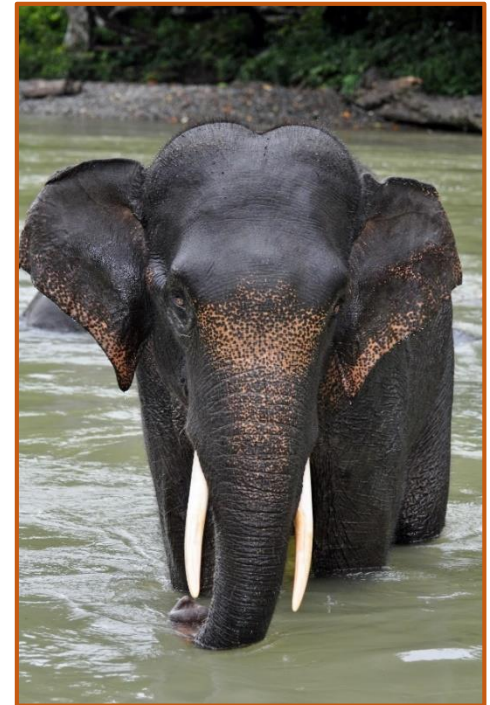
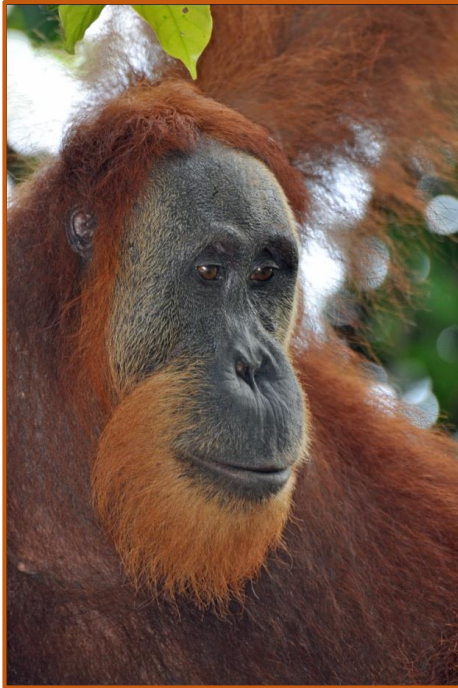


Palm Oil Awareness

Sharing resources for a unified message.
Learn what you can do!

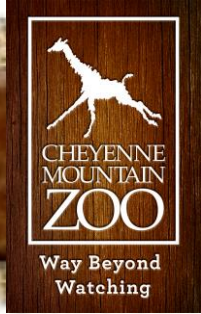


What is Palm Oil?

- A commonly used vegetable oil
 - Found in about half of manufactured products at the store
 - More palm oil is produced and consumed every year than any other vegetable oil
- In many food, cleaning, self-care and beauty products...and more!



What is Palm Oil?



- Oil palm is a plant native to Africa that grows well in tropical climates.
- It is a crop ***introduced*** to Indonesia and Malaysia, not part of the rainforest.
- An important part of the economy in Indonesia and Malaysia.



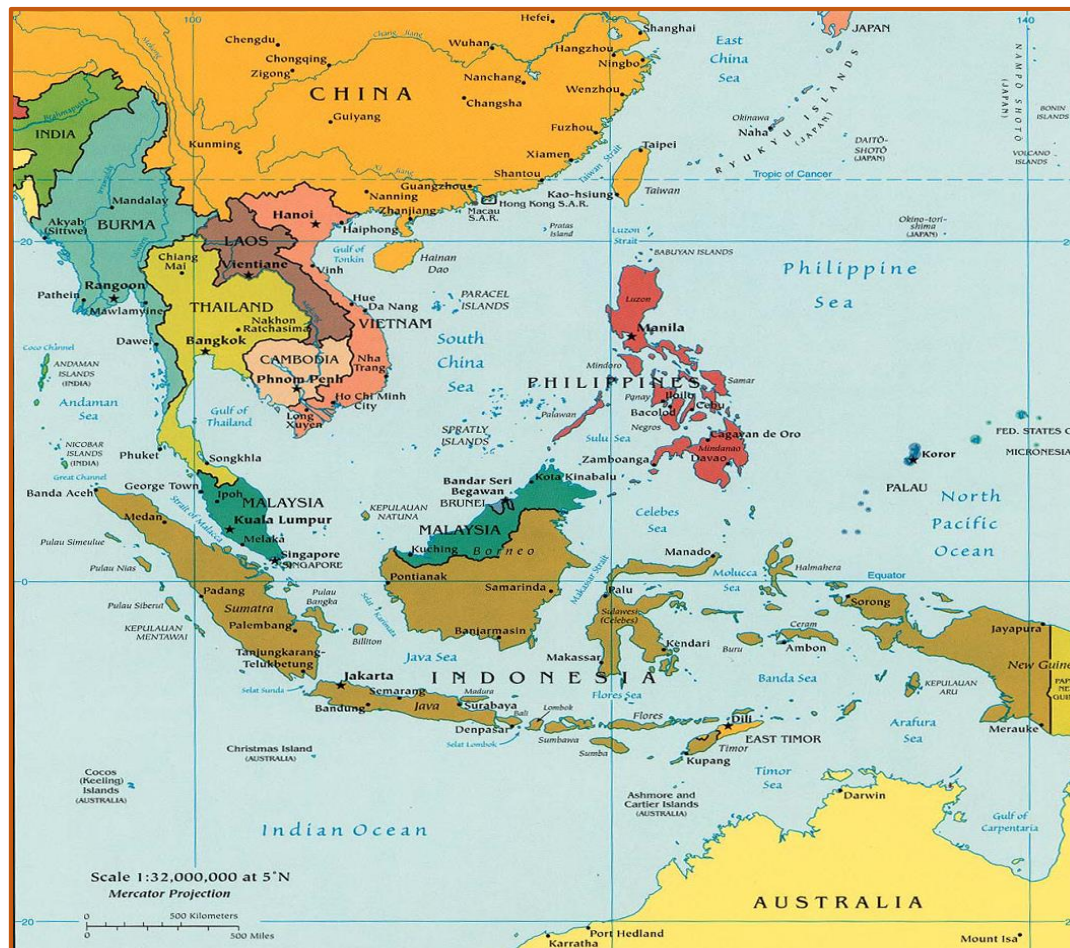
Where is the Majority of Palm Oil Grown?



