Update on Communications and Claims Rules

Consultation ended October
Purpose to ensure all claims are verifiable and accurate
No ‘negative’ claims
Non RSPO palm oil claims must be verifiable
Update on Communications and Claims Rules

Food Service Companies – defined within document
Now able to eligible for Trade Mark license in the same way as retailer members

Update on Communications and Claims Rules

5.4 Certified palm oil in individual ingredients can be confirmed, even if the product itself is not eligible to be sold with a product specific claim

The ingredient then becomes the ‘oil palm product’ and requirements of the supply chain standard and communications and claims standard must be met.
Module E – Book and Claim Specific Rules

Introduces RSPO Credits label for product specific claims

100% of the oil palm based ingredients must be covered by RSPO credits or physical certified material.

Module F – RSPO NEXT

Only General Corporate Communications can be made

Claims made at Member level

Must include full disclosure of palm oil use by the member as a whole, e.g.

‘We use the equivalent of 1,000 MT of oil palm products and 200 MT supports the production of RSPO Next oil palm products’
Update on Communications and Claims Rules

Aim to make the RSPO Trademark:
Recognised
Trusted
Sought After

Thank you