

Particulars

About Your Organisation

Organisation Name

Dewey's Bakery, Inc.

Corporate Website Address

<http://www.salembaking.com>

Primary Activity or Product

- Supply Chain Associate
-

Related Company(ies)

No

Membership

Membership Number	Membership Category	Membership Sector
9-1196-15-000-00	Associate	Supply Chain Associate

Supply Chain Associate

Operational Profile

1.1. What are the main activities of your organisation?

Dewey's manufactures a variety of savory snacks (crackers and flat breads) in addition to various types and styles of cookies. These savory and sweet items are placed in the market under the Salem Baking Co. brand and many retailer private labels.

1.2. Activities undertaken to promote sustainable palm oil, the RSPO and/or members in the reporting period

Dewey's continues to train it's staff in the RSPO process and the value it brings. Dewey's has leveraged the program to educate and inform customers, both large and small, both individual and corporate buyers, on the value the program delivers. We continue to be amazed at how little knowledge there is regarding RSPO in the market and the consumer satisfaction that can be achieved by leveraging the program. Individual consumers are very concerned over the environment and that good growing/manufacturing practices are in place. The program has allowed us to assure these individuals that Dewey's is taking action to address their concerns.

1.3. Do you have any collaborations with the industry players/private sector to support them in the market transformation towards CSPO?

Yes

If yes, please give details:

Dewey's is working with two retailing customers regarding utilization of the RSPO logo on their packaging. This will enable them to address their customer's environmental concerns by Dewey's providing sustainable palm products. As with individual consumers, we remain surprised that there is not greater knowledge of the program at the retailer level.

If not, please explain why:

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1.4. Did members of your staff participate in RSPO working groups/taskforces in the reporting period?

No

1.5. What percentage of your organization's overall activities focus on palm oil?

50

1.6. How is your work on palm oil funded?

The sales of the finished goods manufactured with the RSPO products drive the return on investment to promote RSPO palm.

Actions for Next Reporting Period

2.1. Outline actions that will be taken in the coming year to promote sustainable palm oil.

Place the RSPO logo on our branded packaging where appropriate, continue to educate consumers and retailers who buy our product and provide the logo to key customer accounts as appropriate for their branded labels.

Challenges

1 What significant economic, social or environmental obstacles have you encountered in the production, procurement, use and/or promotion of CSPO and what efforts did you make to mitigate or resolve them?

Our biggest challenge has been the minimum purchase quantities that some suppliers have imposed upon us for RSPO palm. Thus far we have been able to manage this but it can be burdensome.

2 How would you qualify RSPO standards as compared to other parallel standards?

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Cost Effective:

Yes

Robust:

Yes

Simpler to Comply to:

Yes

3 How has your organization supported the vision of RSPO to transform markets? (e.g. Funding; Engagement with key stakeholders; Business to business education/outreach)

Converted all our palm products over to RSPO certified

4 Other information on palm oil (sustainability reports, policies, other public information)

There could be value for the RSPO to have an office in the USA. This could assist in the overall education of the initiative, grow consumer awareness and drive greater volume to the program. Naturally this office could act as a consultant to anyone seeking to join the RSPO.