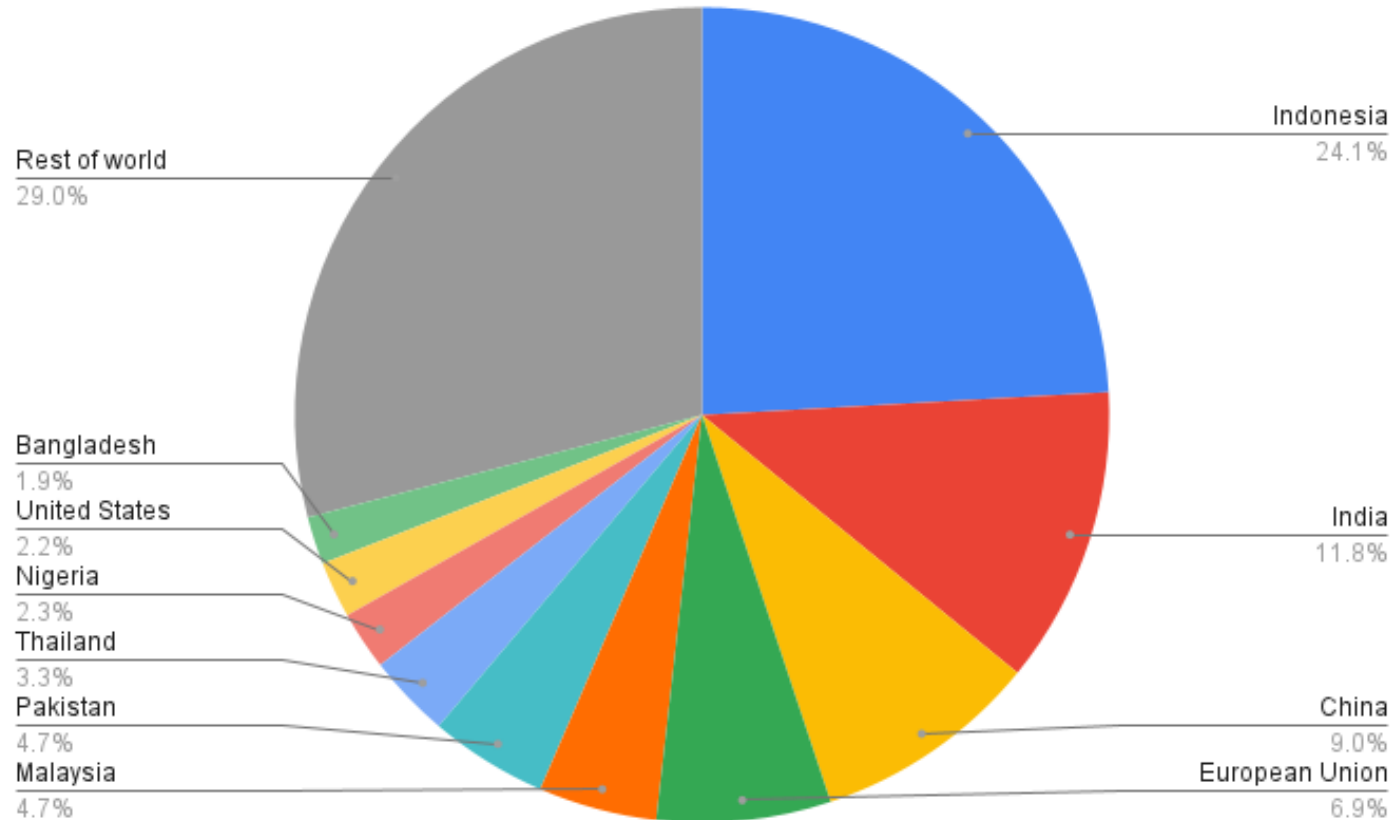
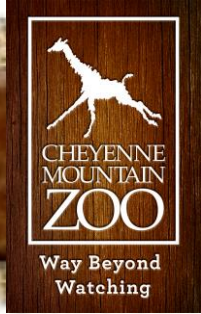
CHEYENNE
MOUNTAIN
ZOO

Way Beyond
Watching

Indonesia and Malaysia



Global Palm Oil Consumption (2022/23)



The U.S. consumes about 2% of the palm oil produced worldwide.

Source: USDA Oilseeds: World Markets and Trade, November 9, 2022

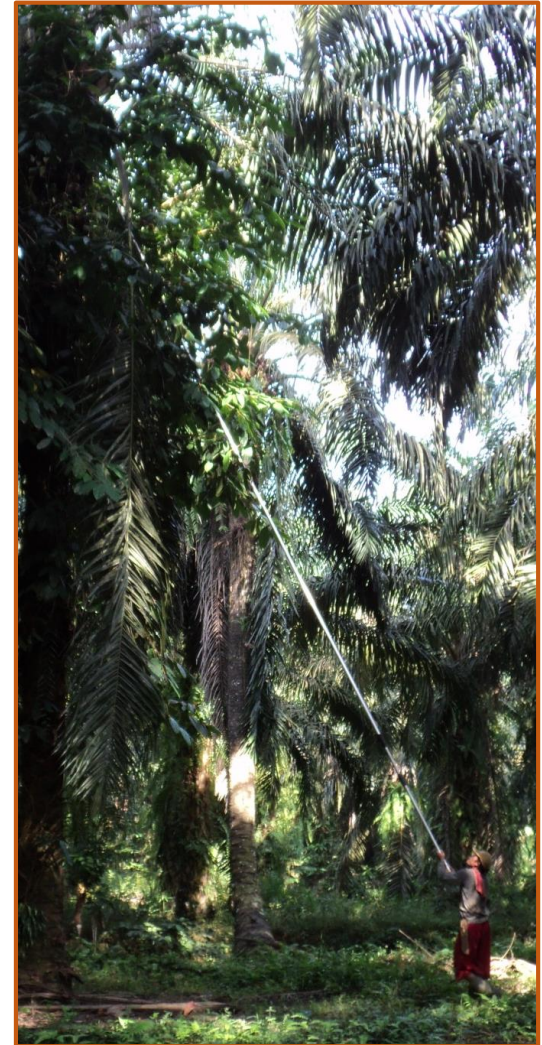
Harvesting Palm Oil

Fresh Fruit Bunch (FFB) ready for harvest



Harvesting Palm Oil

- When oil palm plants are young & small the FFBs are easy to harvest.
- When oil palms are 40 feet tall it takes a pole saw and incredible skill to harvest.
- After an oil palm is ~25 years old it is too difficult to harvest (too tall).



Harvesting Palm Oil



- After they are harvested, the fresh fruit bunches need to reach a mill within 24 hours in order to produce the best yield (the maximum amount of oil extraction).
- Each FFB weighs 40-60 lbs.
- Each oil palm produces 1-3 FFBs per month.

(FFB = fresh fruit bunch)

Harvesting Palm Oil

- **Palm kernel oil** is made from the white center.
- **Palm oil** is made from the mesocarp, the yellow fruit flesh.

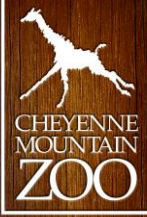


What's the Problem?



Rainforest and peat land (swampy areas with special carbon-rich soil) in Indonesia and Malaysia are being **cleared** to make way for new palm oil plantations.

