre de la organización
- Nombre legal de la organización (utilizado en certificados y documentos)
- Identificación nacional de la organización (si corresponde)
- Número de teléfono principal
- URL del sitio web (opcional)

Cada campo tiene un texto de ayuda para guiarte. Al completarlo, haz clic en el botón amarillo "Siguiente".



Paso 4: Agregue su dirección de visita

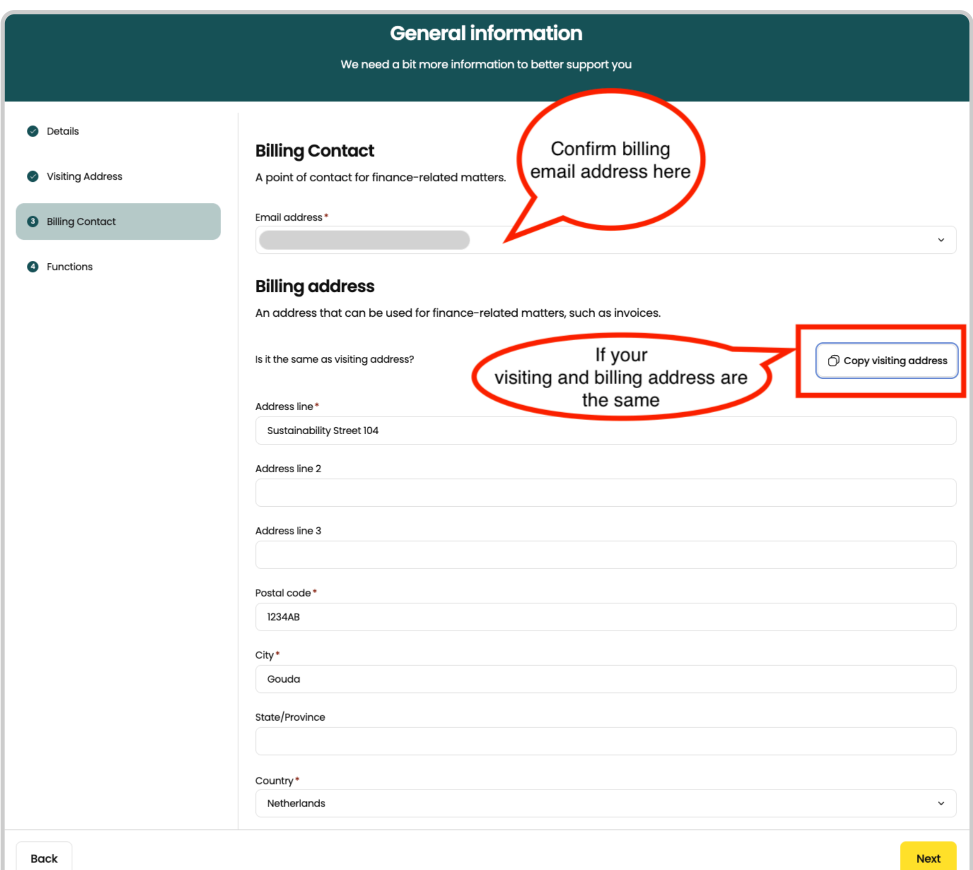
Indique la **dirección física** de su oficina principal o sede. Es importante que esta dirección sea completa y precisa, ya que se utilizará para fines administrativos y de contacto general.

Paso 5: Agregar contacto de facturación

Ingrese su contacto de facturación y dirección de facturación. El contacto de facturación es la **persona responsable** de gestionar los **asuntos financieros** de la organización.

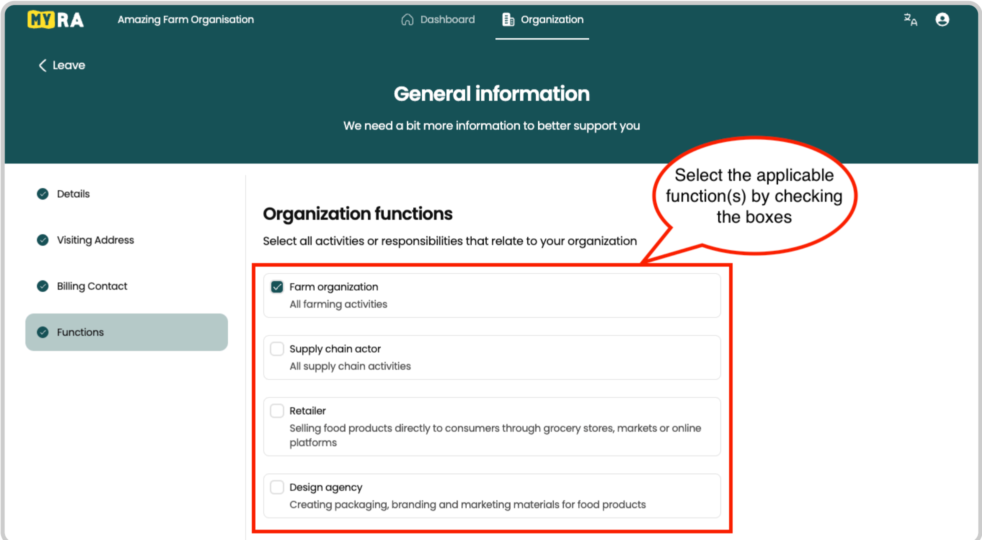
This person will need to be added to MyRA and have an **active profile** in order to add them as the billing contact. If they have not been added to the system Admins can use themselves as the contact temporarily.

If the billing address is the same as your visiting address, simply **click "Copy visiting address"** to quickly populate the details in the fields.



Step 6: Select Organization Functions

Click to check the **relevant box** to choose the function that applies to your organization.



This helps tailor your MyRA experience and ensures you are guided to the correct services. If you are unsure which function applies to your organization **read this section about Key Parties** to understand which category your organization aligns with.

> Note: More than one box can be checked if multiple functions are applicable to your organization.

Final Step: Submit Your Organization

Click “Finish” to complete the setup.

You will now be able to:

- Invite team members
- Begin your certification journey
- Access relevant services through your MyRA dashboard

3. Inviting Users and Assigning Roles

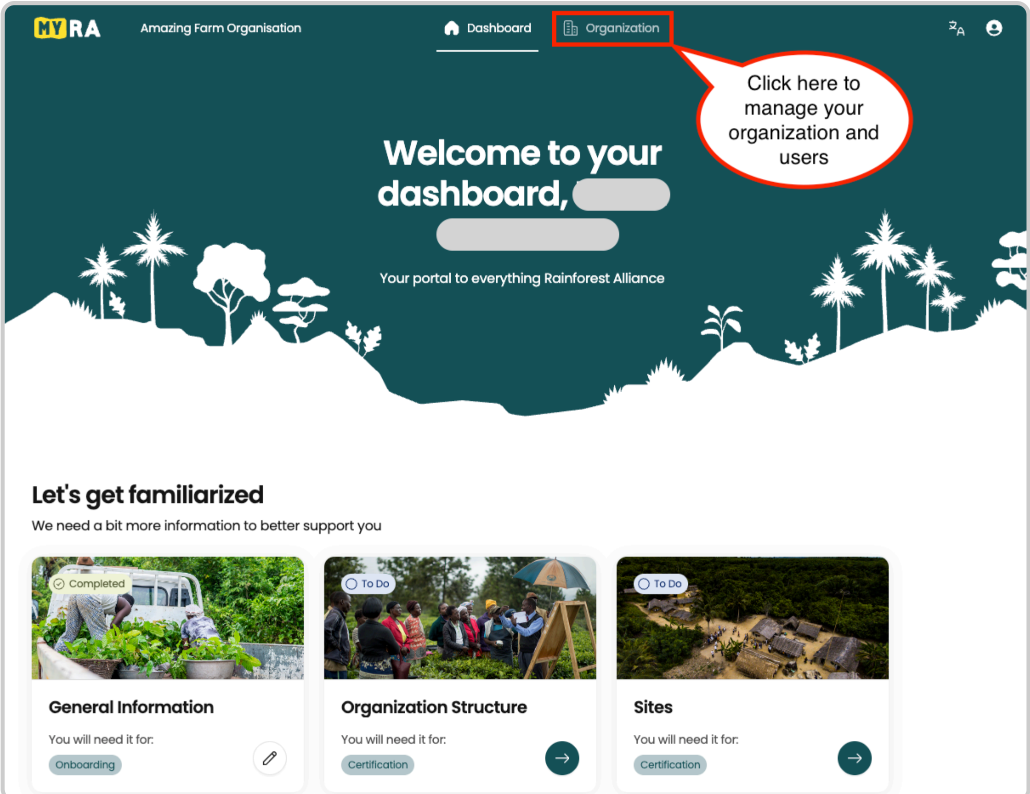
> **Very Important: To access the Rainforest Alliance Certification Platform (RACP), ensure at least one user in your organization is assigned the Certification role in MyRA**.

Admins (The user that initially created the organization) can assign the Certificate role to themself or follow the steps below to add another user who will be involved with the Certification process.

