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## PROVING THAT PALM OIL CAN BE GROWN FOR GOOD

Welcome to the first Palm Done Right newsletter! We are thrilled to have a dedicated space to share with you stories from our organic farmer partners, updates from our retailer, manufacturer, and brand supporters, and news & events.

Looking forward to Palm Done Right Month coming up in September, we wanted to highlight and honor the people doing palm right: our organic farmer partners.

# FOCUS ON FARMERS

**MEET JUAN MONCAYO**

**ORGANIC PALM FARMER IN ECUADOR**

The Natural Habitats Group, sponsors of Palm Done Right, visited some of the farmers and had the opportunity to sit down and learn first-hand about their experiences becoming organic palm farmers. Without the hard work and dedication of the farmers on the ground, none of this would be possible.

### **Why did you decide to become an organic farmer?**

After 14 years being a conventional grower and using chemical inputs, my problems were getting bigger and bigger: the yields were not as expected and the soil was completely degraded. The only way to recover the soil and flora of my plantation was to let it rest and return to it what it had lost due to conventional production.

### **Have you seen a shift in flora and fauna since you've shifted to organic farming?**

Of course, the main change was the soil. When I was a conventional grower I had many problems with *sagalassa valida* (pest). I used many products to control it but nothing worked. When I shifted to organic I was finally able to control it by using organic products; of course I had to be very persevering, but the difference was very obvious. I see many more birds and wildlife, especially snakes, that's why we have to do the weeding more often.

### **What is the value you have seen in transitioning to organic?**

The best value is that I will be productive forever; the plantation that I will give to my descendants will always be productive. I have done a very important change: I don't use chemicals anymore. I am taking care of my plantation, the environment and the people around me.

### **What would you like our partners and their consumers to understand about palm oil and the hard work you're doing?**

Palm is not such an easy crop as people in Ecuador think. People think that it grows even if you do nothing to it, that is not true. It requires constant work to become a profitable organic grower. Besides the prices, which are low, we are still part of the organic world because we feel it is important to make a change in the way we do agriculture. I am one of the few who are in this business by conviction and not because of the money, although it is still a business.

# PALM DONE RIGHT PARTNERS



## Retailer Partner

Cambridge Naturals, purveyors of fine quality natural wellness products in Cambridge, MA, since 1974, is a proud supporter of Palm Done Right.

We recently spoke with Michael Kanter, co-founder and Chief Visionary Officer of Cambridge Naturals. He shared with us the company's vision in supporting Palm Done Right:

"When I think of Palm Done Right, I know it's part of something exciting, ethical and promising in the pursuit of a sustainable planet. Cambridge Naturals seeks out products of the highest ethical standards that show the way for the future, and Palm Done Right is a part of that equation."

Cambridge Naturals is about to open their second location in Brighton, MA,



## Brand Partner

Founded in 1977 in Sonoma, CA, La Tortilla Factory is committed to producing the highest quality tortillas while fostering community in farmers and foodies alike.

As a family owned business, sustainable ingredients that help the earth, not harm it, are of the utmost importance and supporting Palm Done Right as a brand partner is one way La Tortilla Factory furthers that mission.

"We are proud to use Palm Done Right's sustainable, organic, fair-trade, palm shortening in all of our certified Organic tortillas. As a nationally leading organic tortilla brand, we are honored to support small family farms and sleep well at night knowing that absolutely no clear-cutting of forests

in late August. We wish them the best of luck!

or orangutans were harmed in the process – truly Palm Done Right."

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DO YOU WANT TO BE PART OF PALM DONE RIGHT, TOO? JOIN THE MOVEMENT.

BECOME A RETAIL SUPPORTER

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## PALM DONE RIGHT IN THE NEWS

**Palm Done Right is popping up in the news, from consumer magazines and blogs to industry publications. Here's a look at some of the top coverage in 2018.**

**"Can Palm Oil Be Truly Sustainable?" in *Organic Insider* by Emily Monaco:** "We know from the work we are doing with organic supply chains in Ecuador and Africa that if done right, oil palm farming can do the opposite of what happens in Asia with the conventional oil palm industry," [Blomquist] says. "It has the potential to transform communities and reverse climate change."

**"How Natural Habitats Builds an Ethical Palm Oil Supply Chain" on *New Hope Network online* by Amanda Hartt:** "Instead of contributing to the clear cutting of forests for plantation palm oil, Natural Habitats' goal is to recondition degraded land with Palm Done Right standards that focus on the empowerment of small-scale producers in the palm oil sector."

**"Here Are Healthy Ways to Use Every Kind of Cooking Oil" in *Cooking Light* by Brierley Horton:** "Semisolid with a buttery, mild, carrot-like taste, red palm oil comes from the fleshy fruit of the palm tree...much of our palm oil production is environmentally unfriendly, so look for the label "Palm Done Right"—an organization known for sustainable production."

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## WHAT IS YOUR BRAND DOING FOR **PALM DONE RIGHT MONTH?**

Join a growing movement of mission-oriented manufacturers and brands sourcing Palm Done Right, and help change the conversation about sustainable palm oil.

[LEARN HOW YOU CAN PARTNER WITH US](#)

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**Stay tuned for future issues of our newsletter in the coming weeks as we lead up to Palm Done Right month in September!**

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