

Particulars

About Your Organisation

1.1 Member Name

SafeTraces Inc.

1.2 Membership Number

8-0224-19-000-00

1.3 Membership Sector

Organisations

1.4 Membership Category

Affiliate

1.5 Country

United States

2.0 Does your company or organisation produce, process, consume or sell any palm oil or any products containing derivatives of palm oil?

No

2.2 Please select all the sectors that best describe the business activities of your company or organisation, including your primary RSPO membership sector. You may select multiple sectors and will be required to complete the ACOP form for the relevant sectors

- ☐ I am a bank or financial institution that finances or supports companies or organisations that produce or manufacture palm oil, palm kernel oil or related products
- ☐ I am a conservation and environmental NGO supporting the sustainable development of the palm oil industry
- ☐ I am a social and human development NGO supporting the sustainable development of the palm oil industry
- ☒ I am an Affiliate member of the RSPO, indirectly involved in the palm oil industry

Affiliates

1. Operational Profile

1.1 What are the main activities of your organisation?

SafeTraces provides on-product traceability solution to the palm oil industry. In particular, we offer a food-grade tracer that can be applied to the product post-harvest and provides an indelible, invisible barcode for verifying the authenticity and/ or purity of the product throughout the supply chain.

1.2 What activities has your organisation undertaken to promote sustainable palm oil, the RSPO and/or RSPO members in the reporting period?

We have undertaken several pilot projects in Malaysia to help us productize our solution and offer it to the industry at cost-effective prices.

1.3 What percentage of your organisation's overall activities focus on palm oil?

25.0%

1.4 Did members of your organisation participate in RSPO working groups and/or taskforces in the reporting period?

No

1.5 Does your organisation have any past or on-going collaborations with public or private sector palm oil industry players to support them in their efforts to increase the production or consumption of certified sustainable palm oil (CSPO)?

Yes

1.6 How is your organisation's work on palm oil funded?

SafeTraces has been funded with VC capital, as well as US government grants, including from the NIH, NSF, and FDA. In addition, SafeTraces is generating revenue supports its continued R&D efforts.

2. Actions for Next Reporting Period

2.1 Please outline activities that your organisation will take in the coming year to promote the production or consumption of certified sustainable palm oil (CSPO)

SafeTraces is actively participating in agtech forums to promote our solution, as well as working with organizations such as GS1 to integrate its DNA-based barcode technology with existing digital supply chain technologies. Finally, SafeTraces is advertising its technologies through website, social media, and ads.

Late Submission

Challenges and Support

1.1 What significant obstacles or challenges has your company encountered in the promotion of certified sustainable palm oil (CSPO)? What efforts has your company taken to address these obstacles or challenges?

- ☐ Awareness of RSPO in the market
- ☐ Difficulties in the certification process
- ☐ Certification of smallholders
- ☐ Competition with non-RSPO members
- ☐ High costs in achieving or adhering to certification
- ☐ Human rights issues
- ☐ Insufficient demand for RSPO-certified palm oil
- ☐ Low usage of palm oil
- ☐ Reputation of palm oil in the market
- ☐ Reputation of RSPO in the market
- ☐ Supply issues
- ☒ Traceability issues
- ☐ No challenges faced
- ☒ Others

Others

SafeTraces's solution actively addresses the problem of traceability with its patented technology and miniDART solution.

1.2 In addition to the actions already reported in this ACOP report, what other ways has your company supported the vision of the RSPO to transform markets to make sustainable palm oil the norm?

- ☐ Communication and/or engagement to transform the negative perception of palm oil
- ☐ Engagement with business partners or consumers on the use of CSPO
- ☐ Engagement with government agencies
- ☒ Engagement with peers and clients
- ☐ Promotion of CSPO through off product claims
- ☐ Promotion of CSPO outside of RSPO venues such as trade workshops or industry associations
- ☐ Promotion of physical CSPO
- ☐ Providing funding or support for CSPO development efforts
- ☐ Research & Development support
- ☐ Stakeholder engagement
- ☐ No actions taken
- ☐ Others

Others

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1.3 If your company has any other publicly-available reports or information regarding its palm oil-related policies and activities, please provide the links here

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