What's the Problem?



Way Beyond
Watching

Some companies clear excess forest to get more money for wood and paper products.



What's the Problem?



- Many species live in these rainforests, including orangutans, gibbons, elephants, rhinos, tigers, clouded leopards, hornbills, sun bears, and more.
- Massive amounts of carbon are released into the atmosphere through deforestation, fires and draining peat swamps.

What's the Goal?

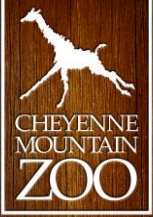


Way Beyond
Watching



- To have healthy populations of orangutans, elephants, rhinos, tigers and other threatened and endangered species.
- To save critical habitat.
- Make sustainable palm oil the norm.

What's the Solution?

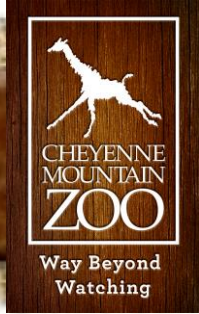


Way Beyond
Watching

- Produce palm oil sustainably.
- Support the Roundtable on Sustainable Palm Oil (RSPO).
- Increase demand for RSPO certified sustainable palm oil that is deforestation-free.



What is the RSPO?



An international multi-stakeholder initiative transforming markets to make sustainable palm oil the norm.

RSPO

Roundtable on Sustainable Palm Oil



RSPO Principles



PRINCIPLES FOR GROWERS TO BE RSPO CERTIFIED



1 Commitment to transparency



5 Environmental responsibility and conservation of natural resources and biodiversity



2 Compliance with applicable laws and regulations



6 Responsible consideration of employees, and of individuals and communities affected by growers and mills



3 Commitment to long-term economic and financial viability



7 Responsible development of new plantings



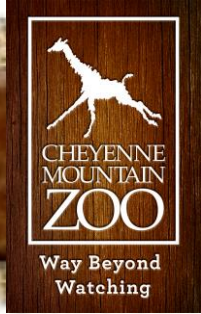
4 Use of appropriate best practices by growers and millers



8 Commitment to continuous improvement in key areas of activities

Source: RSPO

What Makes Sustainable Palm Oil Sustainable?



- No **HCV** (high conservation value) land was cleared since 2005.
 - **HCV assessments** prior to clearing land.
 - Protection of **endangered species**.
 - Protection of land of cultural value to **indigenous groups**.
- Conflicts with **wildlife** are handled appropriately.
- If HCV land *was* cleared by an RSPO member, there is a **compensation mechanism** in place.
- Land is **reused**; dead plants **replaced** right away.

What Makes Sustainable Palm Oil Sustainable?



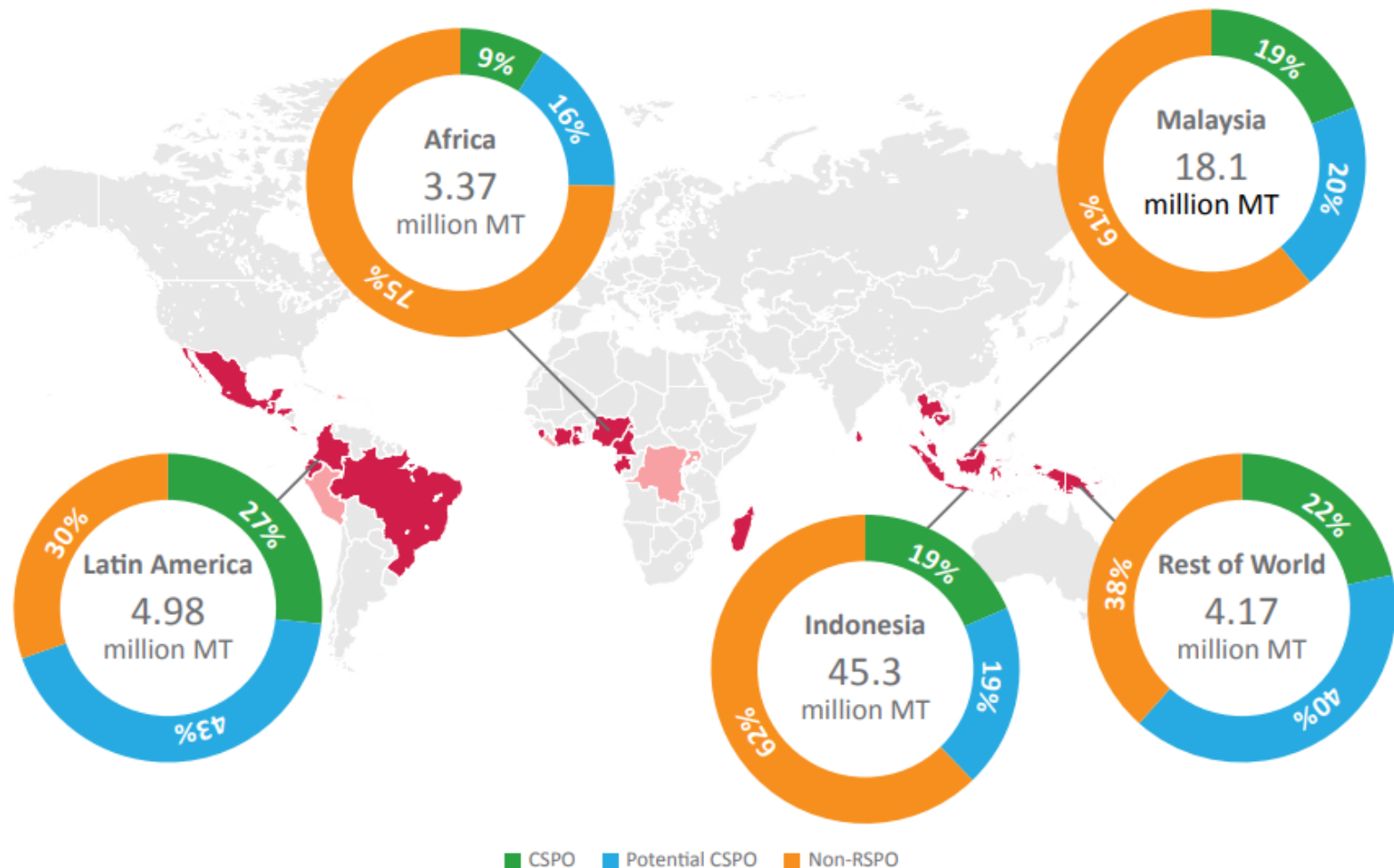
- Fertilizer is used properly—producing high yields means less land needed.
- Pesticides/herbicides are used responsibly.
- Better treatment of workers & families (no slave labor).
- GHG (green house gas) monitoring and reduction.



