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CONSUMER
AWARENESS



GOING APE OVER PALM

PALMOILINVESTIGATIONS.ORG

Distressing image circulated
on social media March 2013



GOING APE OVER PALM

WWW.PALMOILINVESTIGATIONS.ORG

POI FACEBOOK PAGE FOUNDED 27TH MARCH 2013

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PALMOILINVESTIGATIONS.ORG



PALM OIL - Products on
Australian shelves that...

Non-governmental Organisation (NGO)



DOWNLOAD THE APP!



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POI FIRST EVER PRODUCT POST



Do you need
Arnotts Shapes
to survive?

We need our home, our shelter
our Food & our families to survive.
Please remember us next time you
pick up a box of Arnotts Shapes that
contain Palm Oil.

They don't cost much to buy
But they cost us our lives



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THE RESULT

9,824 SHARES

Plus an understanding of consumer confusion

This is not true. No palm oil in arnotts.

I'd like to see proof that the oil they use is sustainable please

I eat healthy-ish food but I have a weakness for BBQ shapes, will now not buy them just to help out as I hate it how we are all being deceived by the big companies and the food labeling rules (or lack of)

WTF!! Are you telling me that all Arnotts products except Cruskits contain palm oil?.....shame

Seriously they have it in them?

Also I'm confused... The above link suggests a way to source sustainable palm oil... How is anyone to know if a product they buy is made with sustainable or unsustainable palm oil?

So let me get this right. Does this mean that products with 'vegetable oil' in their ingredient list on packaging could well be palm oil? Watching David Attenborough last week and what palm cultivation has done to borneo is appalling, and to know now that i may unwilling be contributing is sickening.

please show me the ingredient list

OMG these have been my forever favourites!! I'm devastated I've contributed to this!!! NO

I had no idea 😞

Someone may want to get there facts right about what oil arnotts are using!!! Just saying...

What is palm oil?

Unfortunately reading the label doesn't give us the truth in this situation if they are generically calling palm oil, Vegetable Oil.

Over 170,000 Consumers

Weekly page reach between

2.2 and 3.2 million



Promote

THIS WEEK

2.9m
Post Reach



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THE ROLE OF POI IN THE INDUSTRY

LARGEST
STAKEHOLDER
= consumers

We work with
RESCUE AND
CONSERVATION
TEAMS

CONSUMER
TRUST



What do we do?

PLACE PRESSURE ON BRANDS
to source ethically, not deceive
consumers and abide by
regulations.



IS IT CERTIFIED?

We source from RSPO members..

We use sustainable palm oil..

We only use certified RSPO..

