



# PALM DONE RIGHT™ FACT SHEET

## OVERVIEW

**Palm Done Right™** is an international campaign to raise awareness about the positive effects that take place when palm oil is grown for good.

It is a movement to educate manufacturers, retailers, consumers and the media that palm oil can be produced sustainably, and that it has a positive impact on the environment, farmers and local communities where palm oil is grown. **Palm Done Right™** is a mission to change the conversation about palm oil. It demonstrates that when “done right,” or grown organically with fair-trade practices, environmental preservation efforts and social programs that support local communities, palm oil is an extremely beneficial crop that has the ability to redefine the impact of the palm oil industry.

With **Palm Done Right™**, we share the happier side of the palm oil story, where animal habitats and rainforests are preserved, where farmers are empowered, where communities thrive and the environment is nurtured. Today, there are over 20 natural food brands that have joined our mission and are helping to spread the **Palm Done Right™** message, and we continue to build awareness around this important cause.

LEARN MORE:



[www.palmdoneright.com](http://www.palmdoneright.com)

# THE Palm Done Right™ MODEL

All **Palm Done Right™** palm oil from Ecuador is certified organic and certified RSPO Identity Preserved (the highest level of RSPO certification). We also go 'beyond organic' by introducing programs with our farmers to encourage multi-cropping and the use of soil inputs to create carbon sequestration and environmental diversity. No virgin or second growth rain forest are impacted, this supply chain has been created through the conversion of conventional palm farms to organic.

To further support the communities in which we operate, **Palm Done Right™** implements economic, environmental and social programs that go beyond our third-party certification standards. We work to improve livelihoods through practices and programs that provide economic resilience, we manage programs that support environmental integrity through nature conservation and biodiversity protection, and we support the well-being of local communities through healthcare, schools and preserving local heritage, culture and traditions.



## HISTORY

As the demand for palm oil has grown over the past several decades—mostly in Indonesia and Malaysia, which now produce roughly 85% of palm oil worldwide—the industry evolved in a way that favored a focus on profit, irrespective of ecological, cultural or social impacts. In 2009, Dutch entrepreneur Alfons van der Aa founded Natural Habitats Group with a vision for redefining the palm oil industry.

Having created the first 100% organic, fully integrated supply chain in the palm oil industry, Natural Habitats Group identified the need to expand and form more partnerships in order to bring organic, responsible palm oil to scale, and affect positive change across multiple industries using palm oil. In 2016, Natural Habitats created a movement called **Palm Done Right™** to grow brand, manufacturer, supplier, media and

consumer awareness about the positive economic, environmental and social benefits of organic palm oil. The mission of **Palm Done Right™** is to educate and inform the world that there is another side of the palm oil story, and encourage conscious companies and consumers to join the movement.

Through the efforts of **Palm Done Right™** partnerships and education, we are building awareness and creating a movement to build a future in which farmers, workers and their communities are empowered, value chain partners collaborate extensively, and organic agriculture will prove to be the answer in building resilient communities and healthy ecosystems. Through sustainable organic palm oil production and changing the mindset around palm oil, Natural Habitats Group will continue moving forward with this effort to bring positive change to the industry from now into the future.

## WHY IT MATTERS

The conventional palm oil industry in Asia poses a serious negative impact on climate change, and the environmental and social abuses to local communities is rampant. Consumers need to be aware of this, as well as the fact that there is an alternative where palm oil can be grown and produced sustainably, positively benefitting the farmers and communities where it is produced. By making choices with their purchasing decisions, companies selling products with conflict palm can affect positive change through evaluating their supply chains and choosing more sustainable options.

The fact is, up to 50% of consumer products in the food and personal care categories use some form of palm oil, and palm oil will not go away as a key ingredient. From cookies to shampoo, palm oil provides a plant-based source of fat and functionality to products that other oils do not provide. It has replaced unhealthy hydrogenated fats in the food system and provides solutions for personal care formulations across many categories.

Through choosing a supply chain where existing farms have been converted to sustainable practices, brands and manufacturers will encourage a return to environmental diversity, will help reverse climate change, and will allow small farmers and local communities in under-developed parts of the world to flourish.



## PRODUCTS & APPLICATIONS

- Palm Shortening MP36 - All Purpose Baking, Frying, Donuts
- SuperRed Shortening - MP36 Functional Ingredient for: All Purpose Baking, Frying, Donuts
- Palm Shortening MP42 - All Purpose Baking, Bars, Popcorn
- Palm Flakes MP48 - Pastries, Croissants, Nut Butters
- Palm Flakes w/Vegan Butter Flavor MP48 - Pastries, Croissants, Nut Butters
- RBD Palm MP36 - All Purpose Baking, Bar Soap
- RBD Palm MP36 - All Purpose Baking, Bar Soap
- Palm Stearin MP48 Emulsifier for: - Specialty Baking, Nut Butters
- Palm Stearin MP48 Emulsifier for: - Specialty Baking, Nut Butters
- Palm Stearin MP48 Emulsifier for: - Specialty Baking, Nut Butters
- SuperRed Stearin MP48 Functional Ingredient Emulsifier for: - Specialty Baking, Nut Butters
- SuperRed Stearin MP48 Functional Ingredient Emulsifier for: - Specialty Baking, Nut Butters
- SuperRed Stearin MP48 Functional Ingredient Emulsifier for: - Specialty Baking, Nut Butters
- Palm Olein MP24 - Frying, Salad Oil, Sauces, Personal Care
- Palm Olein MP24 Functional Ingredient: - Frying, Salad Oil, Sauces, Personal Care
- SuperRed Olein MP24 Functional Ingredient: - Frying, Salad Oil, Sauces, Personal Care
- SuperRed Olein MP24 Functional Ingredient: - Frying, Salad Oil, Sauces, Personal Care
- RBD Palm Kernel MP28 - Confections, Coatings, Personal Care
- RBD Palm Kernel MP28 - Confections, Coatings, Personal Care
- RBD Palm Kernel MP28 - Confections, Coatings, Personal Care
- SuperRed Palm MP36 Functional Ingredient for: - Baking, Sautéing
- SuperRed Palm MP36 Functional Ingredient for: - Baking, Sautéing
- SuperRed Palm MP36 Functional Ingredient for: - Baking, Sautéing

- Shea Butter RBD, Non-organic - Confections, Coatings, Personal Care
- Shea Butter RBD, Organic - Confections, Coatings, Personal Care
- HabiWax 100 - Organic Palm Wax - Lip Balms/Sticks, Candles, Personal Care

# OUR PARTNERS

**Palm Done Right™** goes beyond any one person or group – It is a collective effort along the supply chain from farm to consumer. **Palm Done Right™** partners with farmers, agronomists, retailers, and manufacturers. The initiative works with companies who are committed to a fair, equitable, organic supply chain, which is why they've chosen to use **Palm Done Right™** in their products.

## Learn more about our partners:



Visit [www.palmdoneright.com](http://www.palmdoneright.com) to learn more about our partners

## AWARDS



2017 Nutrition Business Journal Award Winner for Mission and Philanthropy

## CONNECT



## BRAND ASSETS



Photos and logos available upon request

Recipes available upon request

Product specs and pricing available upon request

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