3.1 Adding a New User

Step 1: Go to the “Organization” Tab

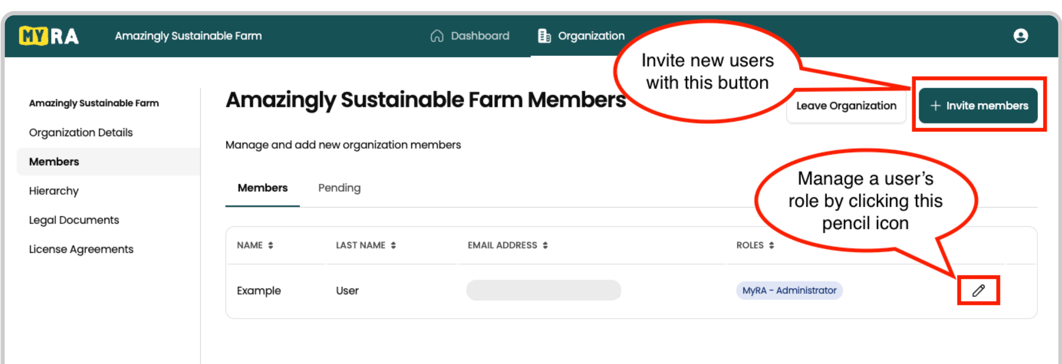
From your **dashboard**, click on the “Organization” tab at the top of the screen. This is where you can **manage** your organization’s structure, members, and user roles.



Step 2: Invite or View Members

On the Members page:

- To **add new users,** click the "**Invite Members**" button and enter their email address.
- It's best to notify the new users of the invite they should **monitor their Inbox and Junk/spam folder** for an email from "DoNotReply" address containing the "Invitation to join organization"
- For invited users to be assigned a role by the Admin, the user must **first accept and register their profile**
- If you want to add another user you can simply **re-enter the additional email** address into the "**member's email address**" field and click the "**add**" button, **repeat** the process for any other email addresses to be added. You can also return at any time to add more members.

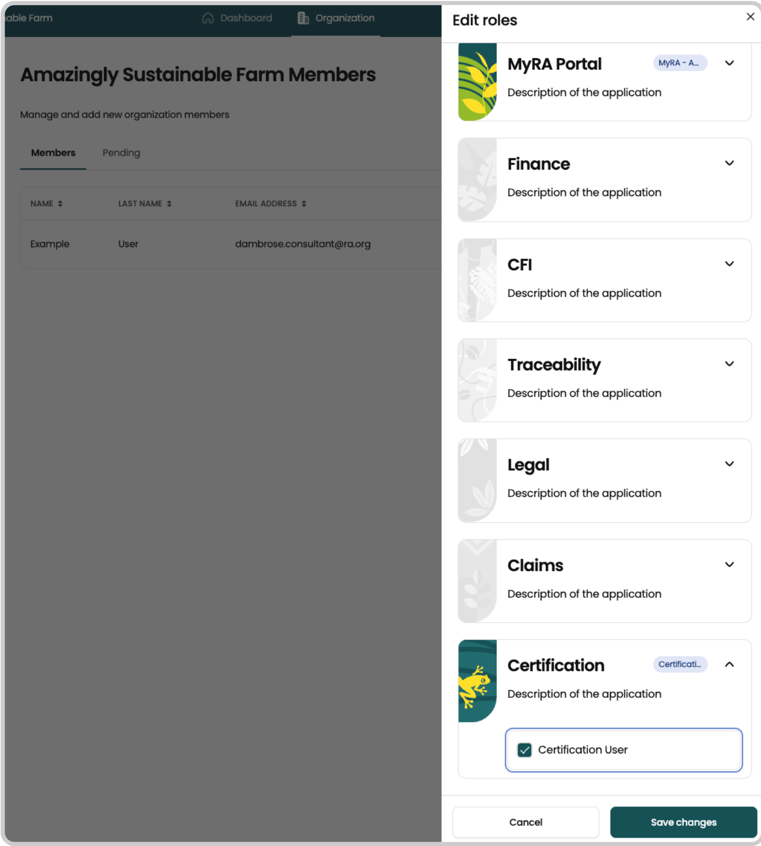


3.2 Assigning Roles to Members

To **add or edit roles** for a user (including Admins), click the pencil icon next to the name. This section will focus on the Certification role, and multiple roles can be granted to users in the same way.

In the "Edit roles" panel:

1. Scroll down to the Certification section.
2. Select the "**Certification User**" role by clicking on its checkbox to tick it.
3. Click "**Save changes**" at the bottom to apply the update.



> ***Important! Make sure to assign the Certification Role to at least one person in your organization for access to Rainforest Alliance Certification Platform before initiating the Certification flow.***

3.3 MyRA Roles Explained

MyRA Portal – Administrator Role

This is the admin user role typically assigned to the first user registering in the MyRA platform for their organization. It can also be assigned by the initial admin to other users.

It allows users to:

- Set up and manage organization details
- Create and manage sites
- Access services on behalf of organization
- View and update the billing contact
- Provide or revise billing address
- Edit organization structure
- Set legal representative & number of workers

MyRA Portal – User Role

This is a default role assigned to a user when they are added by their organization's Administrator. This only allows you access to the MyRA dashboard for your organization and your personal profile setup.

If you require permissions for certain modules or services, it is best to ask your Administrator to assign these roles to you.

Finance Role

This role manages the billing and finance-related settings in MyRA.

It allows users to:

- Be assigned as the billing contact
- Provide or revise the billing address
- Support any payment or contract info required by the Certification Body

Usually assigned to someone in the finance or administration team responsible for invoices or licensing details.

CFI Role

The CFI role is specific to the platform that supports farm-level data collection for certification and EUDR compliance.

With this role, users can:

- Enter and upload farm composition and structure
- Manage geolocation (polygon) data
- Submit indicator data related to farming practices, labor, and inputs

This role is essential for Farm Certificate Holders preparing for audit or complying with EUDR.

Traceability Role

This role provides access to Rainforest Alliance's traceability systems (like Multitrace), where certified product volumes are tracked.

With this role, users can:

- Record purchases and sales of certified products
- Generate transaction certificates (where applicable)
- Reconcile volumes for audit or reporting

Legal Role

This role allows users to view and manage legal agreements and terms associated with certification or platform use.

Responsibilities include:

- Reviewing and accepting the Certification License Agreement
- Managing access to legal documents for the organization

Often assigned to the primary legal representative or a senior manager authorized to accept terms on behalf of the organization.

Claims Role

The Claims role grants access to the Rainforest Alliance Claims Platform, where users can:

- Submit requests to use the Rainforest Alliance seal
- Upload product packaging designs and marketing materials
- Track claim review status and approvals

Usually assigned to marketing, design, or compliance team members.

Certification Role

This is a core role for any user actively participating in the certification process.

It grants access to:

- The Certification Application Form (CAF)
- Scope setup, self-assessments, and audit preparation
- Interaction with Certification Body
- Submission of indicator data and closure of non-conformities

At least one user must have this role for the organization to begin and manage certification in the Rainforest Alliance Certification Platform (RACP).

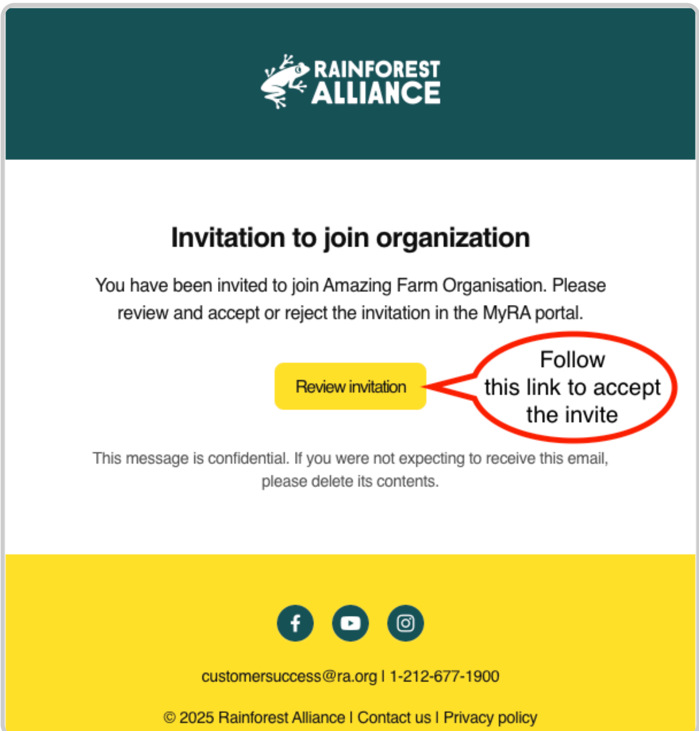
4. How to Join an Existing Organization

If your organization is already registered in MyRA, you don't need to create a new one. Instead, you'll receive an invitation to join the existing organization from your team's administrator.

Step 1: Open Your Invitation Email

You will receive an email from MyRA with a secure invitation link. This link is unique to your organization and your role.