Global CSPO Production



Way Beyond
Watching

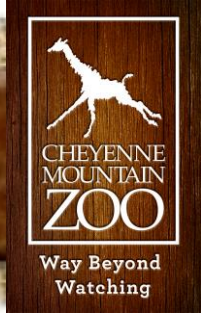


■ Countries with P&C certification ■ Countries with RSPO members operations not yet P&C certified

Figure 1: Global distribution of CSPO, potential CSPO and palm oil production (2021)¹

Source: RSPO Impact
Report 2022

Challenges of the RSPO



- Certifying smallholders is difficult.
- Market uptake not high enough.
- Conservationists say criteria is not strict enough.
- Growers say criteria is too strict.

RSPO

Roundtable on Sustainable Palm Oil

Challenges of the RSPO



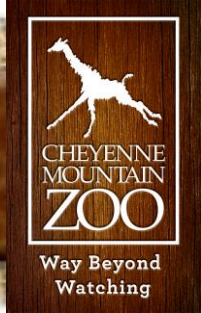
Certifying Smallholders

- Definition of smallholder: Farmers controlling 50 hectares or less of cultivated land .
- RSPO estimates that there are at least 7 million palm oil smallholders globally.
- Current number of RSPO certified smallholders: 165,462

Source: RSPO Impact Report 2022



Challenges of the RSPO



Making it Possible for More Smallholder Plantations to be Certified




- Over 40% of all palm oil plantations are owned by smallholders.
- Privately owned plantations or co-ops; **harder to reach them**; fewer resources.
- Lower wages.
- Lower yield.
- The RSPO is working on solutions (RSPO Smallholder Standing Committee (SHSC)).

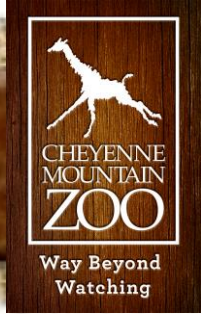
Challenges of the RSPO



Uptake of CSPO is too low

- Low uptake does not push sustainability forward.
 - Growers put time, money, effort into getting a plantation certified.
- 
- These growers should be paid a little more (the premium) for the CSPO.
 - The uptake of CSPO is less than 50%:
 - **Less than half of CSPO is sold at a fair price,** which fairly compensates some growers.
 - Over half of the CSPO is sold at the lower non-certified price. This does not encourage growers to certify more plantations

Challenges of the RSPO



Uptake of CSPO is too low

- Manufacturers and retailers who are members of the RSPO must submit time-bound plans – when they will be using 100% CSPO.
- If CSPO is available they should use/purchase it – INCREASE UPTAKE.
 - This will drive demand for CSPO.
 - If there is more demand and they are fairly compensated, growers will certify more plantations.
- **This is where zoos and consumers can really make a difference:**

If zoo guests support RSPO member companies,
and demand companies use CSPO,
UPTAKE WILL INCREASE.

Challenges of the RSPO

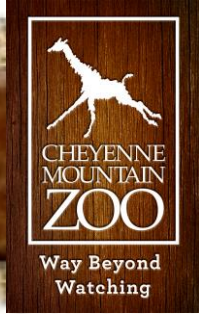
Stakeholders have different perspectives

- Conservationists say criteria are too lax.
- Growers say criteria are too strict.
- However - Different stakeholders coming together to make decisions, moving the industry forward to sustainability...



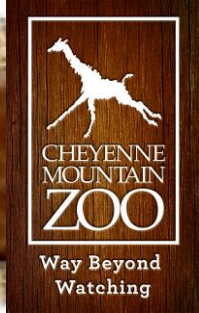
...that is the purpose of the
Roundtable on Sustainable Palm Oil

Why Support the RSPO



- It is the only multi-stakeholder entity working toward sustainable palm oil.
- It is the most effective vehicle to reach sustainability in the palm oil industry.
- The RSPO is making measurable progress.

RSPO Making Progress - Trademark



RSPO Trademark / Logo tells consumers that the product contains certified sustainable palm oil.



1,676 trademark licenses issued by RSPO



RSPO Making Progress - CSPO

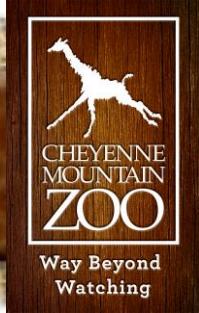


Figure 3: Number of countries with P&C certification

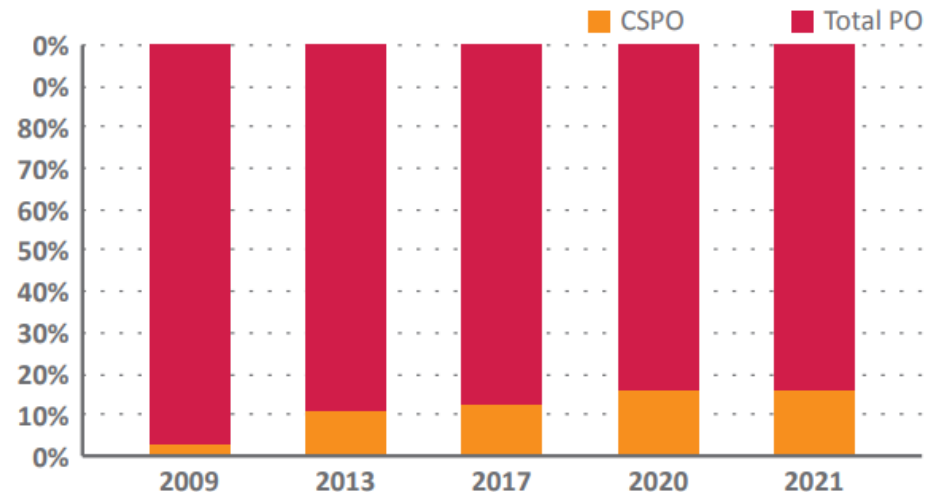
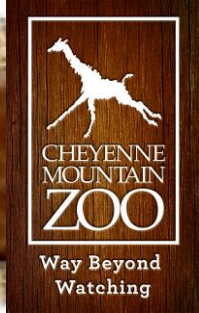
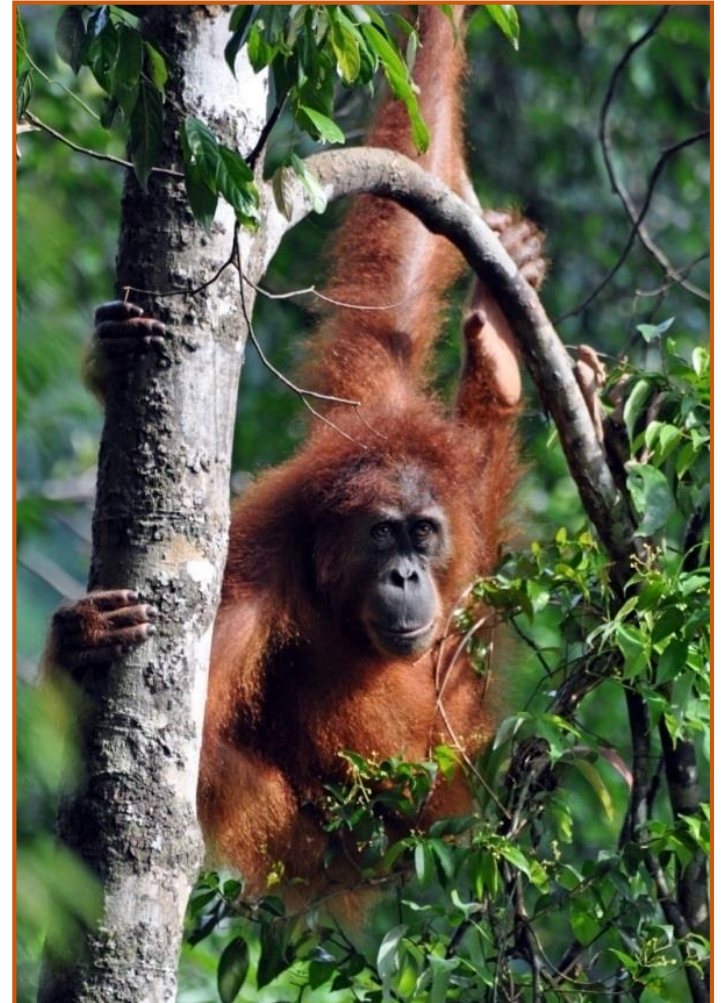


