

Understanding Sustainable Palm Oil

Avoiding the pitfalls and managing risk for your organisation

A critical seminar for communication professionals, brand managers, food companies, importers of palm oil & PKE, dairy companies, farm supplies businesses, sustainability managers in the food and dairy sectors

You will learn

- How the rising controversy relating to palm oil affects your organisation
- Why there is concern about palm oil and its related products (such as palm oil kernel expeller cake or PKE)
- What steps are in place to manufacture, distribute and market sustainable palm oil
- How to distinguish between Roundtable on Sustainable Palm Oil (RSPO) certified palm oil and non-certified oils
- How to prepare for and manage outrage associated with palm oil and related products
- How to safeguard your organisation as a user of palm oil products

Who should attend?

- Organisations involved in the palm oil product supply chain
- Organisations concerned about sustainable sourcing practices
- Organisations seeking to develop or manage RSPO supply arrangements
- Quality managers and internal auditors in companies dealing with RSPO palm oil systems
- Sourcing managers, communications professionals, strategy and policy analysts, sustainability managers working on palm oil policy and issues management
- Retailers or customers who want to understand the RSPO supply chain
- NGOs and environmental groups concerned with ethical product sourcing and deforestation

How much will it cost?

- \$530 per person plus GST (includes a participant information package, and catering)

When and where?

Thursday 16 October 2014
James Cook Hotel Grand Chancellor
Chancellor 4 Function Room
Wellington



Background

Palm oil is a commonly used and very useful ingredient for food manufacturers and the dairy industry in New Zealand. Palm oil is cheap, effective and a critical ingredient for many businesses. New Zealand imports palm oil and also palm oil kernel expeller cake (PKE)¹. PKE is a high-quality stock feed, widely used by dairy farmers.

Much of this palm oil is sourced from South-East Asia, where its production has been linked to rampant deforestation, destruction of eco systems and species, and flagrant human rights abuses against local communities and workers. Some of these endangered species, like Orang-utans, have become powerful symbols of outrage for increasing numbers of consumers around the world.

Since its inception in 2004, the Roundtable on Sustainable Palm Oil (RSPO) has become a major player in combating the worst excesses of unsustainable palm oil production, especially in Malaysia and Indonesia.

The issues and challenges

As a result of high-profile campaigns such as the “Don’t Palm Us Off²” campaign by Zoos Victoria, retailers are starting to demand certified palm oil ingredients from their own-brand suppliers, in some cases with deadlines looming as close as 1 January 2015 for all palm oil supplies to be certified to RSPO³ standards. Other NGOs are demanding a complete boycott of palm oil products, and focusing on companies that use palm oil in their products. Outrage and anger is rising as media and video campaigns pick up in New Zealand.

In Australia Woolworths, Coles Aldi and Metcash are RSPO members and aim to use only sustainably-sourced palm oil in their private-label products by 2015⁴. However, in New Zealand, there is limited understanding of RSPO systems at the corporate level and especially the outrage issues surrounding palm oil and its products. This is preventing companies, in some cases, from seeing the advantages of palm oil certification, and in other cases, where companies are using palm oil certification as part of their promotions campaign, there is a lack of understanding of what the various forms of palm oil certification are.

Such a position leaves those companies vulnerable to attacks by consumers and activist groups, affecting both corporate reputation and their bottom line.

At the other extreme, corporate offices and corporate communications executives are developing strategies without fully understanding the different types of palm oil certification. For example, some are relying almost totally on green palm certificates, leaving themselves open to claims of green washing.

About this seminar

Already run successfully in Australia, this seminar outlines and discusses the palm oil related issues and seeks to fill a clear information gap, particularly at the corporate sourcing, sustainability and communications level in large companies. It will provide companies and institutions with a understanding of the issues surrounding sustainable palm oil sourcing and use so as to safeguard corporate reputation, address risk management concerns and improve bottom line results.

¹ http://www.wwf.org.au/news_resources/resource_library/?9621/Building-markets-for-sustainable-Palm-Kernel-Expeller

² <http://www.zoos.org.au/get-involved/act-for-wildlife/dont-palm-us-off>

³ <https://www.coles.com.au/helping-australia-grow/responsible-sourcing-and-sustainability/sustainability/sustainable-palm-oil>

⁴ <http://www.greenlifestylemag.com.au/features/3171/supermarket-sweep#sthash.JVwzTasf.dpuf>

The seminar will include speakers from the RSPO certification body BM TRADA, outlining the certification options, and appropriate certification levels for different organisations.

The concept of outrage mitigation will be presented by Futureye⁵ who have specialists consulting to companies across the world on this. Unmask Palm Oil will also be invited as a speaker to focus participants on what level of commitment may be required to address the outrage on palm oil.

About us

Pinnacle Quality

Pinnacle Quality is the Australia and New Zealand agent for BM TRADA⁶, offering RSPO palm oil certification. Pinnacle supports organisations with their sustainable sourcing and use of palm oil.

BM TRADA

BM TRADA provides independent certification, testing, inspection, training and technical services around the world. It helps customers prove their business and product credentials and to improve performance and compliance.

Futureye

Based in Melbourne, Futureye provides specialist strategy, communications and engagement services to organisations facing public concerns and outrage about their operations.

Unmask Palm Oil

Unmask Palm Oil is the Australasian campaign for mandatory labelling of palm oil. Unmask Palm Oil works to ensure that vegetable oils like palm oil are specifically labelled on the ingredients list of food products.

Engagementworks Limited

Engagementworks are community and stakeholder engagement specialists, based in Wellington. We provide strategic advice, support services and training aimed at both the governance and corporate office level as well as practical training for engagement practitioners.

⁵ <http://www.futureye.com/>

⁶ <http://pinnaclebypinnacle.com/bm-trada-certification/>