Click the link to open the MyRA platform.



Step 2: Log In or Create Your Profile

After clicking the link, you will be directed to the MyRA login screen:

- If you already have a MyRA account, click "Log In"
- If you are new, click "Sign Up" to create your profile

You will follow the same steps as new users:

1. Enter your email address
2. Verify your email using a code
3. Create a password
4. Accept the Terms & Conditions
5. Enter your full name

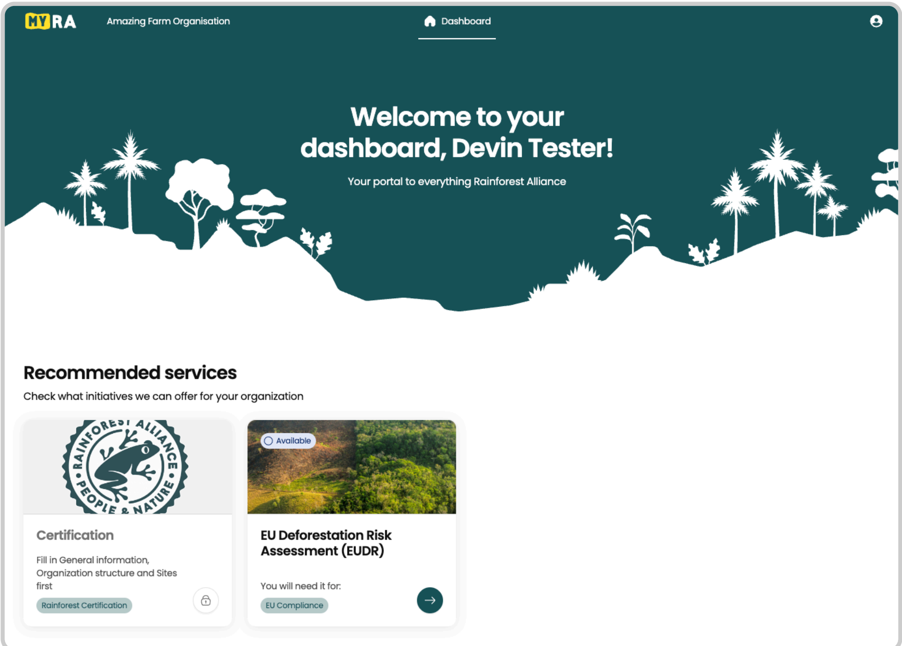
If you need more details about creating a user profile look at this guide: How to Create New User Profile.

Step 3: Land in Your Organization's Dashboard

Once your profile is set up, you will be automatically placed into your organization's MyRA dashboard.

From here, you can:

- View your organization's information
- Complete tasks according to your role
- Access certification or other services (based on your organization's setup).



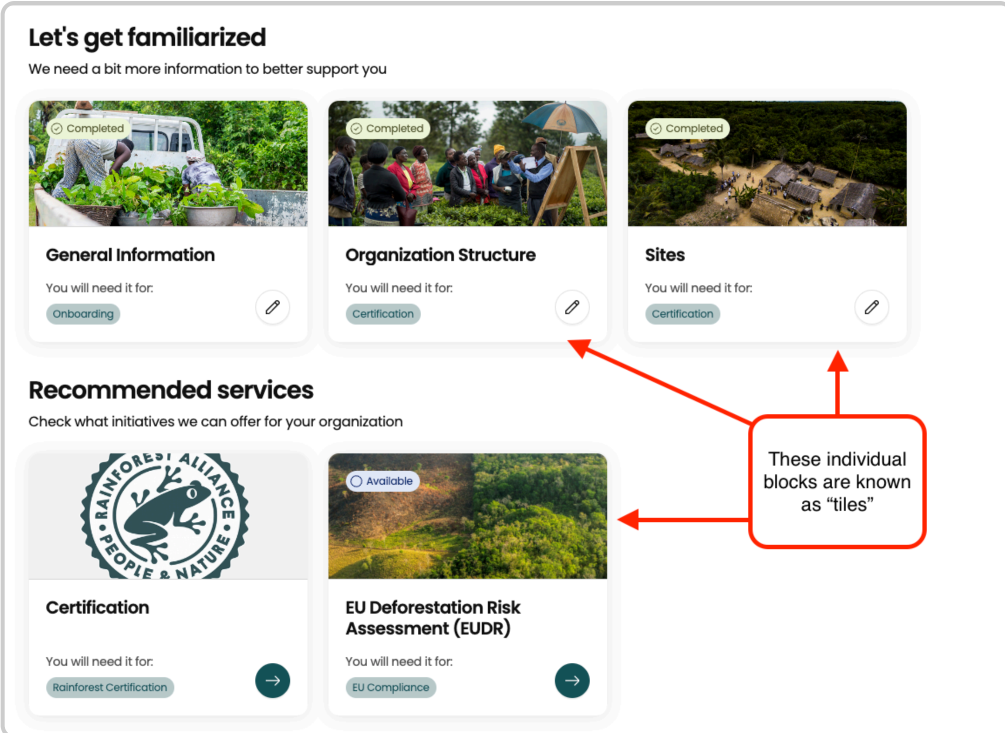
To get started with certification or other services, you can:

- Visit the **User Manuals page** to find step-by-step guidance tailored to your role
- Or, explore the **Overview of Dashboards** section below to get familiar with the layout and tools available to you.

5. Overview of MyRA Dashboard

Your MyRA dashboard is your personal home base for the Rainforest Alliance online systems. Depending on your assigned role for your organization it provides you access to various services and areas within Rainforest Alliance's online ecosystem as well as your profile section to manage your personal profile and language settings.

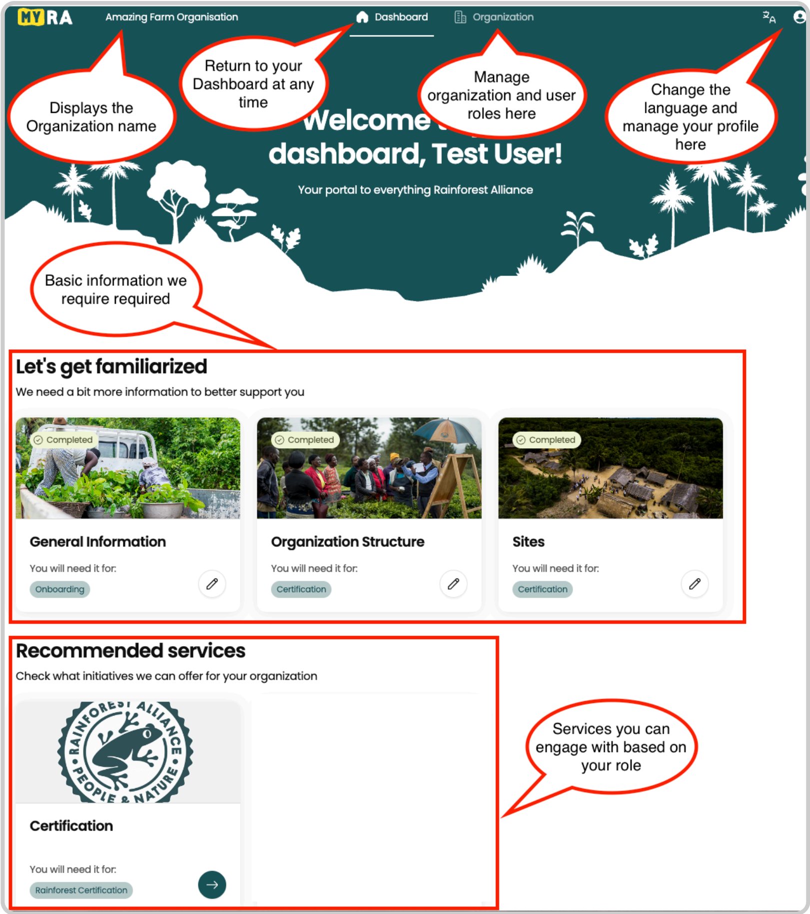
Your dashboard displays **tiles** relating to your role that are grouped into sections. These tiles guide you through entering and managing the information required for Rainforest Alliance Certification and other services offered.



Administrator Dashboard

If you have the **Administrator** role, you will:

- See tiles associated with organization setup that must be completed before services can be used (e.g. adding organization details, sites and crops)
- Have access to the Organization tab, where you can update organization details and manage members
- Be able to edit and update data previously submitted through the tiles
- Administrators are responsible for completing and maintaining the organization setup so the team can proceed with certification or other services.



