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## Roundtable on Sustainable Palm Oil

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### APPROVED ALTERNATIVE WORDINGS FOR MARKET CLAIMS ABOUT THE USE OF RSPO-CERTIFIED SUSTAINABLE PALM OIL

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#### **Introduction**

The RSPO's Guidelines on Communications and Claims contain pre-approved claims for use in the market place. The guidelines ensure that consumers receive accurate information on efforts by product manufacturers and retail companies to promote the production and use of sustainable palm oil.

**IMPORTANT:** Claim approvals are closely linked to the use of specific supply chain systems. If less than 95% of the palm oil used was certified, actual percentages should accompany the claims. Special rules apply if various supply chain systems were used. All rules are explained in the full Guidelines on Communications and Claims, which can be downloaded through RSPO's online Market Center ([www.rspo.eu/market](http://www.rspo.eu/market)).

In the interest of consumers, the RSPO strives towards standardization of market claims. Occasionally, however, the Claims Approval Committee, a subcommittee of the RSPO's Communications & Claims Working Group, grants requests by individual companies to use an alternative but equivalent claim. (Any alternative claim requires such approval from the Committee). Requests can be submitted to the Committee through RSPO's EU Communications office (see above for contact details). Brand and/or company names are removed from requests before they are presented to the Committee.

This document presents a list of alternative claims that have been approved by the Committee to this date. Listed alternatives can be used without consulting the Claims Approval Committee.

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## 1. CLAIMS TO USE WITH 'MASS BALANCE' OR 'BOOK & CLAIM' SUPPLY CHAIN SYSTEM

PLEASE NOTE: Always consult the full Guidelines on Communications and Claims before applying these wordings. Guidelines can be downloaded at RSPO's online Market Center ([www.rspo.eu./market](http://www.rspo.eu./market)).

### Claims mentioned in Guidelines on Communications and Claims:

- **'[Product X] advances the production of [RSPO-certified] sustainable palm oil'**

*FR: '[Produit X] contribue à la production de l'huile de palme durable [certifiée RSPO]'*

*GE: '[Produkt X] erhöht die Produktion von [RSPO-zertifiziertem] nachhaltigem Palmöl'*

*NL: '[Product X] bevordert de productie van [RSPO-gecertificeerde] duurzame palmolie'*

### Alternative wordings:

- **'[Company X] cares about tropical rainforests. That is why [Product X] supports the production of [RSPO-certified] sustainable palm oil'**

*FR: '[Compagnie X] se soucie des forêts tropicales. C'est pour cela que [Produit X] soutient la production de l'huile de palme durable [certifiée RSPO]'*

*GE: '[Unternehmen X] ist der Regenwald wichtig. Deswegen unterstützt [Produkt X] die Produktion von [RSPO-zertifiziertem] nachhaltigem Palmöl'*

*NL: '[Bedrijf X] hecht veel belang aan tropische regenwouden. Daarom ondersteunt [Product X] de productie van [RSPO-gecertificeerde] duurzame palmolie'*

## 2. CLAIMS TO USE WITH 'SEGREGATED' SUPPLY CHAIN SYSTEM

PLEASE NOTE: Always consult the full Guidelines on Communications and Claims before applying these wordings. Guidelines can be downloaded at RSPO's online Market Center ([www.rspo.eu./market](http://www.rspo.eu./market)).

### Claims mentioned in Guidelines on Communications and Claims:

- **'[Product X] contains Y% [RSPO-certified] sustainable palm oil'**

*FR: '[Produit X] contient Y% de l'huile de palme durable [certifiée RSPO]'*

*GE: '[Produkt X] enthält Y% [RSPO-zertifiziertes] Palmöl'*

*NL: '[Product X] bevat Y% [RSPO-gecertificeerde] duurzame palmolie'*

- **'[Product X] contains only [RSPO-certified] sustainable palm oil' (if >95%)**

*FR: '[Produit X] ne contient que de l'huile de palme durable [certifiée RSPO]'*

*GE: '[Produkt X] enthält nur [RSPO-zertifiziertes] Palmöl'*

*NL: '[Product X] bevat alleen [RSPO-gecertificeerde] duurzame palmolie'*

### Alternative wordings:

- **'Made with RSPO-certified sustainable palm oil'**

*FR: 'Fait avec de l'huile de palme durable certifiée RSPO'*

*GE: 'Hergestellt mit RSPO-zertifiziertem nachhaltigem Palmöl'*

*NL: 'Gemaakt met RSPO-gecertificeerde duurzame palmolie'*

- **'The palm oil used to make this product is certified by the Roundtable on Sustainable Palm Oil'**

*FR: 'L'huile de palme utilisée dans ce produit est certifiée par la RSPO'*

*GE: 'Das zur Herstellung dieses Produkts verwendete Palmöl ist zertifiziert durch den RSPO'*

*NL: 'De palmolie die is gebruikt om dit product te maken is gecertificeerd door de RSPO'*