



YOUR BI-MONTHLY RESOURCE FOR  
**PALM OIL GROWN FOR GOOD**

IN THE NEWS  
**#SAYITONTHEWRAPPER**

Our **#sayitonthewrappercampaign** is a call to action to stop hiding palm oil use behind unclear ingredient names, instead to have transparent communication about palm oil. The campaign also supports our partners who are having an open conversation with consumers about why they have chosen to use sustainable palm oil in their products.

**1** **FOOD NAVIGATOR:** Palm Done Right pushes to stop hiding palm oil use behind unclear labeling. [READ MORE >](#)



**2** **FOOD INGREDIENTS FIRST:** Palm Done Right urges greater transparency. [READ MORE >](#)



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PARTNER SPOTLIGHT  
**WHOLLY WHOLESOME**

At **Wholly Wholesome & Wholly Gluten Free**, our mission is a simple one: to make food that's worth eating. This means selecting clean and natural ingredients, refining recipes until they are not "good enough," but GREAT, and creating products that don't just fill bellies, but real human needs. We're committed to making things the right way, even if it's the long way. Most of all, what we make has to be delicious, because we understand that those looking for natural, organic, vegan, and allergy-friendly food deserve to demand as high a standard for taste as they do for ingredients. This isn't just a line in the sand – it's food on your family's table, and we're willing to go the extra mile to make sure it's done right.



“Doing it right’ is important to us and we take pride in going the extra mile to make food worth eating, without compromises, for our customers. Once we were introduced to **Palm Done Right**, and learned how they are doing the same for animals, habitats and communities where they harvest palm oil, our need for partnership was undeniable,” **explains President Doon Wintz**. “We’re proud to partner with **Palm Done Right**, as they work to provide manufacturers like us a simple solution with great impact, eliminating the need to use conflict palm oil.”

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#### FARMER STORY

## ELIMINATING BARRIERS FOR PROGRESS



**MEET SEBASTIAN ROJAS:** As a farmer liaison, he's in the fields every day visiting and educating our farmers on organic and sustainable farming practices. It's a collaboration requiring trust and involvement from our farmers so they can innovate and take full advantage of the farms' value. [LEARN MORE >](#)

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#### SEPTEMBER IS

## PALM DONE RIGHT MONTH

Our third annual **Palm Done Right Month** kicks off in **September**. There are over [30 organic and natural food brands and 50 retailers](#) that have joined our mission, and are helping to spread the message. Sign up today to join the movement and be a part of the solution by supporting the brands and retailers who advocate for growing palm the right way. [SIGN UP TODAY >](#)

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#### SOCIAL MEDIA

## WORTHY OF SHARING

**1 PALM DONE RIGHT FARMERS** grow according to organic practices, either by reconditioning degraded land (often from old clear cut forests converted into crops or pastures) or by transitioning existing, conventional palm farms to organic. [SEE THE INSTAGRAM POST >](#)

**2 PALM DONE RIGHT PACHA SOAP** For every bar of soap purchased online, Pacha donates a bar to communities in need across America. Pacha also provides hand sanitizer to hospitals, nursing homes and other institutions. [SEE THE INSTAGRAM POST >](#)



**3 HAVE YOU TRIED ORGANIC RED PALM OIL FOR COOKING YET?** Roasted Zucchini made with Palm Done Right Nutiva Organic Red Palm Oil is a delicious and healthy side dish full of antioxidants. [READ THE TWEET >](#)



**4 DOING PALM THE RIGHT WAY VIDEO** We believe in doing the right thing and making the right choices. Your choices impact what our future will look like, and it is bigger than you can even imagine. [WATCH THE VIDEO >](#)



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## NATURAL HABITATS ORGANIC PDR PRODUCTS

**PALM SHORTENING (RBD/S)** – All-purpose baking, sautéing and deep frying; perfect for frying donuts.

**PALM FRUIT OIL (RBD)** – All-purpose baking, soaps bars and personal care.

**RED PALM OIL** – The high antioxidant content makes it an excellent ingredient in serums, body butters and creams. Its unique flavor and color makes it a great oil for baking and sautéing.

**BUTTERY SPREAD** – Great for spreading, baking, desserts, sautéing and pan frying.

**PALM KERNEL OIL** – Great for liquid soaps to increase lather and also used in food for whipped toppings.

**PALM STEARIN** – Great stabilizer for nut butters.

**PALM WAX** – Perfect for candles and a low-cost beeswax replacement.

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#uniteforpalmdoneright | #choicesmatter

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