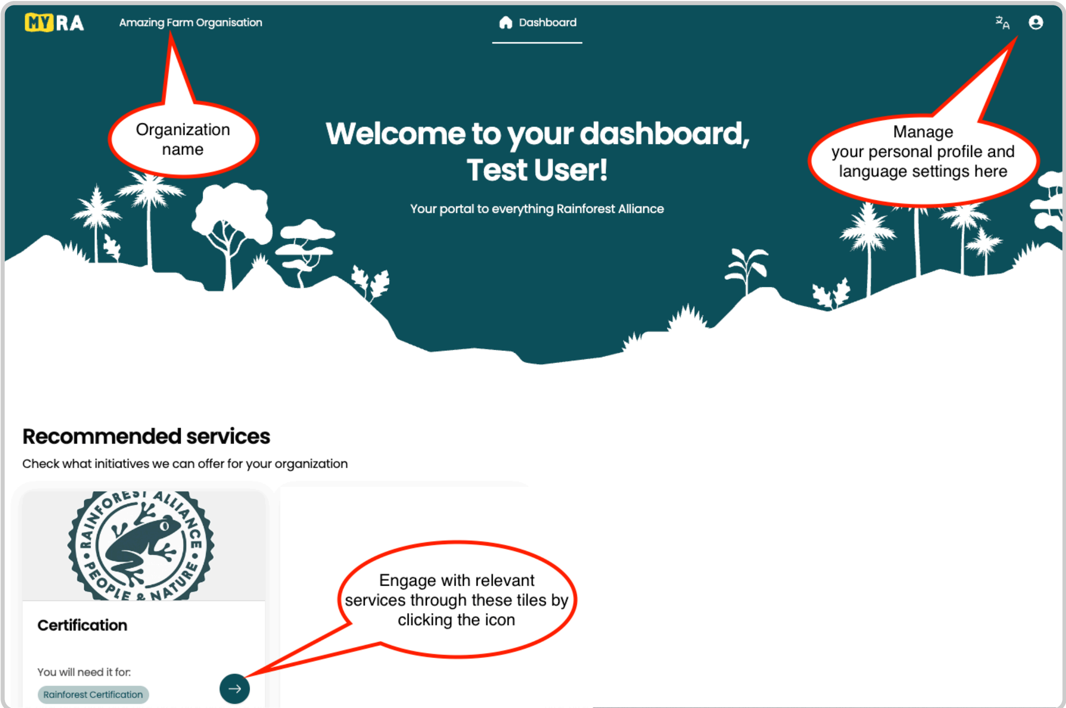
For step-by-step guidance on completing organization setup tasks, see Section 6 of this manual.

For detailed instructions on managing your organization as an Administrator, refer to the MyRA User & Organization Management Guide.

Non-Administrator Dashboard

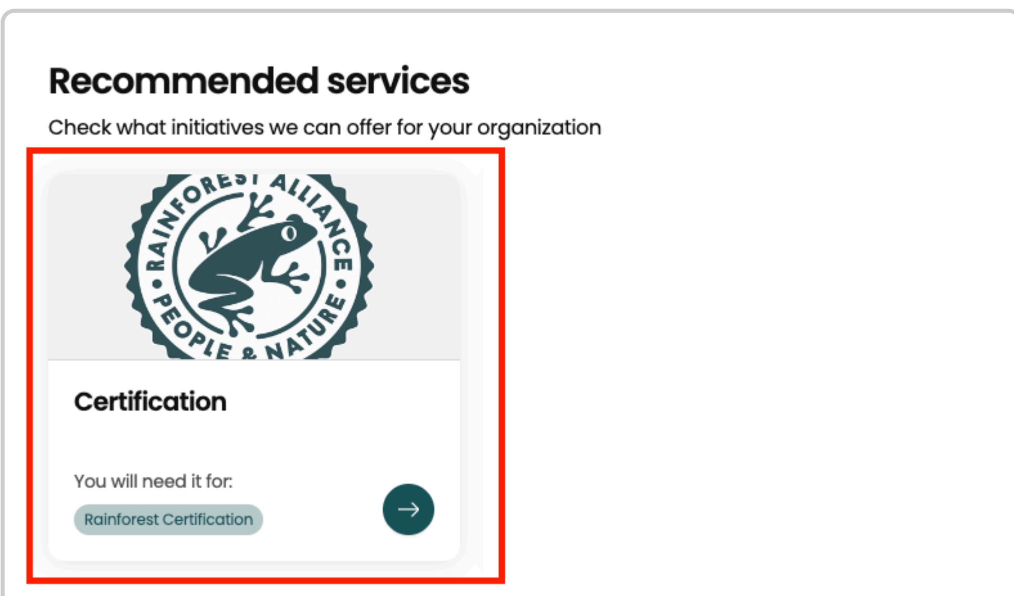
If you are a **non-Administrator** user, your dashboard will:

- Show only the tiles and tasks relevant to your **assigned role**
- Allow you access to contribute data and actions for the services you are involved in
- Exclude the Organization tab and any organization setup tiles, which are handled by Administrators



5.1 Dashboard Overview – Services

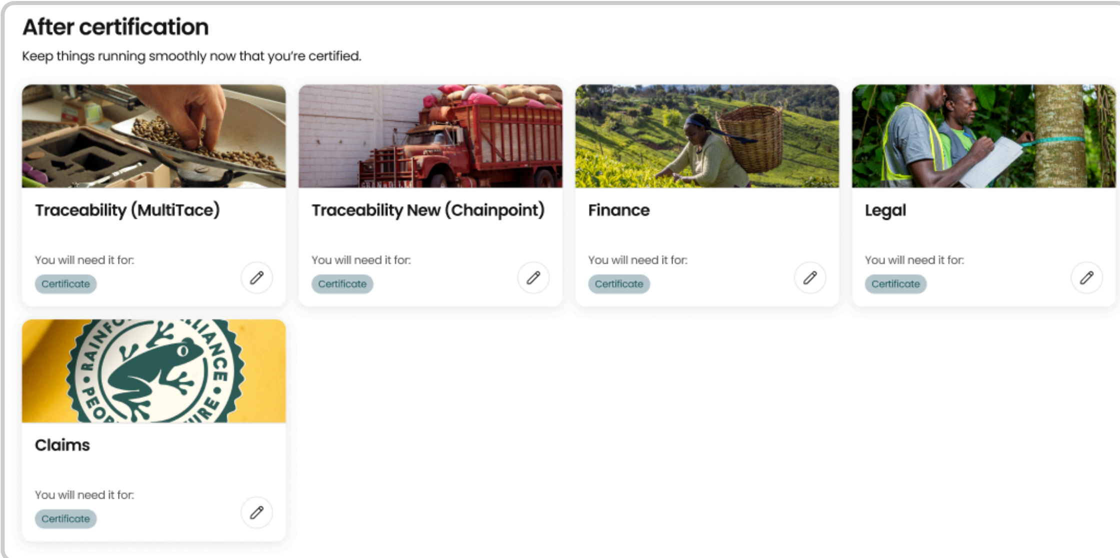
Once the initial organization setup is complete by the Admin, it will unlock the ability to interact with the Rainforest Alliance Certification tile and any other applicable services from Rainforest Alliance.



For a more detailed guide on how to complete the Certification process please follow the applicable user guide for Farms or Supply Chain Organizations.

Once you have obtained your Certification you will have additional services available to you in the MyRA dashboard.

Guides for these additional services can be found on our Knowledge Hub.



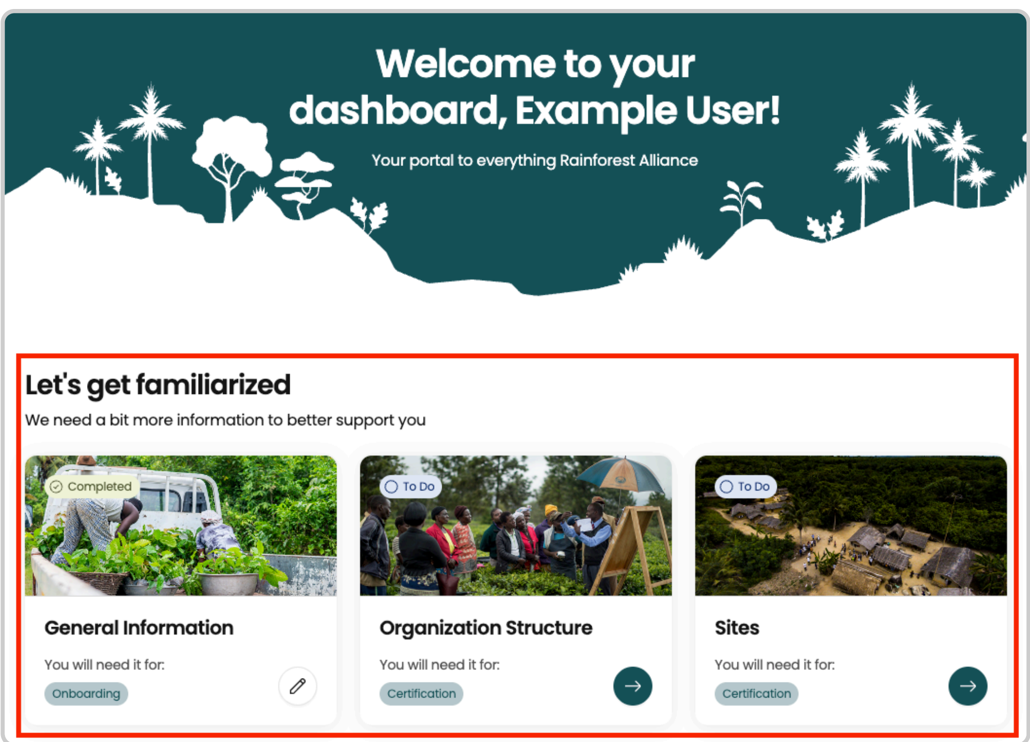
6. Complete Your Organization Setup

To **unlock the Rainforest Alliance services** such as **Certification**, it's required that an organization **Administrator first complete the organization setup**.