Figure 2: Evolution of global CSPO and total palm oil production

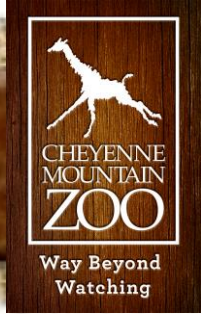
Why Zoos Should Join the RSPO



- Zoos can change the industry...using the RSPO as the vehicle!
- Zoos can propose resolutions to RSPO as a member of the General Assembly.
- Demand traceability.
- Honor your animals' captivity by promoting conservation efforts in their native lands to protect wild species.



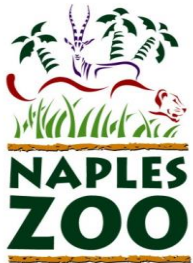
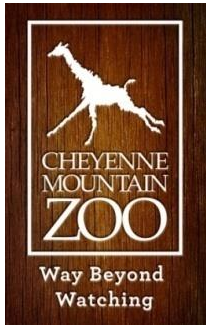
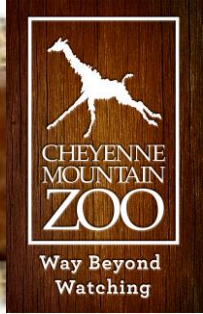
RSPO Members (E-NGO)



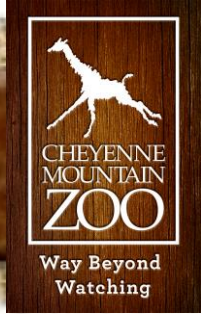
- WWF
- FFI (Fauna & Flora International)
- Wetlands International
- BOSF (Borneo Orangutan Survival Foundation)
- Conservation International
- Orang Utan Republik Foundation
- World Resources Institute
- Orangutan Land Trust
- SOS (Sumatran Orangutan Society)
- Global Environment Centre
- HUTAN Kinabatangan Orangutan Conservation Programme
- Earth Innovation Institute

The RSPO has strong support and is helping the industry move towards sustainable palm oil.

RSPO Members (Zoos and Aquariums)



Why Boycotting is not the Solution

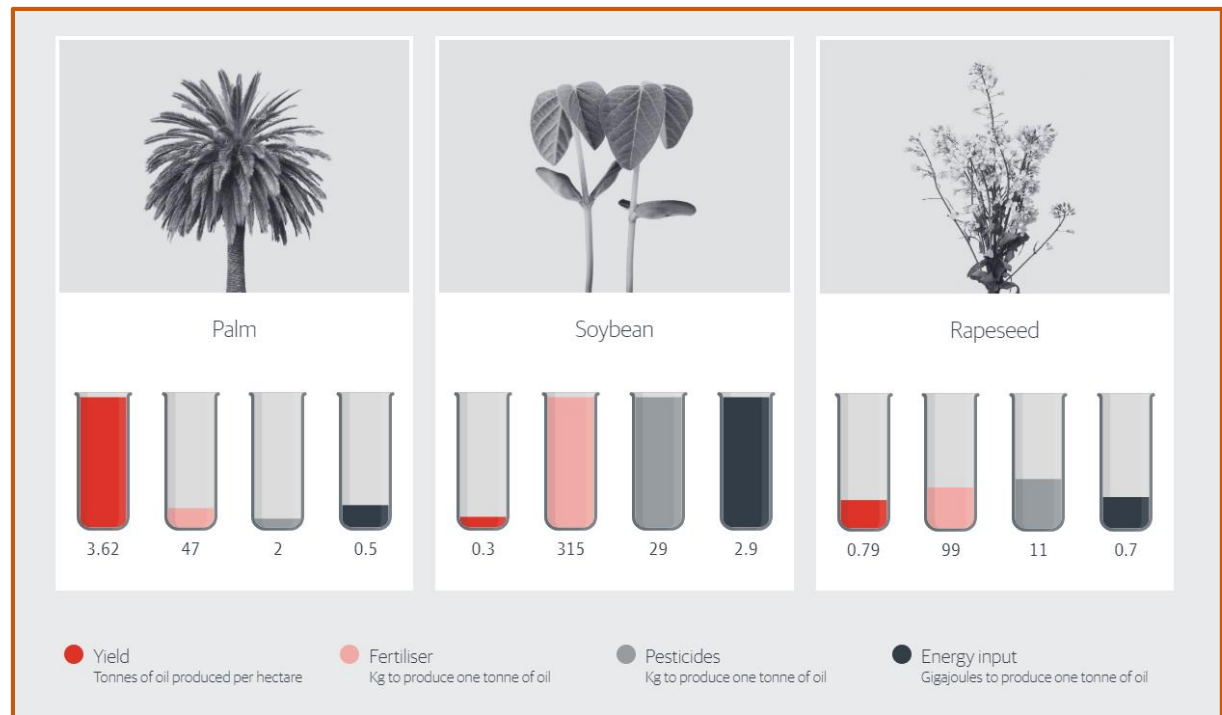


- Indonesia and Malaysia are developing countries and **need ways to drive their economies.**
- We realize that **palm oil would be replaced with another crop** that could cause worse environmental problems (like soy in the Amazon).
- **Indonesia, China and India are the world's largest consumers of palm oil,** so a boycott in the US wouldn't change much in terms of global consumption.

