



## OUR MISSION

To empower consumers with the information, tools and resources necessary to help them put an end to the social and environmental impacts of conflict-palm oil and be part of the solution.

## OUR VISION

To have awareness of conflict-palm oil increase significantly amongst the general public and thus bring about positive change in consumer behaviour to benefit the forests, wildlife and people of Borneo, Sumatra and other affected areas.

*We think that consumers should focus on cutting down unnecessary consumption in general, thus removing some palm oil and other vegetable oils from their lifestyle. With products that are unavoidable, individuals can find alternatives that are either palm oil-free and instead use vegetable oil from a sustainable source, or contain genuinely certified sustainable palm oil. Consumers can also try making more of their own food and products, which is a brilliant way to live more sustainably.*



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## **You might not cook with it, but you almost certainly eat or use palm oil.**

Palm oil is the most widely consumed vegetable oil on the planet, and it is in about half of all packaged products sold in the supermarket. While palm oil is the most efficient source of vegetable oil, its rapid expansion threatens some of the planet's most important and sensitive habitats.

Palm oil grows in tropical rainforests, and the uncontrolled clearing of these forests for conventional palm oil plantations has led to widespread loss of these irreplaceable and biodiverse rich forests. Plantations have also been connected to the destruction of habitat of endangered species, including orangutans, tigers, elephants and rhinos.

*The good news is you don't have to give up products containing palm oil! It can be produced in a responsible manner that respects the environment and the communities where it is commonly grown.*







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## WHY DO WE USE PALM OIL?

Palm oil is used in many of the products on supermarket shelves, from margarine and chocolate to ice cream, soaps, cosmetics, and fuel for cars and power plants. The reason why palm oil is so popular is because:

- 1. It has great cooking properties – it maintains its properties even under high temperatures.**
- 2. Its smooth and creamy texture and absence of smell make it a perfect ingredient in many recipes, including baked goods (such as biscuits) in particular.**
- 3. It has a natural preservative effect which extends the shelf life of food products.**
- 4. It is also the highest-yielding vegetable oil crop, which makes it very efficient. It needs less than half the land required by other crops to produce the same amount of oil. This makes palm oil the least expensive vegetable oil in the world.**

India, China, Indonesia and Europe are the main consumers of palm oil. It is estimated that a French person consumes on average 2 kg of palm oil per year, or 6% of total fat consumption of an adult between the ages of 18 and 72 (source: Fonds Français pour l'Alimentation et la Santé, Etat des lieux, November 2012).





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## WHAT IS THE IMPACT OF PALM OIL FARMING ON THE ENVIRONMENT?

In some regions, oil palm cultivation has caused – and continues to cause – deforestation. This means that land, which was once predominantly covered by primary forest (forest that has never been touched by man) or which housed protected species and biodiversity, was cleared in order to be converted into palm oil plantations.

Likewise, some palm oil plantations were developed without consulting local communities over the use of their land. Some have even been responsible for forcibly displacing people from their land. Violations of workers' rights to fair payment and safe working conditions and other malpractices have also occurred.

Despite widely-reported malpractices in the industry, a growing number of players in the palm oil industry have committed to adopting more sustainable practices. The result of this gradual transition is an increasing amount of palm oil in our products that has been produced and sourced in a sustainable manner.





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## WE CAN'T SIMPLY REPLACE PALM OIL

Although using other vegetable oils seems like a practical solution, it would actually create similar - if not even larger - environmental and social problems. Therefore, the best solution is to ensure you buy products that contain sustainable palm oil. There is a misconception that these concerns can be addressed when companies simply stop using palm oil in their products. However, this is not as easy as it sounds for a number of reasons:

1. Replacing palm oil with other types of vegetable oil (such as sunflower, soybean or rapeseed oil) would mean that much larger amounts of land would need to be used, since palm trees produce 4-10 times more oil than other crops per unit of cultivated land. This would result in serious environmental damage, with the risk that more forests would need to be converted into agricultural land.
2. In producing countries, millions of farmers and their families work in the palm oil sector. Palm oil plays an important role in the reduction of poverty in these areas. In Indonesia and Malaysia, a total of 4.5 million people earn their living from palm oil production. Stopping the production of palm oil altogether would create significant problems for these people who support their families by working in this industry.
3. Replacing palm oil with other types of oil is not always feasible due to palm oil's unique properties as food ingredient. Using other oils would not give the products the same texture and taste that palm oil offers.

