

FOR IMMEDIATE RELEASE



Thursday, 11 April 2019

CONTACT:

Elizabeth Clarke, World Wildlife Fund (E: eclarke@wwf.sg)

Stefano Severi, Ferrero (E: stefano.severi@ferrero.com)

André Gasparini, Agropalma (E: andre.gasparini@agropalma.com.br)

Carolyn Lim, Musim Mas Holdings (E: carolynwy.lim@mmh-global.com)

Southeast Asian palm oil free of deforestation, peatland use or exploitation hits the market

Musim Mas Group is the first Southeast Asian producer to complete verification and demonstrate its proof of concept of responsible palm oil, says Palm Oil Innovation Group (POIG)

Singapore – The Musim Mas Group is the first Southeast Asian company to produce palm oil according to the high standards for responsible palm oil established by the Palm Oil Innovation Group (POIG). The organization announced today Musim Mas’ oil palm plantations have been independently verified against the POIG’s leading criteria for responsible palm oil production. The standards also include ‘No Deforestation, No Peatland Development and No Exploitation’ (NDPE).

“This is a big moment for the palm oil industry. Now, Musim Mas is able to supply POIG-verified oil from its plantations in Asia, alongside leading innovative producers Agropalma and Daabon, which supply POIG-verified oil from South America,” said Elizabeth Clarke, WWF’s Lead on Palm Oil. “Meanwhile we call on palm oil buyers to increase their efforts to procure and use POIG verified oil in their operations.”

The Musim Mas Group first joined POIG in 2015, and worked to gain verification through a rigorous third-party assessment. Based in Singapore, its business operations and activities include every part of the palm oil supply chain. Its verified plantations are in Indonesia producing 700,000 tonnes of POIG verified responsible palm oil, which is a relevant part of its total palm oil processed and traded.

“It demonstrates to buyers that it is possible to produce palm oil that adheres to the highest standards for protecting forests, peatlands, biodiversity and carbon, while also upholding the rights of local communities and workers, and improving livelihoods.” said Annisa Rahmawati, Senior Forests Campaigner with Greenpeace South East Asia.

FOR IMMEDIATE RELEASE



“It's important to continue to push for responsible palm oil in the marketplace,” said Stefano Severi, HO Sustainable Palm Oil & Cocoa of Ferrero. “POIG encourages brands, retailers and manufacturers to purchase POIG-verified palm oil. Boycotting palm oil will not solve the problem, and will contribute to enlarging the leakage market – shifting the problem to regions that do not demand sustainable palm oil. Instead of walking away from the problem, palm oil buyers should contribute to solutions on the ground in palm oil producing regions.”

“POIG’s vision is aligned with our goal to realise a credible palm oil supply chain. We made a commitment to work on our third-party supply base in the long term via the POIG Traders and Processors Charter which is being developed,” said Dr Gan Lian Tiong, Director, Musim Mas.

About Palm Oil Innovation Group (POIG)

The Palm Oil Innovation Group (POIG) is a multi-stakeholder initiative that strives to achieve the adoption of responsible palm oil production practices by key players in the supply chain through developing and sharing a credible and verifiable benchmark that builds upon the Roundtable on Sustainable Palm Oil (RSPO), and creating and promoting innovations. Founded in 2013, the initiative was developed in partnership with leading NGOs as well as with progressive palm oil producers.

To learn more about POIG, visit www.poig.org