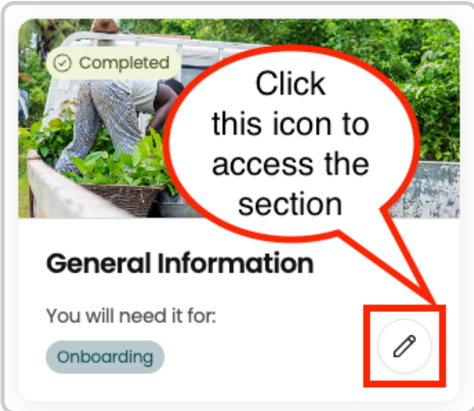
It is important that this information is maintained continuously and is as accurate as possible to ensure you avoid potential issues.

First, you will be asked to **provide some basic information** about your organization in the "**Let's get familiarized**" section of the dashboard.

Click on the tiles marked with a "To Do" status and complete the fields. Once your organization setup is complete you can begin engaging MyRA's services.



To view or update information, click the pencil icon on the relevant tile.



Read on below to better understand what you need to do to complete your organization setup.

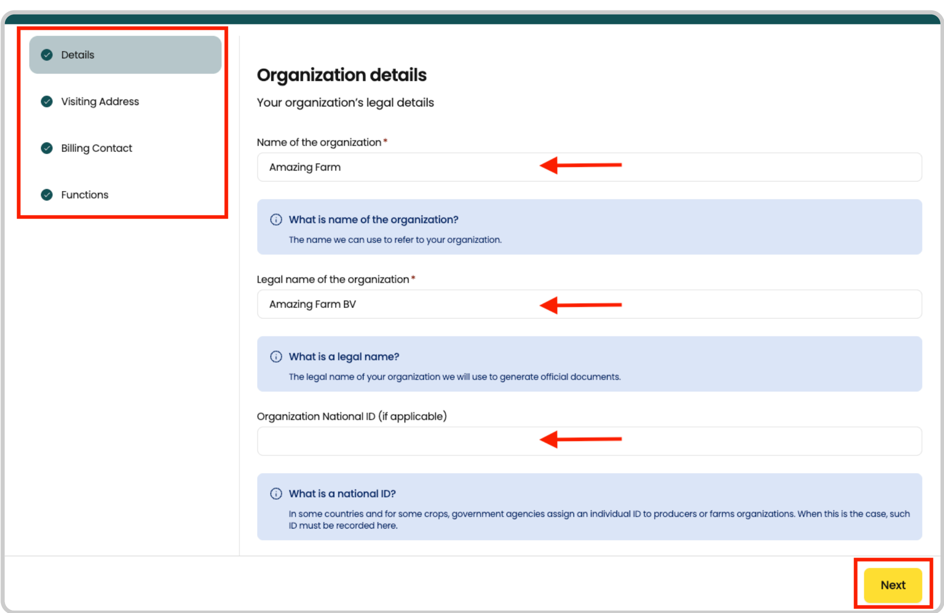
6.1 Providing General Information

In this section of **General Information**, you'll enter your organization's core legal and contact details. This includes your organization's name, legal name, national ID (if applicable), main phone number, and website.

These details form the official profile of your organization in MyRA and are used for all certification and service-related documentation. Make sure the information is accurate and up to date before moving forward.

Other Sections in the Left Panel

- **Visiting Address** – Specify the physical location of your headquarters or main office. This is the address used for official correspondence and visits.
- **Billing Contact** – Provide the contact person and address for all invoicing and billing-related matters. If this matches your visiting address, you can simply copy the details across.
- **Functions** – Select the functions or activities your organization performs (e.g., farming, supply chain, retail). You can choose more than one if applicable.



6.2 Organization Structure Input

In this section, you will provide an overview of how your organization and operations are structured. This helps the Certification Body understand the scope of the audit involved for quotation purposes.

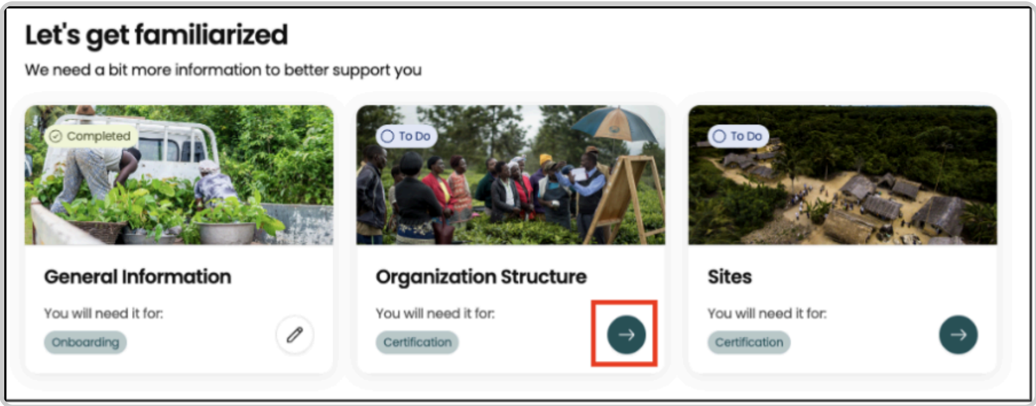
You will be guided through key fields to complete, including:

- **Legal representative** – Who legally represents your organization?

- **Farm organizations: Farm management** – Who is responsible for day-to-day operations?
- **Farm composition** – What types of farms or farm units make up your organization?
- **Crops** – Specify crops only applicable for certification, and in what quantities?

Providing clear and complete information here is essential, where possible please provide the most accurate estimates for the upcoming cycles as the information will be used on your Certificate Application Form (CAF).

To **begin the click the green arrow icon on the tile**.

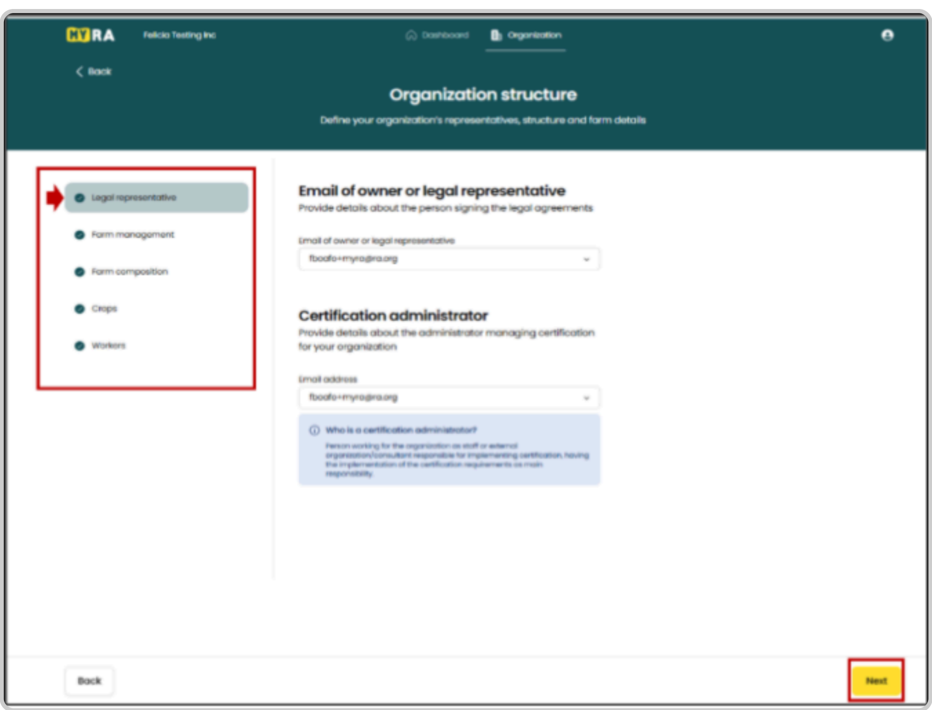


In the window that opens, you will be asked to complete the **five key areas** listed on the left of the page, beginning with the Legal Representative section.

Step 1: Legal Representative

- **Legal Representative**: Under "Owner or Legal Representative," select the appropriate email address from the dropdown menu. This person is the legal contact for your organization.
- **Certification Implementer**: In the "Certification Implementer" section, choose the email address of the person responsible for managing certification activities in the system.

Once both roles are assigned, click "Next" to continue. You'll be directed to the Farm Management page to complete the next step in the setup process.

