



☒ Support the  
'Tick Off Dirty Palm Oil'  
campaign today!

**What's the idea?**

We are calling on supermarkets to make it much, much easier for customers to avoid products which contain palm oil linked to tropical deforestation. Above all, we are asking for one simple action – for supermarkets to give customers the option to filter out such products when they do an online shop, by ticking a box in their account settings like this one:

☒ Please don't show me any products containing non-sustainable palm oil

**What's the issue?**

Palm oil is a common raw material used in a large number of food and toiletry products, including many brands of shampoo, toothpaste, chocolate, biscuits, ice cream, and so on. Palm oil plantations have been a major driver of tropical rainforest destruction in South East Asia. This not only destroys the homes of beautiful creatures such as the orangutan and Sumatran tiger, but also contributes to climate change by causing the carbon stored in trees and peatlands to be released into the atmosphere as carbon dioxide.

As customers, we have the power to change this behaviour by boycotting products from offending companies. But there is precious little clear information to help us do that. We all have busy lives and it can be difficult to find out and remember which products to avoid.

This must change. We need a simpler, more powerful way for the very large number of

customers who care about this issue to make our voices loud and clear. A tick box filter allowing millions of online shoppers to automatically avoid the wrong sort of palm oil would do just this.

### **Why not just call for companies to drop palm oil products altogether?**

Palm oil produces much more oil per hectare than any other vegetable oil crop. If food manufacturers used another type of oil it could actually do more harm than good, driving greater deforestation. Many experts and environmental NGOs such as Greenpeace and WWF agree: palm oil can be grown without causing deforestation. But this can only work if there is a competitive advantage for sustainable palm oil because consumers demand it. In turn, consumers will only demand it if it's easy to tell which products do and don't contain it.

### **How could supermarkets define 'non-sustainable' palm oil?**

It would be based on one or more schemes for certifying responsibly-produced palm oil. By far the most widely-used of these is run by the Roundtable on Sustainable Palm Oil, and supermarkets are already very familiar with it. However, this is a complex issue; certification schemes are not perfect, and companies' performance can change. The input and scrutiny of environmental NGOs and academic experts who know what's happening on the ground are essential in ensuring a robust definition.

### **What are supermarkets already doing on palm oil?**

Major supermarket chains such as Tesco, Waitrose, Aldi, Sainsbury's, Iceland and Morrisons are well aware of the issue and have made commitments to use only sustainable palm oil (or in Iceland's case, no palm oil) in their own brand products.

However, this still leaves a wide range of branded products on the shelves which may contain non-sustainable palm oil. In 2014 an EU law was passed requiring manufacturers to list palm oil in their ingredients rather than describing it as 'vegetable oil' or some other term. But this gives no information on its deforestation impact and many major brands containing certified sustainable palm oil (like Nutella) do not mention it on their packaging.

Our campaign welcomes supermarkets' constructive engagement on this issue, but we

think customers are still in the dark, and want help to make this choice easy.

### **How can I help?**

To have an impact, this campaign needs to go national! Please:

- 1 Back the Tick Box idea on Twitter, Facebook, Mumsnet etc. Suggested hashtags: #TickOffDirtyPalmOil #DropDirtyPalmOil #SavetheOrangutan
- 2 Suggest to friends or contacts in local groups campaigning on Palm Oil or Deforestation in other parts of the country that they include the idea in their campaigns.
- 3 Ask any NGOs you support who might be interested in the idea to back it.
- 4 Sign the Tick Off Dirty Palm Oil petition.
- 5 Write to your supermarket telling them that you:
  - o do not want to buy products containing non-sustainable palm oil.
  - o would like to use a tick box when you do an online shop to filter these products out.
  - o want to see clear labeling to help choose sustainable palm oil in store.
- 6 Avoid products containing non-sustainable palm oil (see 'Choose Sustainable Palm Oil' info sheet at [www.swacc.co.uk](http://www.swacc.co.uk)) and write to tell the manufacturer why
- 7 Ask your church, club, school, workplace or local political party to talk about using sustainable palm oil, put up a poster or hold an event.

### **Who are we?**

We are Saffron Walden Against Climate Change, a new group formed to catalyse positive action on climate change, both locally and personally. This group is for everyone; for those who can do a little, those who can do a lot and all those in between; all ages, across the political spectrum and from all walks of life.

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