



## CERTIFIED PALM OIL JOURNEY



### NUT BUTTER CUPS

The palm oil used in our nut butter cups is certified sustainable under the Identity Preserved supply chain model, and is fully traceable



Forest stewardship programs



Policies against corruption



Zero deforestation policy since 2001



**GREENPEACE**

Greenpeace approved



**Palm Oil Innovation Group**

A founding member of the Palm Oil Innovations Group



**ORANGUTAN LAND TRUST**



Partners with the Orangutan Land Trust Since 2014

### MINDFUL SOURCING



Non-GMO, Non-Hydrogenated Oil



Partnership w/ Cheyenne Mountain Zoo  
+  
Use of Orangutan Friendly Palm Logo



Members of the Roundtable for Sustainable Palm Oil



Human Rights Initiatives At The Farm Level



Sustainable Growing Practices



Education About Certified Sustainable Palm Oil



### NUT BUTTERS

The palm oil used in our nut butter jars and squeeze packs is certified sustainable under the Mass Balance supply chain model



Zero Deforestation Policy



Full Traceability Goals



Human Rights Initiatives

### GOALS



Although there currently isn't a viable organic alternative for jars & squeeze packs our goal is to:

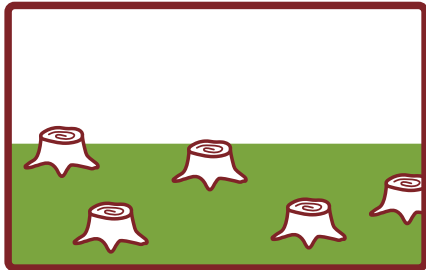
- 1 Build out our jars & squeeze packs standard to meet the high standard of our nut butter cups
- 2 Set goals for full traceability (segregated supply chain) for spreads
- 3 Continue to actively research palm alternatives

# UNDERSTANDING PALM OIL

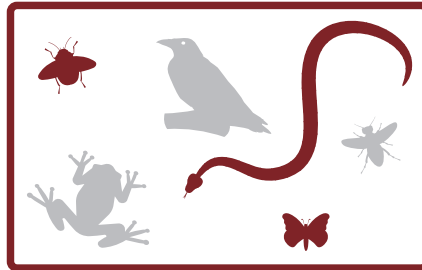
## 1 The palm oil supply process



## 2 Increased demand for palm has led to:



DEFORESTATION



LOSS OF BIODIVERSITY



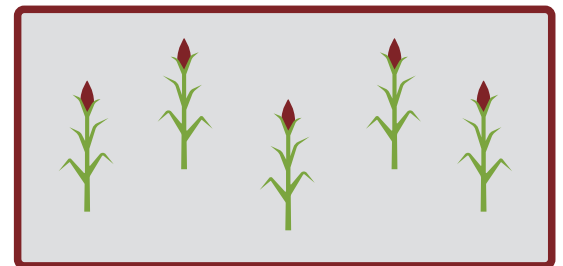
EXPLOITATION OF WORKERS

## 3 Substituting palm oil for less efficient crops = more land use + less oil yield



Palm

VS



Other Crops

## 4 In response to these issues, industry stakeholders and Non-Government Organizations (NGOs) developed the RSPO

= **RSPO**  
Roundtable on Sustainable Palm Oil

## PALM USAGE

Consumption\* by location:

- 15% India
- 12% Indonesia
- 12% European Union
- 10% Malaysia
- 5% Other (includes USA\*\*)

\* Used primarily for cooking in developing countries

\*\* Usage within North America is primarily for consumer goods

