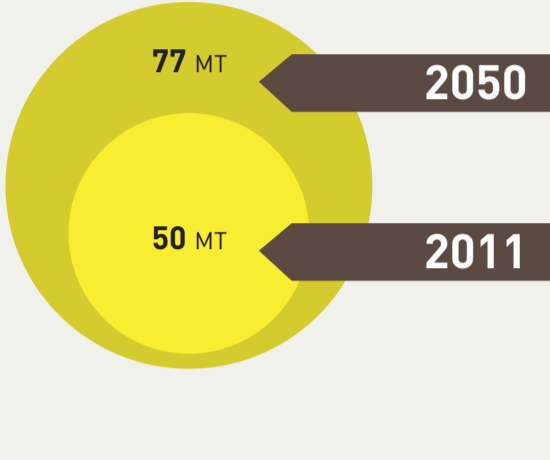
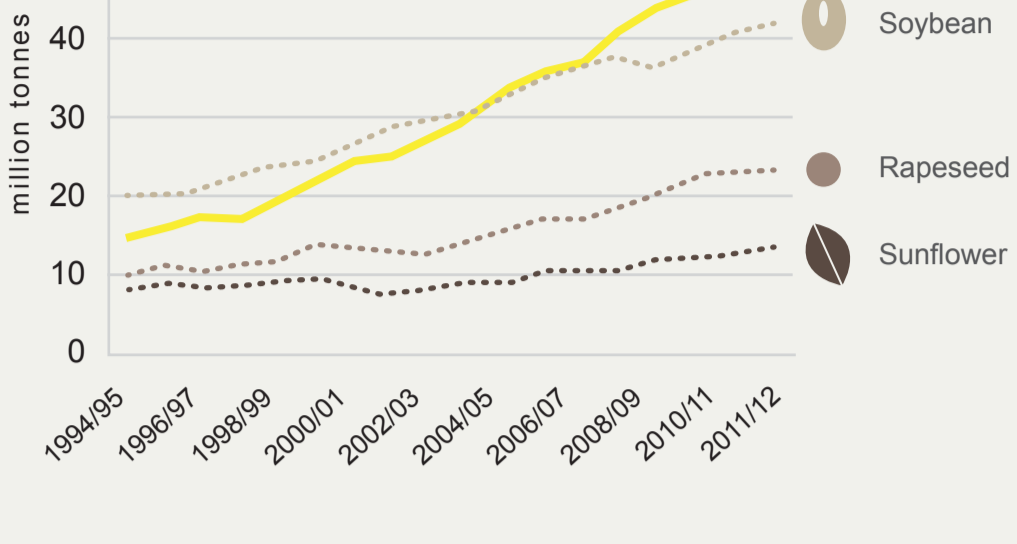




SUPPORT SUSTAINABLE PALM OIL INSTEAD

VEGETABLE OILS ARE INCREASINGLY POPULAR



Palm oil use is increasing globally. From about **50 million tonnes in 2011**, consumption is predicted to grow to at least **77 million tonnes in 2050**.

WHY IS PALM OIL SO POPULAR?

- Relatively cheap
- Most versatile
- Highest yielding
- Most widely produced

WHY SAY YES TO SUSTAINABLE PALM OIL INSTEAD OF NO TO PALM OIL ALTOGETHER - MAKE AN INFORMED CHOICE!

- Fulfills increasing global food demand
- Supports affordable food prices
- Supports poverty reduction
- Safeguards social interests, communities & workers
- Protects the environment & wildlife

"BUSINESS AS USUAL" PALM OIL PRODUCTION

- Highest output for the same amount of land compared to other vegetable oils
- One of the cheapest vegetable oils
- Cultivated widely by a significant number of smallholders in developing nations
- Considers interests of workers & communities
- Grown in areas with high biodiversity

CONSEQUENCES OF ERADICATING PALM OIL

- Producers will switch to other oils which require 4-10 times more land for the same amount of output as palm oil
- Producers will switch to other oils which are relatively more expensive
- Livelihoods and income will be impacted as oil palm is widely cultivated by a significant number of smallholders in developing nations
- Social issues will just shift to other vegetable oils that face similar concerns
- Producers will switch to other oils which require 4-10 times more land for the same amount of output as palm oil

"Growers committed to RSPo palm oil will be discouraged and halt commitment"

THE PROMISE OF SUSTAINABLE PALM OIL

- Enables the world's most widely produced edible oil to be sustainably produced
- Enables the world's lowest priced vegetable oil to be sustainably produced
- Allows smallholders in producing markets to reap benefits from sustainable practices; access to international markets; increase in productivity and efficiency, etc.
- Protects the rights of communities & workers
- According to RSPo principles & criteria, primary forests and forests with high conservation value must be protected

8 PRINCIPLES for growers to be RSPo certified

- Commitment to transparency
- Compliance with applicable laws and regulations
- Commitment to long-term economic and financial viability
- Use of appropriate best practices by growers and millers
- Environmental responsibility and conservation of natural resources and biodiversity
- Responsible consideration of employees, and of individuals and communities affected by growers and mills
- Responsible development of new plantings
- Commitment to continuous improvement

GETTING GREENER



Increased production of certified sustainable palm oil entering the market means protection of the natural environment, maintenance of biodiversity and increased community development.

More and more certified sustainable palm oil is finding its way into products such as biscuits, margarine, ice cream and other consumer goods.



DO YOUR PART

Encourage companies to only use certified sustainable palm oil and choose products with the RSPo Sustainable Palm Oil Trademark

To make responsible shopping choices, download the RSPo Shopping Guide from www.rspo.org/en/rspo_trademark_shopping_guide

Whenever we purchase a product that has this logo, we support the production of sustainable palm oil



Sources: - American Soybean Association. 2012 Soystats. World statistics. http://www.soystats.com/2012/page_35.htm. Accessed October 1, 2012. - FAO. 2006. World agriculture: towards 2030/2050. Prospects for food, nutrition, agriculture and major commodity groups. Interim report. - The World Bank/IFC. 2010. Key Sustainability Issues in the Palm Oil Sector. - RSPo. 2012. Design: Catalyze Sustainability Communications & ActivDesign