CONSUMER AWARENESS

Distressing image circulated on social media March 2013
POI FACEBOOK PAGE
FUNDED 27TH MARCH 2013

PALM OIL - Products on Australian shelves that... Non-governmental Organisation (NGO)

POI FIRST EVER PRODUCT POST

Do you need Arnott’s 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 Arnott’s Shapes that contain Palm Oil.

They don’t cost much to buy but they cost us our lives.
THE RESULT
9,824 SHARES
Plus an understanding of consumer confusion

This is not true. No palm oil in Arnotts.

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

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 be unwittingly be contributing is sickening.

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

Seriously they have it in them?

Please show me the ingredient list.

I had no idea 😳

What is palm oil?

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

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
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 permeable 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.
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

[Image of Honeycomb packaging with RSPO logo]

[Image of palm oil investigated app]

[Image of RSPO logo on packaging]

[Image of POI logo with text: "Going ape over palm"]
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.

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

100% Mass Balance (mixed) RSPO supply chain.

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.

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NIVEA BODY NOURISHING CARE LOTION 400ML

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Beiersdorf Australia Ltd

Alternatives

Skin Care/ Moisturising Products

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Orangutan Rescues
Habitat Restorations
COP Borneo rescue centre / sanctuary

www.orangutancrisisfoundation.org

Time Bound Commitments

☑️ NOW
☐ LATER