

WWF's Palm Oil Buyers' Scorecard 2011: market transformation through transparency

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In 2009, WWF released its first major assessment of the palm oil buying practices of a selection of European companies. The study revealed that the industry as a whole had a long way to go before sustainable palm oil sourcing became the norm. The 2009 scorecard did, however, show how a small group of forward-thinking companies had made serious commitments to using only sustainable palm oil and how some of them had started to take action on those commitments.

In 2011, WWF has taken another detailed look at the palm oil buying practices of major companies. The result is the WWF Palm Oil Buyers' Scorecard 2011, an assessment of more than 140 European, Australian, and Japanese retailers and consumer goods manufacturers with regard to their commitment to, and use of, palm oil certified to the internationally recognised standards of the Roundtable on Sustainable Palm Oil.

Through this Scorecard, WWF once again seeks to hold a mirror up to some of the world's major retailers and manufacturers that buy palm oil to see how they are performing on one of the most serious challenges facing them.