



Joint Press Statement

March 2nd, 2015

First American Food Company Adopts Truly Responsible Palm Oil Commitment

Palm Oil Innovation Group welcomes Boulder Brands Palm Oil Announcement

An alliance of international NGOs and palm oil companies today welcomed the adoption of a leading palm oil commitment by Boulder Brands.

Boulder Brands is the first American food company to require its suppliers to independently verify their compliance with the Palm Oil Innovation Group (POIG). Its commitment requires its suppliers to break the link between palm oil production and deforestation by protecting and restoring natural forests, and upholding human rights and the rights of all workers.

“Today, Boulder Brands has put its weight behind an exciting and innovative transformation of the palm oil sector. Through their strict sourcing guidelines and support of the Palm Oil Innovation Group they are now taking a pivotal role in driving a move towards responsible palm oil” says Gemma Tillack, spokesperson for Rainforest Action Network.

POIG is finding innovative ways to build on the current Roundtable for Sustainable Palm Oil (RSPO) standards to halt deforestation, respect rights, resolve conflict and ensure greater traceability from plantations to products found on grocery store shelves.

“Growing concern amongst consumers and consumer goods manufacturing companies for the impact of conventional palm oil production on the rainforests, carbon rich peatlands, and local communities and workers shows a pressing need for the palm oil industry to innovate and meet the new global benchmark for responsible palm oil” says Felipe Guerrero from DAABON Organic.

Boulder Brands was the first food manufacturer to join the Palm Oil Innovation Group (POIG) that seeks to break the link between palm oil and deforestation, social conflict and carbon emissions. Other supporters include Ferrero, REWE, EDEKA, Tesco and Stephenson Personal Care.

For media comment contact representatives of the Palm Oil Innovation Group:

Gemma Tillack: Rainforest Action Network +1 415 350 0341

Felipe Guerrero: DAABON Organic fgurero@daabon.com.co

Members of the Palm Oil Innovation Group include: DAABON, Agropalma, New Britain Palm Oil, Greenpeace, Rainforest Action Network, WWF, Wetlands International, Sumatran Orangutan Society (SOS), Orangutan Land Trust, International Labor Rights Forum (ILRF), Vérité and Forest Peoples Programme.

Notes to editor: The POIG Charter can be accessed at: www.poig.org

Earth Balance website: www.earthbalancenatural.com/responsibility/palm-oil/