



FOR IMMEDIATE RELEASE

Retailers Doing it Right: More Retail Partners Taking the Lead on the Palm Done Right™ Initiative



Boulder, Colo. August 22, 2018 — Mission-based educational platform [Palm Done Right™](http://www.palmdoneright.com) (PDR) is enlisting industry and public support to help change the conversation about palm oil, and ultimately, how palm oil is produced.

This **September** marks the first annual **National Palm Done Right Month**, a campaign designed to build awareness about responsibly sourced palm oil, galvanize the natural products industry and gain retail, manufacturer and consumer support.

The group is excited to celebrate current partners supporting the Palm Done Right initiative and announce the addition of several new retail partners – online retailer, [Thrive Market](#), [Mustard Seed Market](#) (OH), Oregon-based [LifeSource Natural Foods](#) (OR), [Jackson Whole Grocer](#) (WY), Natural Grocers (CO) and the business services cooperative for retail food co-ops, [National Co+op Grocers](#).



Retailer support is a critical aspect of spreading the Palm Done Right message. Senior Vice President of Merchandising and Product Development, Jeremiah

McElwee has been a supporter of Palm Done Right from the start. “At Thrive Market, we believe that it our responsibility to educate consumers and palm oil is an important topic. Both industry and consumers need to know that there is a positive and sustainable solution for producing palm oil, a versatile and ubiquitous ingredient. Ultimately, destructive conflict palm has no place in the natural products industry and it is through awareness and education that we will change the supply chain.”

There is still time to be part of September Palm Done Right Month!

Sign-up today to engage customers and activate change with the goal of creating an industry-wide movement.

- Retailers who are interested in joining the movement can sign up by going to <https://www.palmdoneright.com/en/become-a-retail-supporter/>.
- Manufacturers, please contact Caroline Warren at caroline@natural-habitats.com to learn more and join our growing list of [brand partners](#).

Visit us at [Natural Products Expo East](#)

- Interested retailers can visit Palm Done Right at **Booth #1717**.
- To set up an appointment, send an email to caroline@natural-habitats.com.

Palm Done Right is about how individual choices can make an impact in improving sustainable practices, preventing deforestation and finding solutions to reduce climate change. Natural Habitats, developer of the Palm Done Right platform, is dedicated to improving our food system through responsible ingredient sourcing and organic agriculture practices. PDR believes that organic farming is the solution to preserving and improving ecosystems, soil, and biodiversity and promoting healthy communities.

About Palm Done Right™

Natural Habitats Group is leading positive change in the palm oil industry by proving that palm oil can be grown for good. This approach demonstrates that palm oil grown organically, with third-party certifications, can preserve the environment and native species, bring positive economic support to local communities and create sustainable livelihoods for everyone involved. Palm Done Right, a movement, aims to connect the benefits of organic, responsible palm oil, with brands, suppliers, manufacturers, media and consumers, to change the conversation about palm oil and bring positive impact to scale. For more information, visit www.palmdoneright.com.

About Natural Habitats USA, Inc.

Headquartered in Boulder, Colorado, Natural Habitats USA, Inc. is a group fully committed to the sustainable production of Certified Organic and fairly traded products, including organic palm oil. Natural Habitats products are cultivated using 100% organic practices by family farmers in South America and Africa, and add organic credibility to food, personal care and animal nutrition products. Natural Habitats USA, Inc. supports the communities in which it operates through Fair for

Life fair trade partnership, social programs for farmers, workers and communities and funding for services including support to local schools, health care and housing to improve the quality of life for all stakeholders in the supply chain, from Farm to Fork. For more information, visit www.natural-habitats.com and www.palmdoneright.com.

Contact

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