



NEWS FEATURE

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SUSTAINABLE PALM OIL PRODUCTION IN HARMONY WITH NATURE FOR A BRIGHTER FUTURE

When it comes to generating heated debates about ethical agriculture and manufacturing, few subjects create as much controversy as the palm oil industry.

Palm oil producers are often viewed as a homogenous group, with the same aims and objectives, achieved by the same methods.

But the reality could not be further from the truth and many ethical palm oil producers have been wrongly tarred with the same brush as their less scrupulous counterparts.

This is particularly true of Malaysian palm companies, which are subject to very stringent environmental laws, which are robustly upheld. This contrasts starkly with neighbouring Indonesia, where growers and manufacturers are not subject to the same level of legislation.

Malaysian-based Carotino - which is part of the JC Chang Group and a member of the Roundtable on Sustainable Palm Oil (RSPO) - is a shining example of an ethical palm oil company. Its commitment to environmental sustainability, wildlife conservation, the welfare of its workforce and neighbouring communities is second to none.

All the palm oil used in Carotino is RSPO certified and comes from the company's own plantations and is therefore fully traceable.

JC Chang is a vertically integrated group of companies with interests in palm plantations, palm oil mills and processing plants located throughout mainland Malaysia and the province of Sabah. The group includes the palm biodiesel company Enffue, which adheres to the same environmental principles as its sister company, Carotino.

Carotino is an all purpose cooking oil, made from a special blend of red palm fruit oil and non-GMO Canola Oil. Cholesterol-free Carotino combines the natural goodness of natural carotenes (Pro-Vitamin A) and Vitamin E from red palm fruit oil with heart-friendly Omega 3

and 6 fatty acids from Canola oil. Red palm fruit oil should not be confused with unhealthy palm kernel oil, which has a totally different chemical composition.

The unique health benefits of Carotino oil have made it a huge success with consumers worldwide, as well as helping to make a substantial contribution to combating nutritional deficiencies in developing countries.

Dan Lawson, Managing Director of Carotino EU, said: "The Carotino/JC Chang Group strives to make a positive contribution to the environment and uses every means at its disposal to promote a harmonious relationship with the natural world.

"As a major player in the palm oil industry, the Group is at the forefront of environmental conservation and is setting standards that other companies aspire to.

"It works hard to minimise pollution, protect the habitats of wildlife and actively promote biodiversity of flora and fauna on its plantations, from the smallest insects and birds to reptiles, mammals and the larger primates."

All Carotino/JC Chang plantations are located within regions designated by the Malaysian government as approved agricultural areas, away from the most environmentally sensitive locations. Some are located in or near designated forest management units and as such, forest conservation is an essential part of the group's environmental policy.

As part of its dedication to promoting plant and animal diversity in its plantations, the Carotino/JC Chang Group follows Best Management Practices to ensure that the land is responsibly managed and maintained.

The company is committed to Good Agricultural Practices (GAP) and its goal is to achieve sustainable production and distribution of premium quality palm products while adhering closely to its environmental principles.

The Group's commitment to the environment, nature and its employees doesn't just extend to its extensive plantations – it includes its palm oil processing mills. The mills are prime examples of good practice in the palm oil industry in terms of environmentally responsible manufacturing.

As well as being faithful to its environmental responsibilities, the company is a caring employer, a responsible landowner and aims to be a conscientious guardian of the local communities in which it operates.

The Carotino/JC Chang Group is very active in supporting numerous high level nutritional projects worldwide, which aim to enhance the health and diets of tens of thousands of malnourished people in developing countries.

The studies - led by internationally recognised scientific bodies - are researching the health benefits of carotene-rich red palm fruit oil and could have a profound long-term impact on the fight to eliminate Vitamin A deficiencies in the Third World.

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