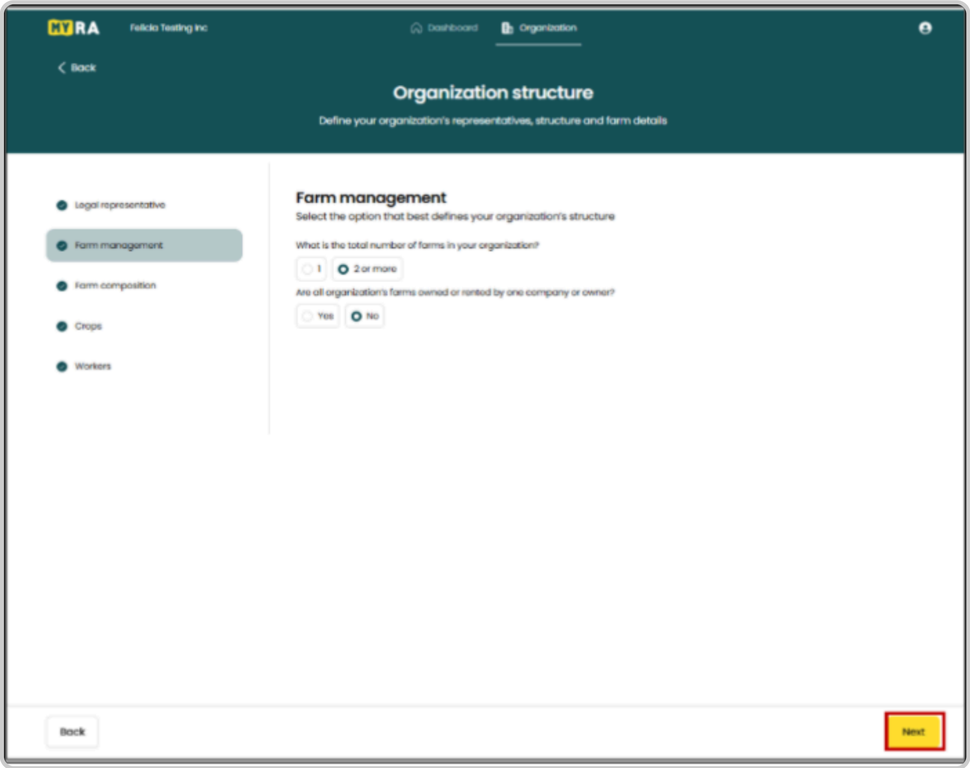


Step 2: Farm Management

On the Farm Management page, select the total number of farms in your organization.

If you choose **2 or more farms**, the system will ask whether all farms are owned by a single company or owner.

- If your setup qualifies as a **Multi-Farm** (one owner, multiple farms), select "Yes" and click "Next."
- If you operate as a **Farm Group** (multiple independently owned farms managed under a single certification), select "No" and click "Next."



Step 3: Farm Composition

On the Farm Composition page, you will enter details about the structure and size of your farms. The fields you complete will depend on whether your organization is set up as a Multi-Farm or a Farm Group.

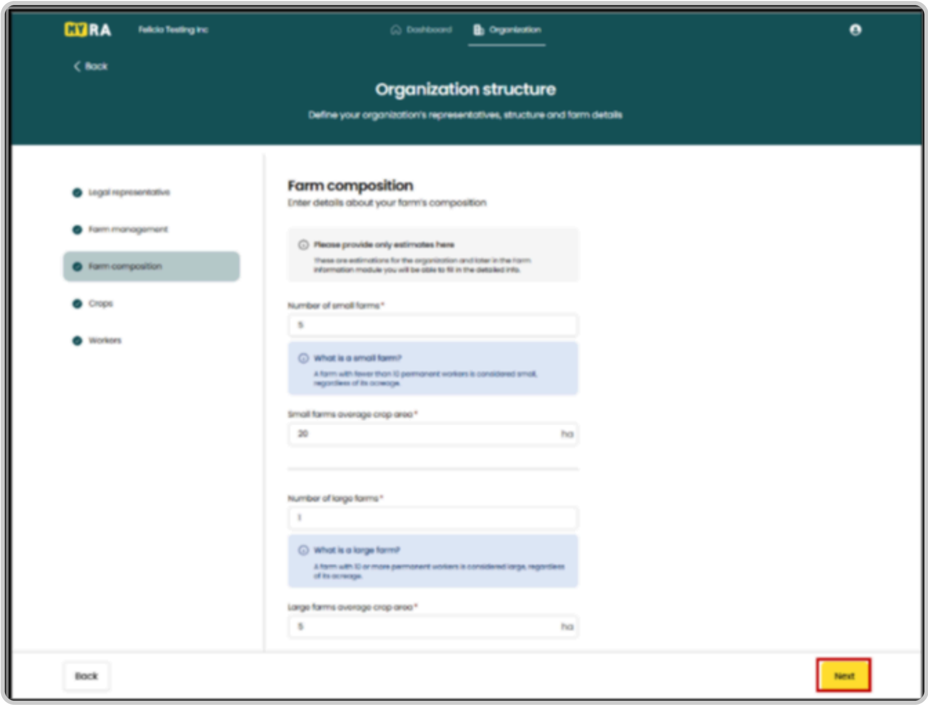
If you selected **Multi-Farm**, please enter the following (all values between 0 and 1 million):

- Number of small farms
- Number of large farms
- Total area of all farms in hectares
- Number of all farm units

If you selected **Farm Group**, please enter the following (all values between 0 and 1 million):

- Number of small farms
- Average crop area for small farms in hectares
- Number of large farms
- Average crop area for large farms in hectares
- Total area of all farms in hectares

Once complete, click "Next" to continue.



Step 4: Crops

Next, you will be asked to provide details about your main crop and its production. This information is important for defining your certification scope and ensuring accurate reporting.

> Note: the Variety and Sub-product options vary from crop to crop

Complete the form with the following:

- Main crop (e.g., Coffee)
- Variety (e.g., Arabica)
- Sub-product (e.g., Green Coffee Beans)
- Estimated volume of this sub-product (e.g., 1,000 kg)
- Production area in hectares (e.g., 20 ha)
- Harvest period – select the main harvest season or choose Continuous Harvest if applicable
- Harvest start date (e.g., 1 Jan)
- Harvest end date (e.g., 31 Dec)

> Note: If your farm has **two harvests** per year, select as the "main harvest" the one that produces the **largest volume**. This ensures the data accurately reflects your organization's primary production season.

When complete, click "Next."

Step 5: Workers

Now, enter the number of workers involved in your farming operations. Provide estimates for both permanent and temporary workers:

Permanent Workers

A person with a work contract that does not have a predetermined end date of employment. (number must be between 0 and 1 million)

- Number of men
- Number of women
- Number of workers under 18

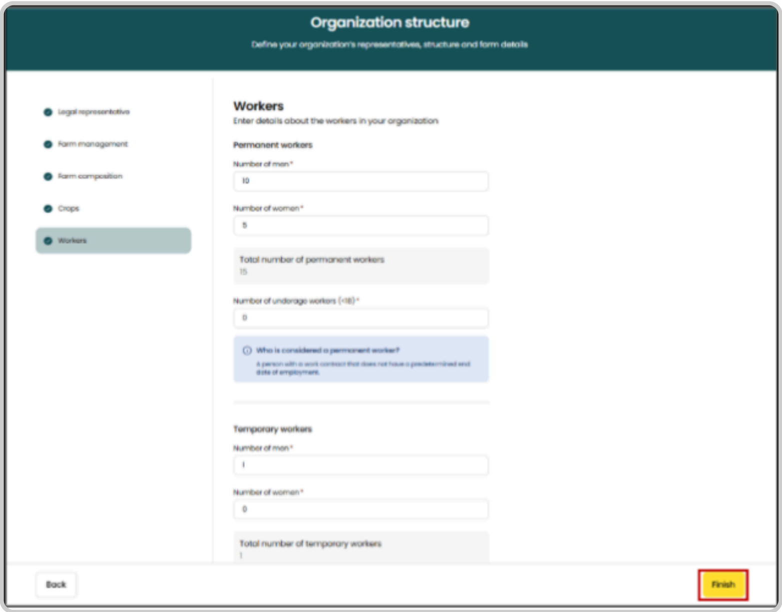
Temporary Workers

A worker/employee with a contract, or expected work period, of fewer than 12 months. (number must be between 0 and 1 million)

- Number of men
- Number of women
- Number of workers under 18

> Note: Please remember that the number of both, permanent and temporary workers, cannot both be set to zero.

Click on "**Finish**" button. You will be directed to the dashboard page with the status of the Organization structure showing "**Completed**".



