



## Don't Palm Us Off Campaign overview

### What is palm oil?

Palm oil is derived from the fruit of the oil palm. It is one of the world's leading agricultural commodities and is widely used as an ingredient in food products, cosmetics and other household items. Palm oil is found in approximately 40% of the products you buy in the supermarket.

### What's the problem?

Over 85% of the world's palm oil comes from Malaysia and Indonesia. Each time a palm oil plantation is established within these regions, precious rainforest is lost. Ninety per cent of the palm oil produced in Malaysia and Indonesia ends up in food products.

In South East Asia alone, the equivalent of 300 soccer fields are deforested every hour for palm oil plantations. In addition to fuelling global warming, this unsustainable practice is pushing species such as the Orang-utan towards extinction.

It is estimated that close to 50 Orang-utans die each week due to palm oil. At this rate, Orang-utans could be extinct in the wild in less than 10 years.

Palm oil is able to pass as a secret ingredient within Australia, often labelled as 'vegetable oil' because current legislation does not mandate the labelling of this product. Australians unknowingly consume an average of 10kg of Palm oil per person each year.

### What will labeling do?

Once palm oil is labelled on all food products, consumers can then exert pressure for a sustainable palm oil industry. Without labelling, consumer influence is difficult and our right to make informed decisions is taken from us.

Food Standards Australia New Zealand (FSANZ) has the power to change food labelling legislation. However in order to justify this change the community needs to ensure that FSANZ know that you want the choice.

You have the right to choose food products that don't destroy Orang-utan habitat, yet you currently do not have the choice. Tell Food Standards Australia New Zealand that you want palm oil labelled on all food products. Tell them **don't palm us off**.

### What can YOU do?

Sign Melbourne Zoo's self addressed **don't palm us off** postcard and send it back to us.

- Sign a postcard at Melbourne Zoo and post it free of charge at the postage box inside the zoo.
- Sign a postcard and send it back to us with a stamp affixed.
- Visit [www.zoo.org.au/palmoil](http://www.zoo.org.au/palmoil) to sign online.

### Want more information?

Visit [www.zoo.org.au/palmoil](http://www.zoo.org.au/palmoil) or call Rachel Lowry, General Manager of Community Conservation at Zoos Victoria 9285 9377 or send us an email [palmoil@zoo.org.au](mailto:palmoil@zoo.org.au).