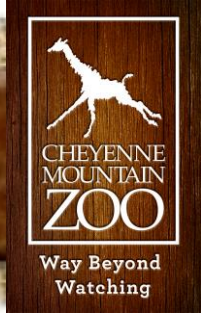
Why Boycotting is not the Solution

Oil palms can produce **4-10 times** more oil per parcel of land than other oil crops.

Which means:
Less land is needed
to produce **more oil**.



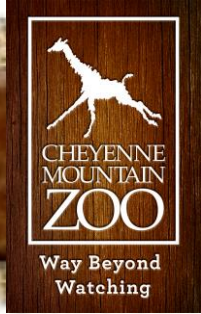
Example of 600+ Names for Palm Oil & Derivatives



It is next to impossible to really know if a product is palm oil free.

- | | | |
|--|------------------------------------|------------------------------------|
| 1. arachamide mea | 17. mono-glycerides of fatty acids | 34. sodium lauryl sulfate |
| 2. capric triglyceride | 18. myristoyl | 35. sodium lauryl sulfoacetate |
| 3. caprylic triglyceride | 19. octyl palmitate | 36. sodium palm kernelate |
| 4. caprylyl glycol | 20. oleyl betaine | 37. sodium palmate |
| 5. cetyl alcohol | 21. palm kernel oil | 38. sodium stearate |
| 6. cocoa butter equivalent (CBE) | 22. palm oil | 39. sodium laureth sulfate |
| 7. cocoa butter substitute (CBE) | 23. palm olein | 40. sodium laureth sulphate |
| 8. elaeis guineensis | 24. palm stearine | 41. sodium lauroyl lactylate |
| 9. emulsifier (some can be palm oil derived) | 25. palmitate | 42. stearamidopropyl dimethylamine |
| 10. epoxidized palm oil (UV cured coatings) | 26. palmitoyl oxostearamide | 43. steareth-2 |
| 11. ethylene glycol monostearate | 27. palmitoyl tetrapeptide-3 | 44. steareth-20 |
| 12. ethylhexyl palmitate | 28. peg-100 stearate | 45. steareth-21 |
| 13. fatty alcohol sulphates | 29. peptide complex | 46. stearic acid |
| 14. glyceryl stearate | 30. saponified elaeis guineensis | 47. vegetable oil |
| 15. isopropyl | 31. sls | 48. vitamin A palmitate |
| 16. isopropyl palmitate | 32. sodium lauryl | |
| | 33. sodium lauryl sulphate | |

Messaging for Zoos & Aquariums

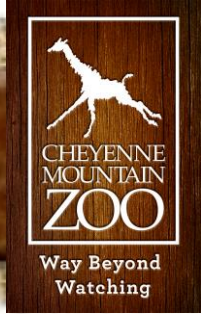


For more than a decade, Cheyenne Mountain Zoo has facilitated a palm oil awareness survey of US Zoos.

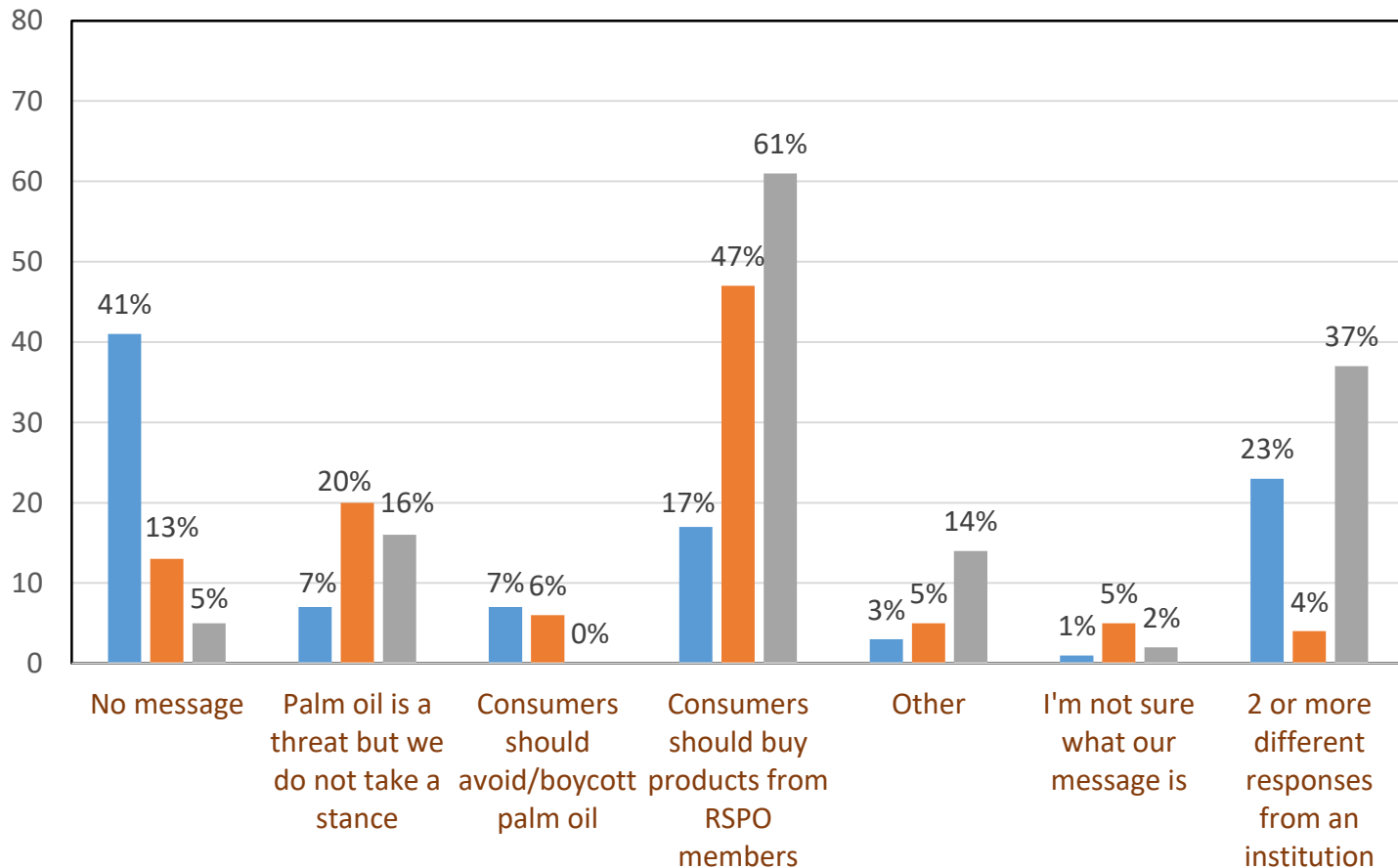


Results are showing that progress is being made toward a **unified message about sustainable palm oil.**