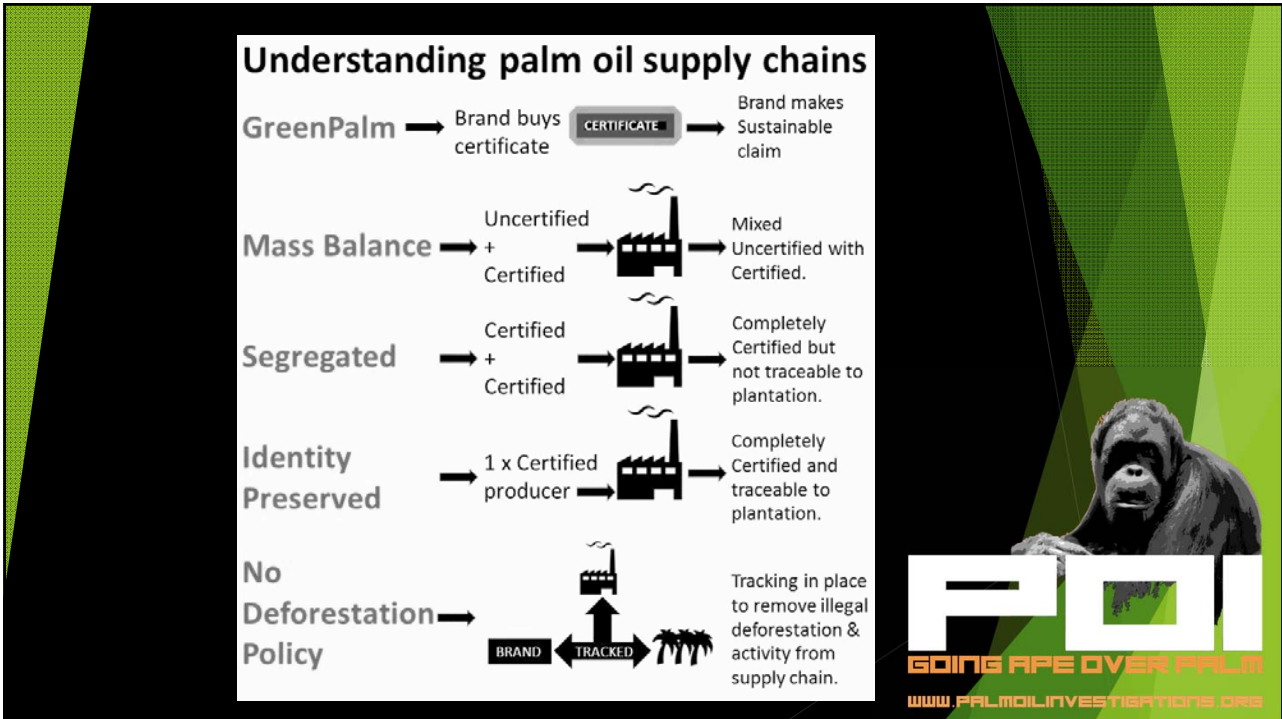


BRANDS UNDERSTANDING THE SUPPLY CHAINS

Our permeate FREE gentle soaps, moisturisers, body washes, shampoo and conditioners are filled with pure, natural ingredients, sustainable palm oil and fresh ethically farmed Australian goat's milk.

sustainable palm oil





THE FINE PRINT

100% of our palm oil from CERTIFIED sustainable sources, and at the end of 2012 we achieved this.

FACT
ONLY 0.95% IS CERTIFIED SEGREGATED

RSPO LOGO Example 1



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NDP Active No Deforestation Policy. This stringent policy goes above and beyond RSPO certification with full tracking and traceability on palm oil supply from plantation to mill to end user. Complete transparency and traceability between brand, palm oil supplier and no deforestation policy implementation organisation.

CSPO Certified Sustainable Palm Oil CSPO 95% to 100% Segregated or Identity Preserved RSPO supply chain.

MB 100% Mass Balance (mixed) RSPO supply chain.

FAIL 94% and under Segregated or Identity preserved RSPO Supply chain. GreenPalm / Book and Claim certificates. The company failed to supply official certification documentation. The company failed to provide requested information regarding source of specific ingredients.

SCAN RESULTS

ABOVE THE LINE

BELOW THE LINE

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FAIL SCAN RESULT EXAMPLE

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FAIL NIVEA BODY NOURISHING CARE LOTION 400ML

94% and under Segregated or Identity preserved RSPO Supply chain. GreenPalm / Book and Claim certificates. The company failed to supply official certification documentation. The company failed to provide requested information regarding source of specific ingredients

Beiersdorf Australia Ltd

Alternatives

Share | Alert | Contact this Company | Purchase

ALTERNATIVE PRODUCT FEATURE

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NDP Neutrogena Fast Absorb Hand Cream 85g	Skin Care/ Moisturising Products
NDP NEUTROGENA Pore Refining Facial Cleanser 198ml	Skin Care/ Moisturising Products
NDP NEUTROGENA Ageless Intensives Facial Serum 29mL	Skin Care/ Moisturising Products
NDP Neutrogena Healthy Skin Anti Wrinkle Cream Original	Skin Care/ Moisturising Products

Close

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Time Bound Commitments

NOW
 LATER

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