

UK Supermarket Chain Sainsbury's Talks About Certified Palm Oil



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First Latin American Meeting of
the Roundtable on Sustainable
Palm Oil, RSPO

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One thing that WWF has been working on in other countries around the world, and soon in Colombia, in relation to the palm oil value chain, is the promotion of the demand for certified oil.

In this sense, we have worked with Fedepalma on the promotion of Principles and Criteria for the Colombian oil palm sector. We are also aiming at encouraging higher demand for this type of certified oil on the other side of the value chain, where the big buyers are.

In line with the introduction to the subject of Markets and Opportunities for the Oil Palm Sector made by Mr. Jan-Kees Vis, I am going to read an announcement sent by the UK supermarket chain Sainsbury's on the occasion of this meeting of the Roundtable on Sustainable Palm Oil (RSPO), in Cartagena:

Sainsbury's is proud to be the first retailer in the United Kingdom to make a time bound commitment that by the end of 2014, the company will use certified palm oil in its own brand products.

The first food on UK supermarket shelves to contain certified sustainable palm oil was Sainsbury's Basics Fish Fingers in May 2008, closely followed by Sainsbury's brand bars of soap. This means that every week eight million Sainsbury's customers are able to make a shopping choice more ethical. This is another UK first for Sainsbury's, once again showing it's leadership in responsible sourcing.



The recent announcement that RSPO certified palm oil will be available in the European market before the end of 2008 is tremendously exciting. The supply of certified palm oil in the years ahead will allow responsible manufacturers and retail brands to demonstrate that the palm oil they source is achieving the responsible production standards that they have demanded for so long.

Judith Batchelar, Director of Sainsbury's brand, said: "From soap to biscuits, palm oil is in thousands of everyday food and beauty items wherever you shop. Rather than banning the use of palm oil, we want to find a sustainable solution that will stop deforestation while continuing to support the communities that rely on its production. Once again Sainsbury's is using its scale to create major and positive change on a significant environmental issue that our customers care about

Sainsbury's congratulates those Latin American producers that have committed to certi-

fication of their estates as we are dependent upon widespread take up of certification at plantation level and adoption of certified sustainable palm oil sourcing by the companies that provide our raw materials and ingredients.

Sainsbury's is particularly appreciative of the efforts of Fedepalma and others in undertaking the national interpretation that will enable Colombia and palm oil to tap into the growing market of sustainable palm oil and wishes them every success for the future.

The importance of Sainsbury's to the Colombian oil palm sector lies in that this supermarket chain is the main buyer of Colombian palm oil exports.

This means that there is one more incentive for Colombian companies to adopt the RSPO principles and criteria, because these large international supermarket chains have started to demand certified palm oil, which will ensure the demand for certified palm oil produced in Colombia.