The need for *sustainable* palm oil



Fulfills increasing global food demand



Supports affordable food prices



Supports poverty reduction



Safeguards social interests, communities and workers



Protects the environment and wildlife





## THE 4 WEEK PALM OIL CHALLENGE

**Are you ready to improve your life and help the world too?**



Palm oil is everywhere. It is one of the most widely used vegetable oils in the world, and a very popular choice amongst manufacturers due to its high yield and versatility. Unfortunately the majority of palm oil development globally has and continues to fuel deforestation in South-East Asia. And while avoiding all palm oil is not the 'silver bullet solution' to this complex issue (as the alternatives available to replace palm oil require even more land), ensuring the products we use are not linked to deforestation is an important step to take.

To assist in this process, we've developed a 4 Week Palm Oil Challenge, designed to help guide concerned consumers through the process of living 'deforestation-free'. Below you'll find four categories, each containing a collection of DIY product options and deforestation-free brands. We recommend trying out each section one week at a time, and by the end of the 4 weeks, you'll be well on your way to a kinder, more sustainable lifestyle! Are you ready to take the challenge?

**WEEK 2: Fridge**

**WEEK 3: Bathroom**

**WEEK 4: Laundry**

# WEEK 1: Pantry

## THE 4 WEEK CHALLENGE



In our pantries and cupboards, palm oil can be found in products such as breakfast cereal, biscuits, cake mix, spreads, crisps, chocolate, sweets, bread and muesli bars.

Below are some Do It Yourself pantry products and examples of Deforestation-Free brands sold in major supermarkets (mainly in Australia and New Zealand), which are not linked to deforestation or animal cruelty based on our criteria. Links to full DIY recipes found below.



**Healthy 5 Ingredient Granola Bars**

Healthy, no bake granola bars with just 5 ingredients and a sweet, crunchy texture. Peanut butter and honey complement each other perfectly in this ideal portable breakfast or snack.

Author: Minimalist Baker  
Recipe type: Breakfast, Snack  
Cuisine: Gluten Free  
Serves: 10 bars



**Crispy Garlic Matchstick Fries**

The crispiest baked french fries ever! No soaking or frying involved, just cut into matchsticks and bake! Just 5 ingredients and 30 minutes to crispy, garlic french fries!

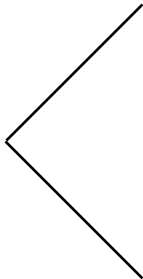
Author: Minimalist Baker  
Recipe type: Appetizer, Snack  
Cuisine: American, Vegan, Gluten Free  
Serves: 4



**5 Ingredient GF Vegan Cookies**

Simple, 5 ingredient V + GF cookies that are healthy, simple and delicious.

Author: Minimalist Baker  
Recipe type: Dessert  
Cuisine: Vegan, Gluten Free  
Serves: 2 dozen



# WEEK 2: Fridge

## THE 4 WEEK CHALLENGE



In our fridges, palm oil can be found in products such as sauce, salad dressing, ice cream, cheese, milk, yoghurt and frozen meals/ desserts.

Below are some Do It Yourself fridge products and examples of Deforestation-Free brands that are sold in major supermarkets (mainly in Australia and New Zealand), which are not linked to deforestation or animal cruelty based on our criteria. Links to full DIY recipes found below.



**Smoky Black Bean Beet Burger**

10-ingredient, smoky black bean beet burgers with walnuts, quinoa and a blend of spices. Hearty, nutritional-ly-dense and simple to prepare.  
Author: Minimalist Baker

Recipe type: Entree  
Cuisine: Vegan, Gluten Free  
Serves: 8-9 patties



**Spinach Salad w/ Vegan Dressing**

A healthy, satisfying salad made with simple ingredients in less than 30 minutes. Crisp from the veggies and toasted pumpkin seeds, and dressed in a simple no-honey mustard vegan dressing!

