



# 2020 AT A GLANCE

## ACTIVITIES



CHOICES MATTER  
RETAILER SUPPORT  
PDR KITS | MAY 2020

PDR LUNCH & LEARNS




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PDR  
WEBINARS  
& TALKS

COMING SOON



BIODIVERSITY  
PROJECTS & DENVER  
ZOO COLLABORATION

JOIN THE  
MOVEMENT



September 2020 // [www.palmdoneright.com](http://www.palmdoneright.com)

PDR MONTH  
PDR KITS | SEP 2020

ONGOING  
PR & PRESS  
RELEASES

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ONGOING  
SOCIAL  
MEDIA  
POSTS  
& ADS



## TRADE SHOWS



BIANNUAL SHOW  
MAR 3 - 7



CONVERGENCE SHOW  
JUN 25



NATIONAL SHOW  
JUL 12 - 15



BIANNUAL SHOW  
SEP 23 - 26



NATIONAL SHOW  
OCT 27 - 30

## CAMPAIGNS & STORIES

**#SAYITONTHEWRAPPER**

Call to Action to showcase partners using PDR logo on retail packaging.

**#PROTECTOURSPECIES**

Highlighting importance of wildlife-friendly palm oil (specifically Ecuador).

**#SAYYESTOPALMOIL**

Proving with PDR that palm oil can be grown for good.

**#PALMDONERIGHTMONTH**

Showcasing PDR Point-of-Sale throughout retail to inform shoppers and foster education and awareness.

**#CHOOSEORGANICFAIRTRADE**

Call to Action for consumers to only choose products made with organic, fair trade palm oil.

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#CHOOSEORGANIC



#CHOICESMATTER