



A GREAT way to shop

Ditch the plastic for a funky reusable calico bag when you shop palm oil-free. Available from Auckland Zoo's WildZone gift shop and at www.aucklandzoo.co.nz

90% of profits from bag sales go to the Auckland Zoo Conservation Fund – helping orangutans and other endangered species.



BUY PALM OIL FREE

Easy does it!

Here are three easy things you can do that can collectively make a big difference:

- 1 Use our Palm Oil Free Shopping Guide to reduce your palm oil consumption.
- 2 Use our template letters to write to your local MP and supermarket expressing your concern about the lack of palm oil labelling in New Zealand.

- 3 Donate to the Auckland Zoo Conservation Fund – helping endangered animals in the wild, both here in New Zealand and in places like Sumatra.

www.aucklandzoo.co.nz

How to identify palm oil

In New Zealand, there is currently no legal requirement for palm oil to be labelled on product packaging, so you probably don't even know if you're consuming it!

Palm oil can be listed as:

- Palm oil kernel
- Anything containing the words "Palmitate" or "Palmate"
- *Elaeis Gunieensis* (scientific name for palm oil)
- Hydrated Palm Glycerides
- Hexadecanoic or Palmitic Acid

Likely to be palm oil:

- Vegetable Oil
- Anything containing the words "stearate, stearyl"
- Anything containing the words "cetyl, cetearyl"
- Sodium Lauryl Sulphate (SLS)
- Sodium Laureth Sulphate
- Sodium Dodecyl Sulphate (SDS or NaDS)
- Sodium Stearoyl Lactylate
- Calcium Stearoyl Lactylate
- Steareth -2 and Steareth -20
- Emulsifier 422, 430-436, 465-467, 470-478, 481-483, 493-495, 570

So many names for palm oil, it can be confusing! For further details, see our Buy Palm Oil Free Shopping Guide at www.aucklandzoo.co.nz



BUY PALM OIL FREE

AUCKLAND ZOO



Live. Everyday.

“Unless someone like you
cares a whole awful lot,
nothing is going to
get better. It's not.”

Dr. Seuss, from The Lorax



*The race to save animals and their
habitats is the race to save ourselves.*

This brochure is proudly sponsored by PMP Maxum. It has been printed on Forest Stewardship Council (FSC) approved recycled paper using environmentally friendly vegetable based inks. Artwork by Greg Straight for Auckland Zoo.



Oil palm fruit

Palm oil comes from the oil palm plant, native to West Africa. It was introduced to Indonesia and Malaysia in the early 1900s. Today these two countries produce over 85% of the world's palm oil*.

Palm oil is used in at least one out of every 10 supermarket products*, including food, cosmetics, cleaning and bath products. The palm kernel is also used to make animal feed.

How is palm oil produced?

In South East Asia, virgin rainforests and peat swamp forests are logged, cleared and burned to plant oil palm plantations.

While oil palms can be planted on land that is not forested, the majority of companies choose to first log virgin rainforest and make additional profit from selling the rainforest timber.

Indonesia converts 3,400 km² (340,000 ha) of forest into oil palm annually – that's 54 rugby fields every hour*! In the last 10 years, almost 80% of deforestation in Sumatra's peat swamp forests (vital carbon stores and key orangutan habitat) was driven by expanding oil palm plantations*.

**For references for all statistics and further information, visit www.aucklandzoo.co.nz*

What's the problem?

The ongoing destruction of these ecosystems is threatening the survival of hundreds of animal species including the orangutan, Sumatran tiger, Asian rhino and elephant – species that could be extinct in the wild by 2022* if this continues.

Estimates put the Sumatran orangutan population today at less than 6,600 animals, and only around 8,640km² of orangutan habitat (0.5% of Indonesia's total area) remains on Sumatra. If current trends continue, this great ape could be extinct in the wild as early as 2015*.

The clearing and burning of these habitats is also fuelling climate change, with Indonesia now the world's third largest emitter of greenhouse gases*.

What Auckland Zoo is doing

Auckland Zoo believes the only way to save these species and habitats and slow the uncontrolled expansion of the palm oil industry, is to reduce palm oil consumption.

Along with supporting wildlife conservation projects in Sumatra, Auckland Zoo is avoiding or minimising the use or sale of products that contain palm oil. Our ultimate goal is to be palm oil-free.

Join us!

As consumers, the power is in our hands to help protect these animals and their habitats. We'd love you to join us on the journey to becoming palm oil-free. Start by choosing just one product, and you can make a difference.

Use your loaf! Choose



For breakfast or lunch, for the party or the BBQ, we Kiwis eat a lot of bread! So if you choose to make it palm oil-free, you'll really be doing your bit.

**Find your daily bread on the
Palm Oil Free Shopping Guide**
www.aucklandzoo.co.nz