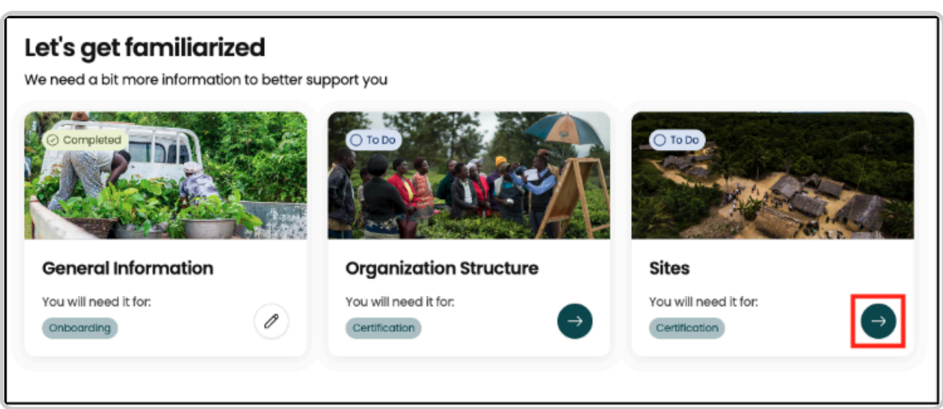
6.3 Sites Input

The third and final tile in the organization setup process is the Sites tile.

Click the arrow icon to open it.

Every Farm Certificate Holder must register at least one site in their profile. This site serves as the Central Management Location (CML), the main location where your certification activities are managed. It's a required step for confirming your certification scope.

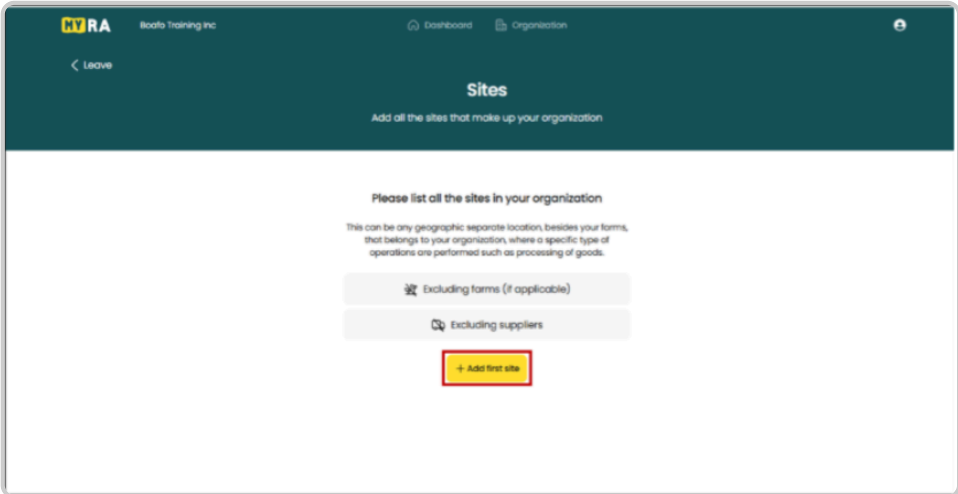
Follow the steps in this section to make sure your site information is complete, accurate, and aligned with your operational setup.



Step 1: Add First Farm Site

In the window that opens, you are required to add the sites that are part of your organization. Click on the "Add first site" tab.

Note: **Farm units are not the same as sites**. To understand the distinction between Units and Sites please see the full definition of Farm units and Sites in the glossary annex.

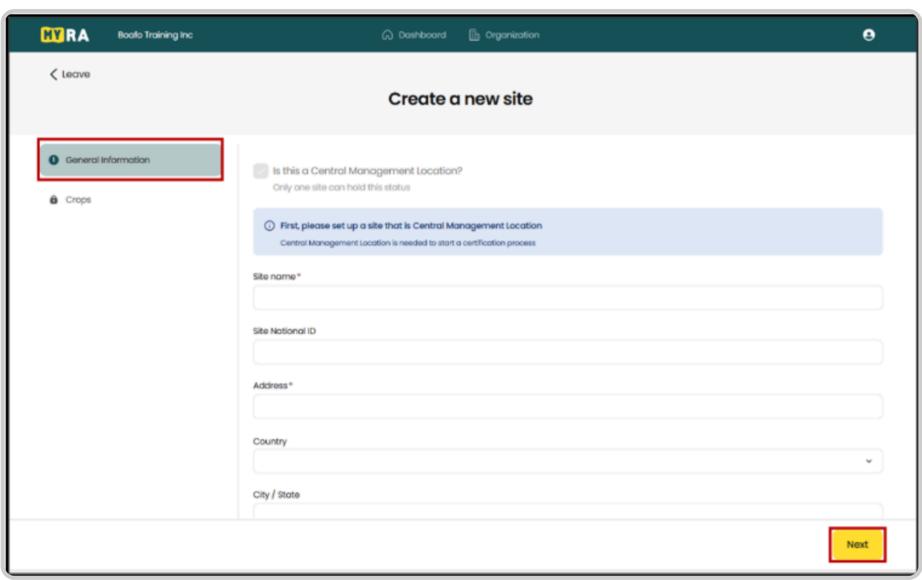


In the General Information section, **fill in all required fields** marked with an asterisk (*), along with any optional details you'd like to include:

- Site name*
- Address*
- Country (select from the dropdown)
- City / State
- National ID (if applicable)

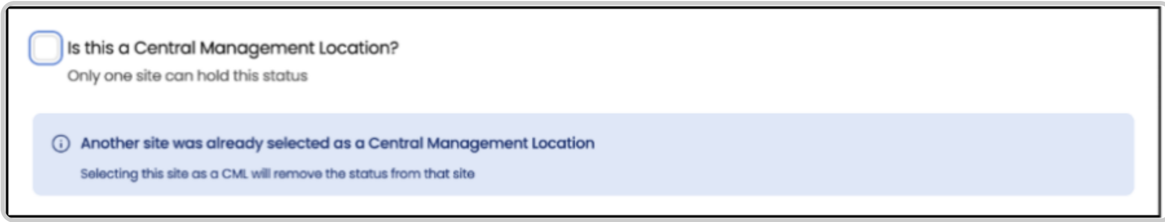
Once all necessary information is entered, **click "Next" to continue**.

Note: The checkbox for "Is this a Central Management Location" is selected by default. Each organization must have one Central Management Location (CML) in place to proceed with certification.



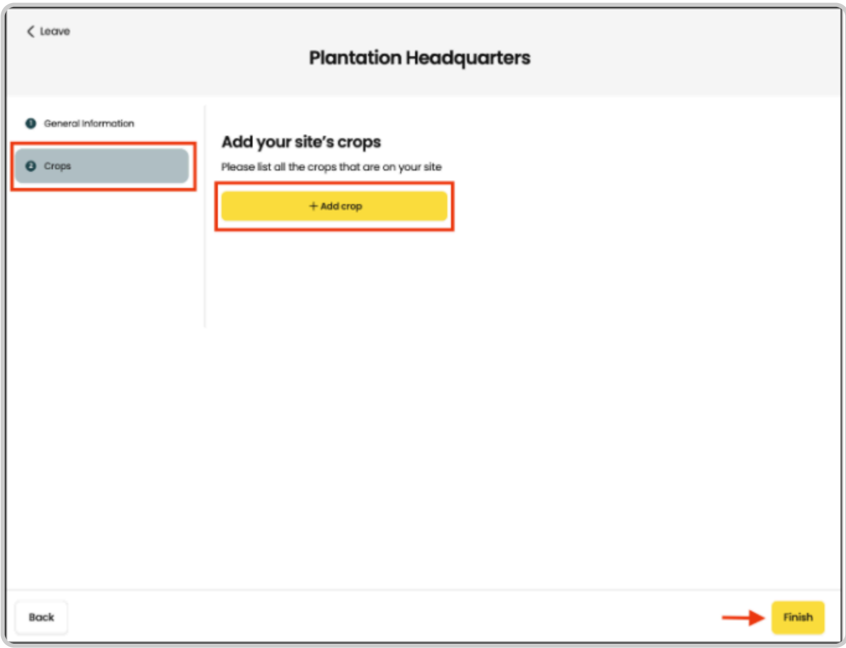
You can update the **Central Management Location (CML)** later if needed.

