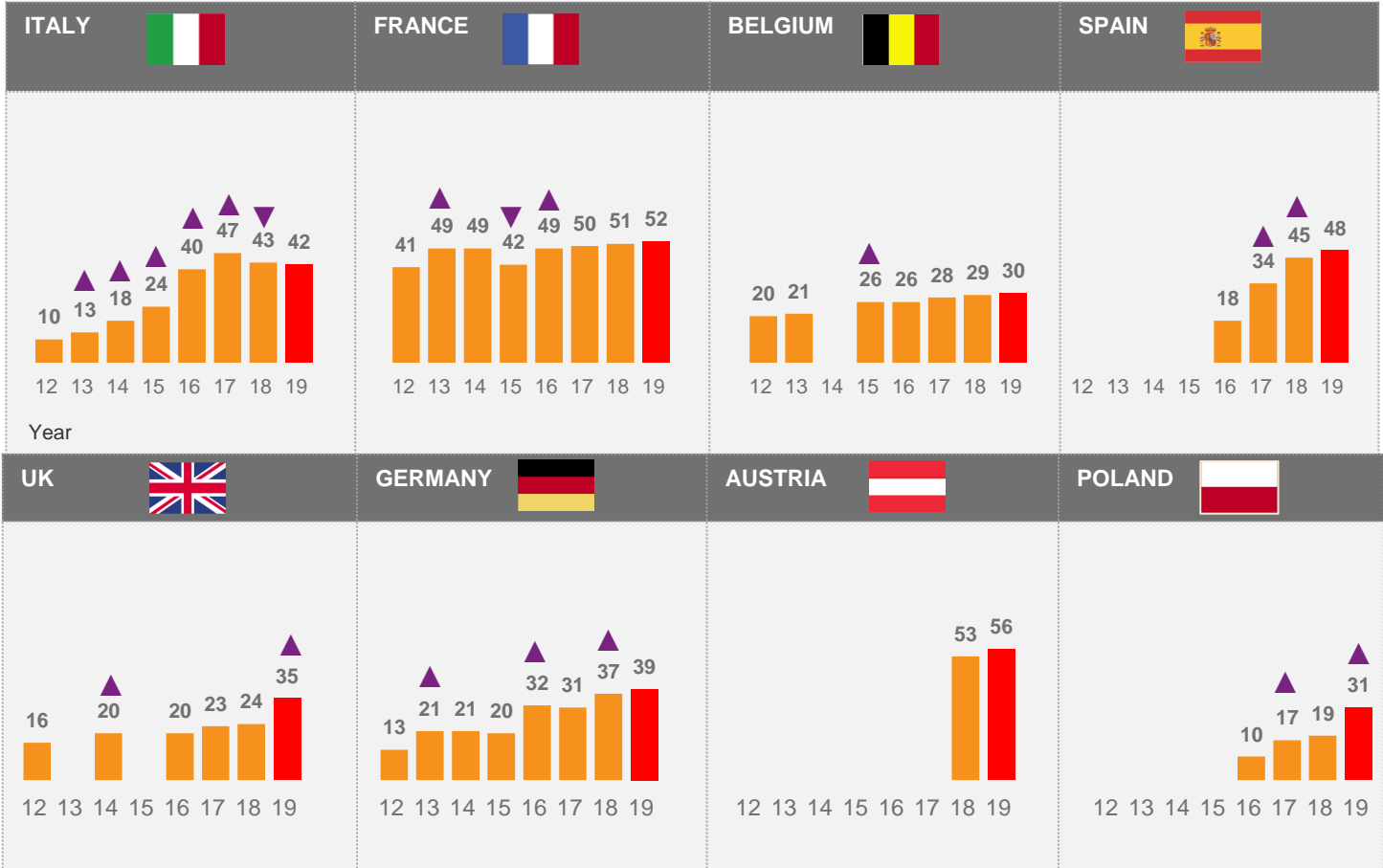


# Palm oil & Nutella



# Palm oil negative perception in Europe with regard to Environment



Symbols ▲ or ▼ difference statistically significant at 95% (vs previous wave) Base: total sample (1000 interviews in each country) – VALUE %

# Palm oil negative perception – key findings

- **Main reasons of palm oil negative perception:**
  1. Environment => **deforestation** (52% France, 48% Spain, 42% Italy)
  2. Health => **no clear reason** (65% Spain, 56% France, 46% Italy)
  3. Social => **exploitation of workers** (45% France, 44% Spain, 39% Italy)
- **TV** (for 50% to 75% of people) and **Internet** (for 33% to 54%) are **main sources of information on palm oil**
- **Knowledge of palm oil is very poor and misleading:** in France **42% of people believe palm oil is extracted from the trunk!** (19% “from the seed” and only 27% “from the fruit”)
- **“Palm oil free” claims fuel palm oil negative image:** 56% to 75% of people believe POF products are better for the environment
- **Low Awareness of sustainable palm oil** (11% Spain, 19% France, 32% Italy) and **RSPO certification** (single digit)

# Close the gap between perception and reality

- **Education of relevant stakeholders** (Consumers, Trade, Media, Policy makers, etc.) **on all positive aspects of Sustainable Palm Oil**: one of the most sustainable commodities (e.g. yield per hectare; contribution to UNSDG's; % of certification...) → *Website, Social media, POS material, 121 meetings, events...*
- **Endorsement of sustainable palm oil** by authoritative 3rd parties: **zoos, IUCN, NGO's**, etc..
- **Grow and leverage awareness and reliability of RSPO** (UK a best practice)
- **Fight all biased anti-palm oil communications** (misleading to consumers, unfair to competition, counterproductive for environment, detrimental to virtuous growers).

**There's no silver bullet and it will take decades to shift perception**  
(complex topic, negative image well rooted, not much interest in the discussion anymore)

Go back under the spot light – for the right reason – **by proving SPO a best practice in sustainability** showing the way to other supply chains