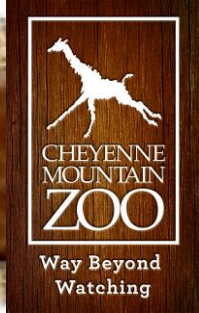
Consistent Messaging is Key



Palm Oil Messaging in N. American Zoos & Aquariums 2011, 2014, 2020



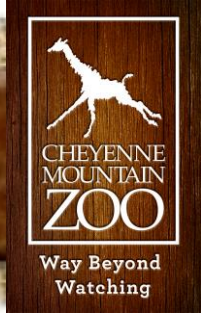
What Zoos & Aquariums can do to Help



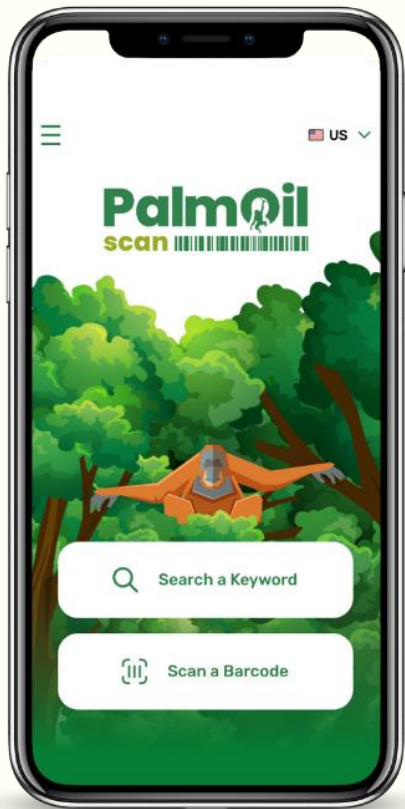
Share sustainable palm oil messages & action steps on social media.



What Zoos & Aquariums Can Do to Help



Promote WAZA's PalmOil Scan app

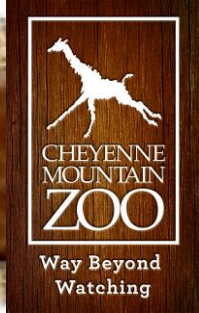


Available on the
App Store and Google Play

www.cmzoo.org/palmoilscan



App Rating System



Green = Excellent

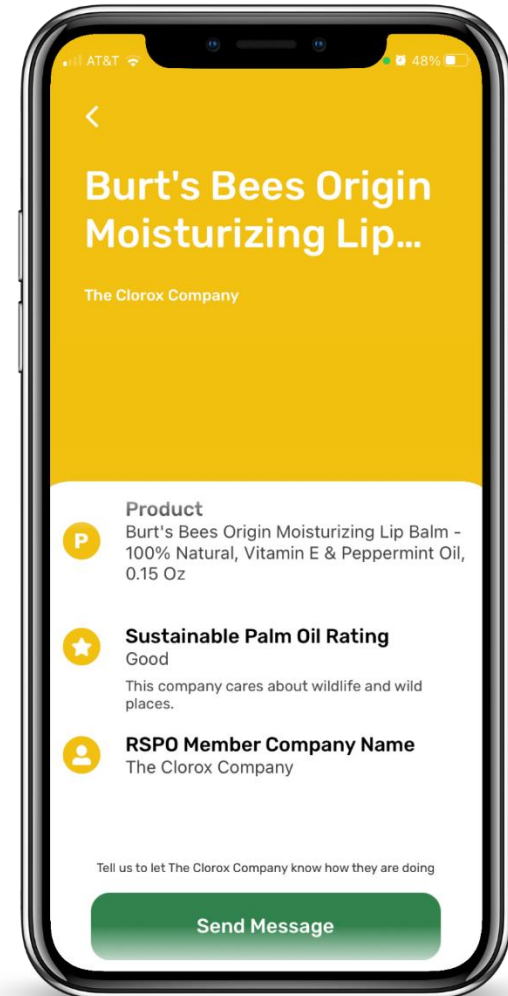
Yellow = Good

Orange = Poor

Red = No Commitment

Companies receive a score based on:

1. Membership to the RSPO
2. Amount of CSPO out of their total palm oil usage
3. Public, time-bound commitment to using 100% CSPO within the next 5 years.
4. ACOP submission



What Zoos & Aquariums Can Do to Help



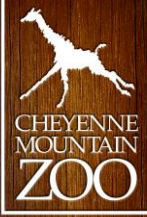
Join the RSPO and be part of the solution
with your voting power.



RSPO

Roundtable on Sustainable Palm Oil

What Zoos & Aquariums Can Do to Help



Way Beyond
Watching

Give guests a way to take action

- Offer coloring sheets for kids with letters asking companies to source CSPO (see picture).
- Offer petitions for guests to sign and mail them to companies that need to join the RSPO.
- Have guests download the PalmOil Scan app and use it while shopping.

Date:

Mr. Jim Holthouser, CEO
Focus Brands
5620 Glenridge Drive
Atlanta, GA 30342

Dear Mr. Holthouser,

Please join the Roundtable on Sustainable Palm Oil (RSPO) and use only 100% physical certified sustainable palm oil (CSPO). My family shops at Focus Brands stores such as Jamba Juice, Cinnabon, Auntie Anne's, and more but we want to know that buying your brands does not hurt orangutans, elephants, rhinos, tigers and other animals in SE Asia.

Sincerely,

Name: Age:

City & State:



Printed on paper with recycled content

What Zoos & Aquariums Can Do to Help



Have conversations with guests

- Tell guests about palm oil and how it can affect orangutans, tigers, etc.
- “Elevator speech” ideas can be downloaded at cmzoo.org/palmoiltoolkit

Make a Difference for Wild Orangutans

When you talk about Palm Oil...

Whether you are an animal keeper interpreting during an orangutan demonstration, a concerned consumer using your shopping guide at the grocery store, or a conservationist chatting with your friends and family, a lot of us struggle to convey a brief, concise message about palm oil awareness. If the issue sounds too complicated, or the message dwells on “doom and gloom”, or you exceed their attention span, the audience often tunes out and walks away. Here are some ways you can summarize the issue, and if people want to know more you have opened the door for them to ask questions.