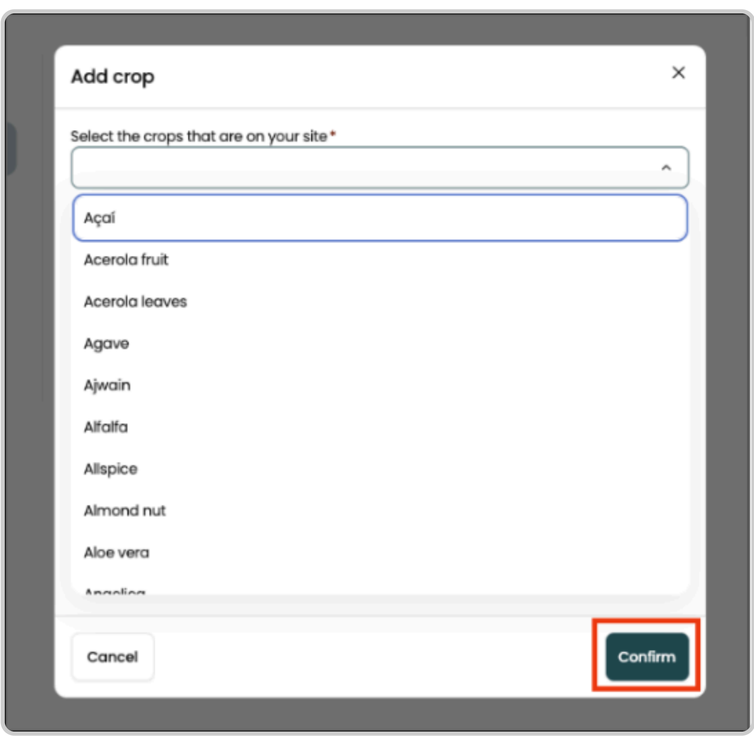
When creating a new site, you can mark it as the CML, this will automatically remove the designation from the previously selected site as below:



Step 2: Crops

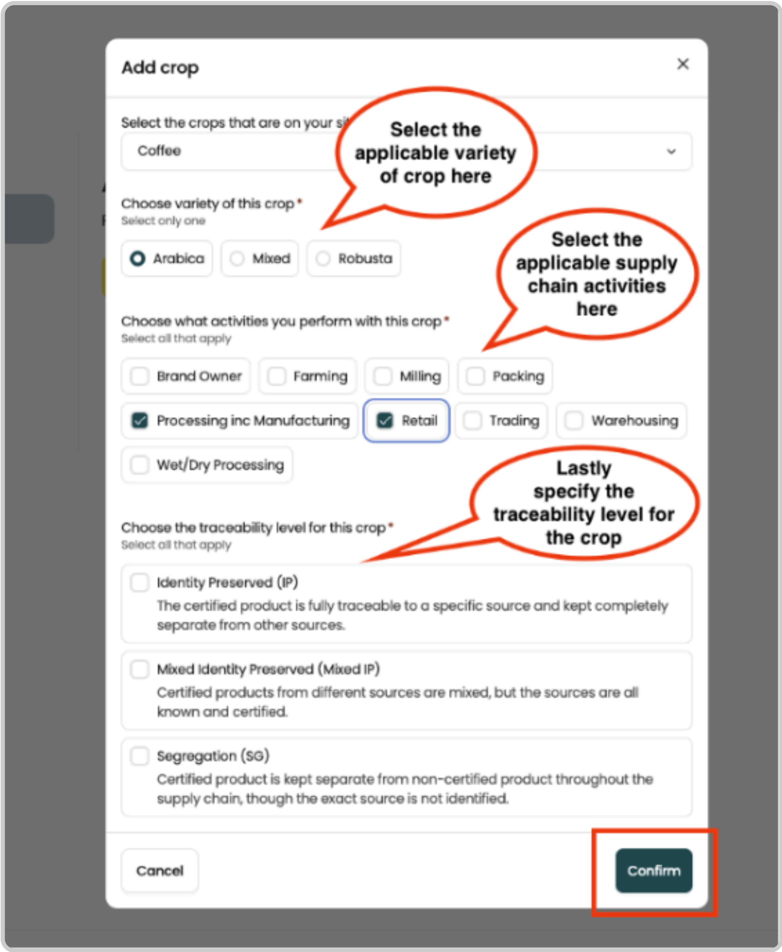
On the Crops page, click the “**Add Crop**” button. From the dropdown menu, select the crop that will be certified and applies to your site, for example, avocado, cocoa, or any other relevant option.





Next, **select the variety of the crop** and choose all relevant **activities** that apply to your site, for example: farming, warehousing, or trading. Then, **select the appropriate traceability level** for the crop.

Once all selections are complete, click “**Confirm**” to save the crop details.

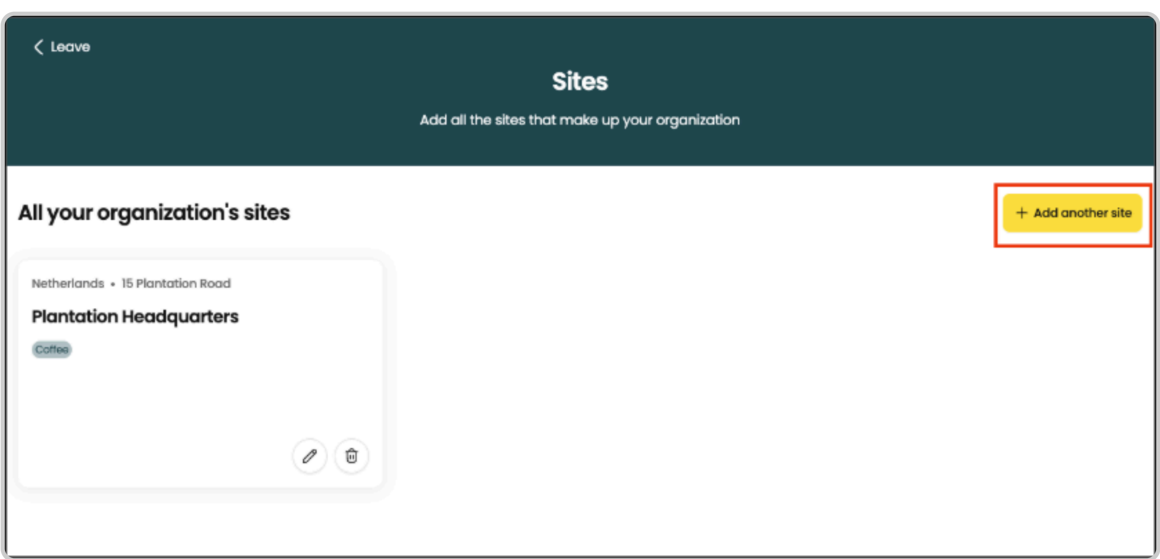


The page will refresh, and you will now see your **newly added site**, along with the selected crop, its variety, and associated activities. **Repeat process for additional crops and/or varieties** seeking to certify in scope.

Click “**Finish**” to save your site setup.

To **add more sites to your organization**, click on “**add another site”** and go through the same steps above.

You can **add as many sites as you need to**.



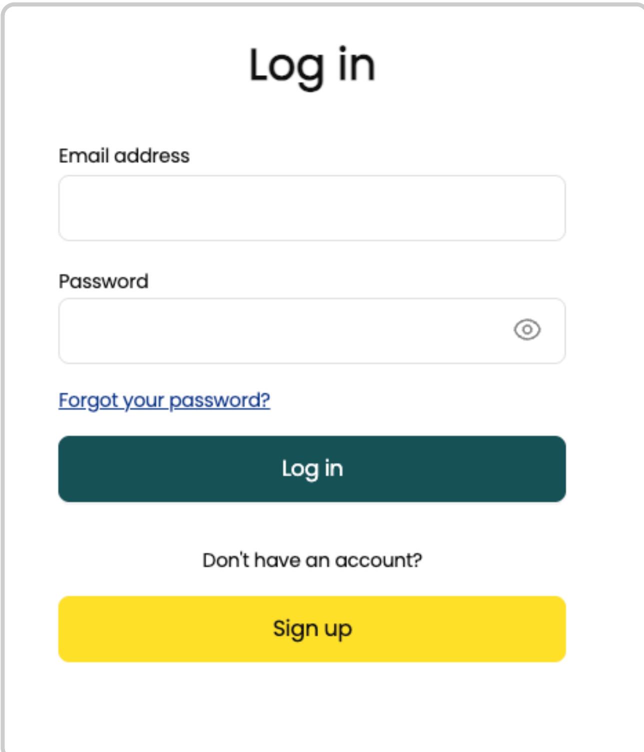
> Note: Editing Crop information is not possible. If you need to make changes to a crop, you will have to delete the existing one and re-create a new crop entry with the correct information.

Now that you have entered all the certification-related information, you are ready to move on.

7. How To Reset Your Password

If you have forgotten your password or need to create a new one, you can reset it easily from the MyRA login screen.

1. Go to the MyRA login page
2. Click on “Forgot password?” just below the password field.



1. Enter the email address associated with your MyRA account.
2. Click “Send verification code.”
3. Check your inbox for an email from MyRA. It contains a 6-digit verification code. This email will come from DoNotReply@ra.org email address and

> *Nota: Si aún no has recibido el código, espera un momento y revisa tu carpeta de correo no deseado. Si sigue sin estar ahí, haz clic en "Enviar nuevo código" para volver a intentarlo. Si el problema persiste, contacta con Atención al Cliente en**customersuccess@ra.org**para obtener ayuda.*

1. Ingrese el código de verificación en la pantalla y haga clic en “Verificar código”.
2. Una vez verificada, se le pedirá que cree una nueva contraseña. Asegúrese de que cumpla con los requisitos de seguridad indicados y guárdela en un lugar seguro.
3. Haga clic en “Continuar” para iniciar sesión con su nueva contraseña.

¿Necesita ayuda?
Si tiene alguna pregunta o necesita más ayuda, no dude en contactar con nuestro equipo de Atención al Cliente encustomersuccess@ra.org¡Estamos aquí para ayudar!