



PRESS RELEASE

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POI LAUNCHES WORLD'S FIRST PALM OIL BARCODE SCANNER APP

Palm Oil Investigations (POI) has released the world's first palm oil barcode scanner app which identifies the certification status of palm oil used in thousands of products on supermarket shelves.

The app is free to download and available to anyone concerned about the impact of unregulated palm oil supply used in products. It will make it easier for people to choose which products to purchase at the supermarket with the app telling them immediately whether the product contains palm oil and if so, if it has been sourced ethically.

The app has been developed by Spectrum Solutions (www.spectrumsolutionsep.com) and Palm Oil Investigations to pressure brands to alter their palm oil sourcing, ensuring the oil used in their products is not contributing to deforestation, exploitation, destruction of the eco system, species extinction and human rights issues.

Lorinda Jane, Founder and President of POI and a small team of POI volunteers are the driving force behind development of the app. Lorinda is confident that it will make a difference to how people shop and give consumers the confidence that the products they are purchasing aren't impacting on the environment.

"Due to the lack of labelling laws within Australia, palm oil is a hidden ingredient and often impossible for consumers to identify on products as there are over 200 names for it. Palm oil can be found in around 40% of items on supermarket shelves and to date, our small team have loaded over 110,000 products into the app ready to scan," said Lorinda.

"The demand for this app is growing every day. Our social media followers are constantly asking whether the products they are purchasing are palm oil free and if they aren't, whether the palm oil has been sourced ethically. This app removes any confusion as the consumer gets an answer as soon as the product is scanned."

Scan results fall into 5 categories from highest rating to lowest:

- Palm Oil Free (best result)
- Active No Deforestation Policy
- RSPO Certified Sustainable Palm Oil



DOWNLOAD THE APP!



- RSPO Mass Balance (mixed certified with uncertified)
- FAIL (worse result)

Features of the app include the option to share scan results to the POI Facebook page. For an RSPO Mass Balance or FAIL result, the app will automatically suggest an alternative product and the consumer can send an automated email to the brand's customer service department encouraging them to shift their product(s) into one of the 3 higher categories.

Around 87% of palm oil is grown in SE Asia, in particular the islands of Sumatra and Borneo (Kalimantan). Here, deforestation is rife and the impact on wildlife, particularly orangutans, tigers, elephants and rhinos when land is cleared to plant palm oil trees, is causing the extinction of animals that rely on habitat for survival. The app will help save what remains of critically endangered species by forcing brands to actively engage with their palm oil suppliers to ensure their products are not contributing to deforestation and extinction.

If palm sourcing can be regulated then in turn it will help solve the problems happening on the ground in the affected areas.

"We know that removing palm oil is not the answer, however if a brand cannot sign on to a no deforestation policy to track their supply and remove deforestation and exploitation from their supply chain or switch to certified palm oil now then they must completely remove the oil from their products," said Lorinda. "Many brands are lagging behind and in turn contributing to the problem."

"The solution lies in regulating palm oil because no matter how much consumers decide to boycott palm oil, it is here to stay. The app however has given consumers the choice and brands that are doing the right thing need to be commended not boycotted so that other brands follow suit."

POI are placing power directly into the hands of the consumer.

-Ends-

For more information or to arrange an interview with POI, please contact:
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