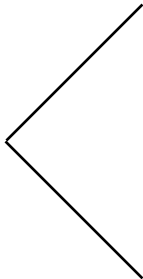
Recipe type: Salad, Side Dish  
Cuisine: Vegan, Gluten Free  
Serves: 4



**Banana Raspberry Ice Cream**

This fruit based ice cream recipe is great for a snack dessert or even breakfast! It's a perfect one for kids too because it is simple, fast, nutritious and delicious

Recipe type: Dessert  
Cuisine: Vegan, Gluten Free  
Serves: 4





# WEEK 3: Bathroom

## THE 4 WEEK CHALLENGE



In our bathrooms, palm oil can be found in products such as shampoo, body wash, toothpaste, hairspray, deodorant and make up.

Below are some Do It Yourself bathroom products and examples of Deforestation-Free brands that are sold in major supermarkets (mainly in Australia and New Zealand), which are not linked to deforestation or animal cruelty based on our criteria. Links to full DIY recipes found below.



**DIY Dry Shampoo**

A tremendously helpful beauty product that can help you feel clean when your hair hasn't been washed. The basic idea of a dry shampoo is to put an oil absorbing substance on the oily parts of your hair to absorb the oil and leave it looking clean. This is also helpful when styling hair.

Ingredients: Cornstarch, Essential Oils



**DIY Shaving Cream**

Instead of using the regular, chemical-laden store-bought shaving cream, try whipping up some of your own! This DIY recipe produces a smooth and fluffy cream that can last more than 3 weeks if kept in the fridge.

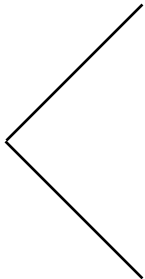
Ingredients: Coconut Oil, Baking Soda, Liquid Castile Soap, Cocoa Butter



**5 Minute DIY Body Scrub**

Super easy recipe to make your own body scrub. The finished product is non-toxic and will leave you with super soft skin. Plus, it's remarkably simple and quick to make.

Ingredients: Sea Salt, Carrier oil such as Olive Oil, Essential Oil



# WEEK 4: Laundry

## THE 4 WEEK CHALLENGE



In our laundries, palm oil can be found in products such as detergent, washing powder / liquid, cleaning agents and air freshener.

Below are some Do It Yourself laundry products and examples of Deforestation-Free brands that are sold in major supermarkets (mainly in Australia and New Zealand), which are not linked to deforestation or animal cruelty based on our criteria. Links to full DIY recipes found below.



**DIY Multipurpose Cleaner**

You can make your own all purpose cleaner using three basic, cheap, non-toxic ingredients. Hydrogen peroxide is the key to this cleaner. It's inexpensive, non-toxic, and readily available. It's a nearly odorless liquid that is commonly used on open wounds, therefore it is safe to use.

Ingredients: Lemon Juice, Hydrogen Peroxide, Water



**Homemade Carpet Deodorizer**

Nothing Beats the smell of fresh carpets, especially when its hard to keep clean from pets and children spilling drinks everywhere. Carpet deodoriser isn't particularly expensive, but why not make your own simple, home-made carpet deodoriser.

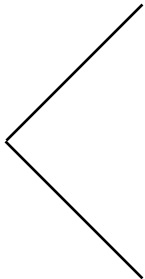
Ingredients: Bicarbonate Of Soda, Lavender Oil or Eucalyptus Oil.



**3 Ingredient Air Freshener**

You can make your own spray air freshener in just a few minutes using three simple ingredients. It's a natural way to remove household odors, and the spray works well in the bathroom, on most fabrics, and carpets, even in shoes. You can also customize it to suit your tastes.

Ingredients: Rubbing Alcohol, Water, Essential Oils





# SUCCESS!



If you feel you've successfully completed the challenge and would like to help spread the knowledge, purchase one of our fantastic T-Shirts to help raise awareness of sustainable palm oil.



**Click here to learn more**

**We thank you for your participation!**

Below are some additional links to some reputable sources that help to improve the palm oil industry through awareness and education.

[http://wwf.panda.org/what\\_we\\_do/footprint/agriculture/palm\\_oil/](http://wwf.panda.org/what_we_do/footprint/agriculture/palm_oil/)

<https://www.rainforest-rescue.org/topics/palm-oil>

[https://www.ran.org/palm\\_oil](https://www.ran.org/palm_oil)

