

# Justin's<sup>®</sup>

BRAND

## CERTIFIED PALM OIL JOURNEY



### NUT BUTTER CUPS

The palm oil used in our nut butter cups is RSPO 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 & PIECES

The palm oil used in our nut butter jars, squeeze packs and chocolate candy pieces is RSPO certified sustainable under the Mass Balance supply chain model.



Zero Deforestation Policy



Human Rights Initiatives

### GOALS



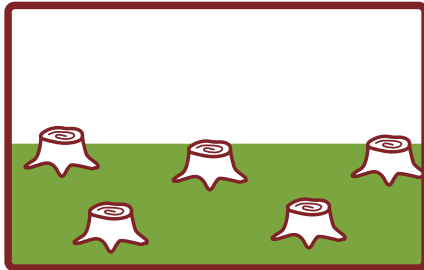
- 1 The palm oil used in our nut butters is currently traceable to the mill level. We are working towards additional traceability of our palm oil in spreads.
- 2 Source identify preserved palm oil for chocolate candy pieces
- 3 Continue to actively research alternatives for palm oil

# UNDERSTANDING PALM OIL

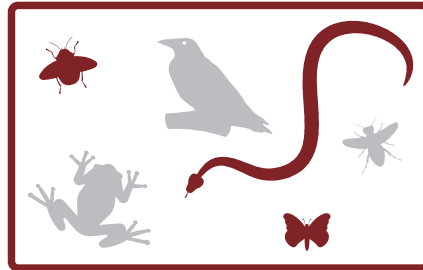
## 1 The palm oil supply process



## 2 Increased demand for palm has led to:



DEFORESTATION



LOSS OF BIODIVERSITY



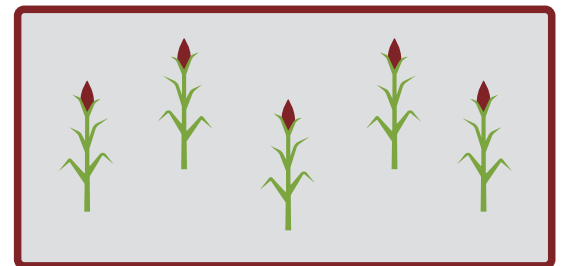
EXPLOITATION OF WORKERS

## 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:

24.9% Indonesia	3.1% Nigeria
11.5% India	2.9% Thailand
8.4% European Union	2.0% USA
7.2% China	1.9% Bangladesh
4.4% Malaysia	30% Other Countries
3.7% Pakistan	

\* Used primarily for cooking in developing countries

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