‘Elevator Speech’ Ideas

Version One:

The biggest threat to wild orangutans is deforestation due to agriculture. The main crop that is planted after the forest is cleared is palm oil. Palm oil is used in so many foods we eat and products we use every day, like cookies, crackers, toothpaste and lotion. Palm oil is a crop that is really important to the economy and people in Indonesia and Malaysia, but it can be produced in a responsible way without cutting down the rainforest –this is called sustainable palm oil. The easiest thing you can do to help wild orangutans is to support the companies in this shopping guide –they are making the commitment to use sustainable palm oil. (~38 seconds)

Version Two:

I am about to tell you a really easy way you can help wild orangutans...do you want to know what it is? Use this shopping guide next time you go to the store. The biggest threat to wild orangutans is deforestation due to agriculture, but you can make a big difference depending on what you buy at the store. So many things we use and eat contain palm oil but this crop can be grown without cutting down the rainforest...when it is produced responsibly it is called sustainable palm oil. By using this shopping guide you are supporting sustainable palm oil and helping many species that live in the rainforests of Indonesia and Malaysia -like orangutans! (~37 seconds)

Points you can add:

- If your favorite companies or brands are not listed on the shopping guide –write them an email and ask them to join the RSPO, the Roundtable on Sustainable Palm Oil.
- Here are a few examples of what makes a plantation sustainable. A sustainable plantation does not use HCV (high conservation value) land or forests. It also can't harm endangered animals that wander onto the property, they have to use pesticides more responsibly, and their workers get better treatment.
- The companies in this shopping guide have made commitments to use 100% certified sustainable palm oil by a certain date (often 2015), but they're not all using 100% sustainable palm oil yet. And we want them to! So we can write letters to encourage them to --and have a letter/petition printed, or direct them to <http://cmzoo.org/conservation/palmOilCrisis/>

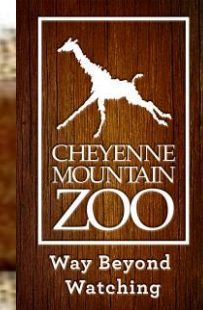
These are just suggestions to help you give a quick summary. Volunteers are great for handing out shopping guides while you are talking. At the end of your talk it is good to say 'I'll be here for a few minutes if anyone has questions, thanks and have a great day!' And sometimes a few people will stick around and get engaged in more detailed palm oil conversation. Read your audience, don't be pushy.

Answering Questions

- This link posts some Frequently Asked Questions (and Answers) about palm oil: <http://cmzoo.org/conservation/palmOilCrisis/palmOilFAQ.asp>
- Don't be afraid to admit that you're not sure and direct them to CMZoo's website, or anyone can email palmoil@cmzoo.org with questions.



What Zoos & Aquariums Can Do to Help



Engage younger guests with games

The grocery game shows guests that using a shopping guide can help them make orangutan-friendly choices at the grocery store.



Make a Difference for Wild Orangutans

Kids' Grocery Game Shopping Guide

Shop for orangutan-friendly products at the store.

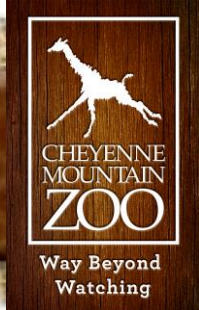
Download the Palm Oil Scan App today!

Download on the App Store

ANDROID APP ON Google play

Available at cmzoo.org/palmoil

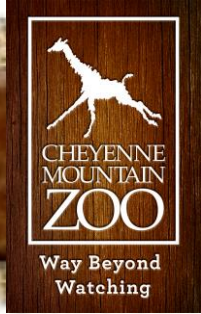
What Zoos & Aquariums Can Do to Help



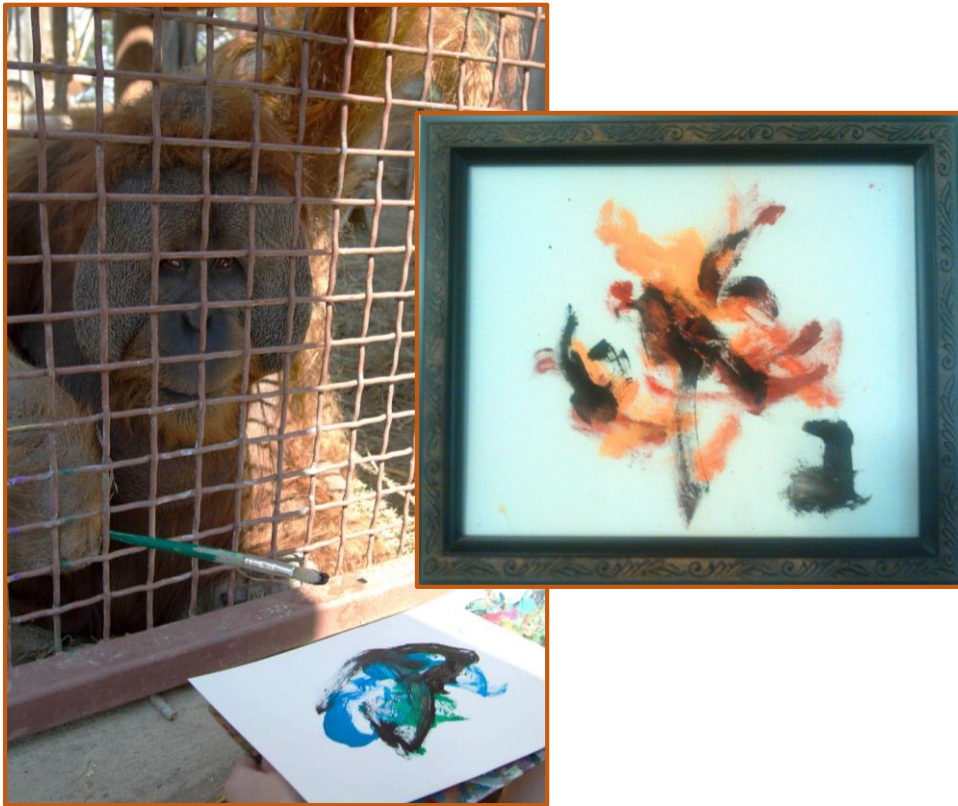
Connect Guests with Animals

- Create trading cards of animals at your zoo, affected by the palm oil crisis
- Orangutans, tigers, tapirs, pangolins, etc.

What Zoos & Aquariums Can Do to Help



Engage Guests - Animal Art



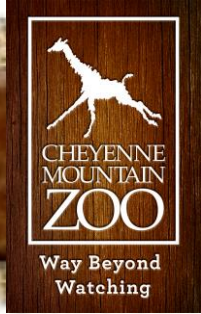
- It is animal enrichment, animal training, we can talk about tool-use in zoos and in the wild.
- It is also great for fundraising; proceeds can go to help wild orangutans.
- With every piece of animal art you sell, you can include information about sustainable palm oil and action steps.

What Zoos & Aquariums Can Do to Help

Connect guests, share messages & action steps:
shows, demos, & keeper talks



What Zoos & Aquariums Can Do to Help



Get the tools you need to move sustainable palm oil forward

- Palm Oil Awareness Tool Kit
- Visit cmzoo.org/palmoiltoolkit



What Zoos & Aquariums Can Do to Help



- Find your own ways to engage guests
- Share your ideas and tools with the zoo community

Let's Make a Difference Together!



CHEYENNE
MOUNTAIN
ZOO
Way Beyond
Watching



YOUR CHOICES CAN CHANGE THE WORLD



Way Beyond
Watching

PALM OIL AWARENESS