

PALM OIL TASK FORCE

This group is tasked with exploring how AZA can help its members address the palm oil conservation crisis.



Nette Pletcher
Association of Zoos & Aquariums
Director of Conservation Education
npletcher@aza.org

POTF Members

Dina Bredahl, Cheyenne Mountain Zoo (Orangutan SSP liaison)

Steve Florence, Smithsonian's National Zoo

Tracey Gazibara, Cheyenne Mountain Zoo

Suzanna Hall, San Diego Zoo Global

Steve Marshall, El Paso Zoo

Kevin Mills, South Carolina Aquarium (Board liaison)

Val Peckham, Philadelphia Zoo

Peter Riger, Houston Zoo

Rob Schumaker, Indianapolis Zoo

Grant Spicklemier, Oregon Zoo

Scott Wingate, Cincinnati Zoo

with AZA staff support from Jill Nicoll, Jen Keaton,
Nette Pletcher & Rob Vernon

POTF Assignments

- Prepare an AZA position statement about palm oil to eliminate confusion about a recommended approach. [Completed: July 2014]
- Help AZA institutions source themselves with sustainable palm oil products only.
- Provide resources for educating visitors to AZA institutions about the palm oil conservation issue and inspiring them to take action to help save affected species.
- Advise the AZA national office on ways to influence legislation and product labeling as it pertains to palm oil.

Engagement Strategies

- 1. Leverage the combined power of zoo and aquarium audiences to effect change.
- 2. Provide tools to allow every person to advocate for deforestation-free palm oil.
- 3. Develop a social norm for deforestation-free palm oil.
- 4. Facilitate change through stakeholder engagement and dialogue.

Results of Public Opinion Survey

- Developed with input from POTF
- Conducted by Prime Group Inc.
 - Prime Group is a branding and marketing consultancy that helps companies and non-profits understand how to prosper in a competitive environment
 - Direct questions about the survey to Rob Vernon – rvernon@aza.org

primegroup

Palm Oil Awareness Research for

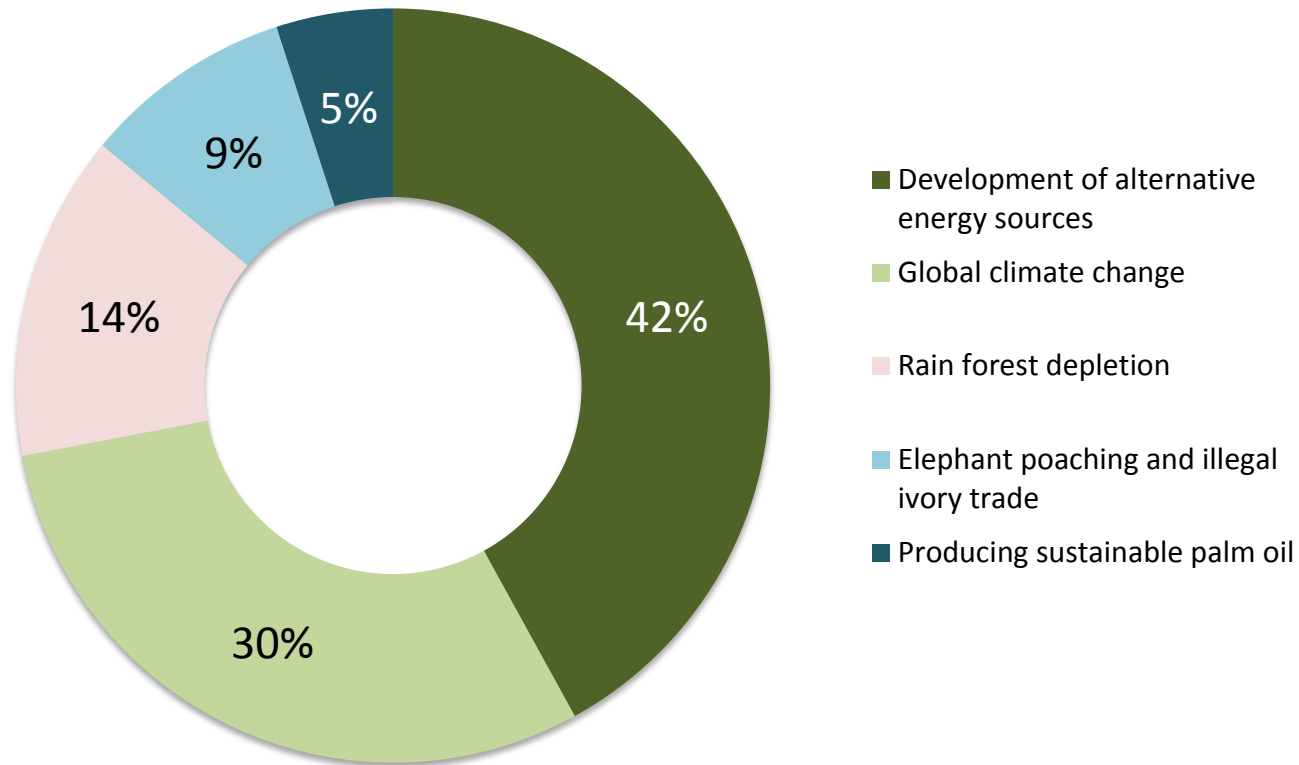
**ASSOCIATION
OF ZOOS &
AQUARIUMS**

Methodology

- Online omnibus survey fielded from July 23-25, 2014
- Census representative nationwide sample, n=1,029
 - Margin of error = +/- 3.0 percentage points at the 95% confidence level

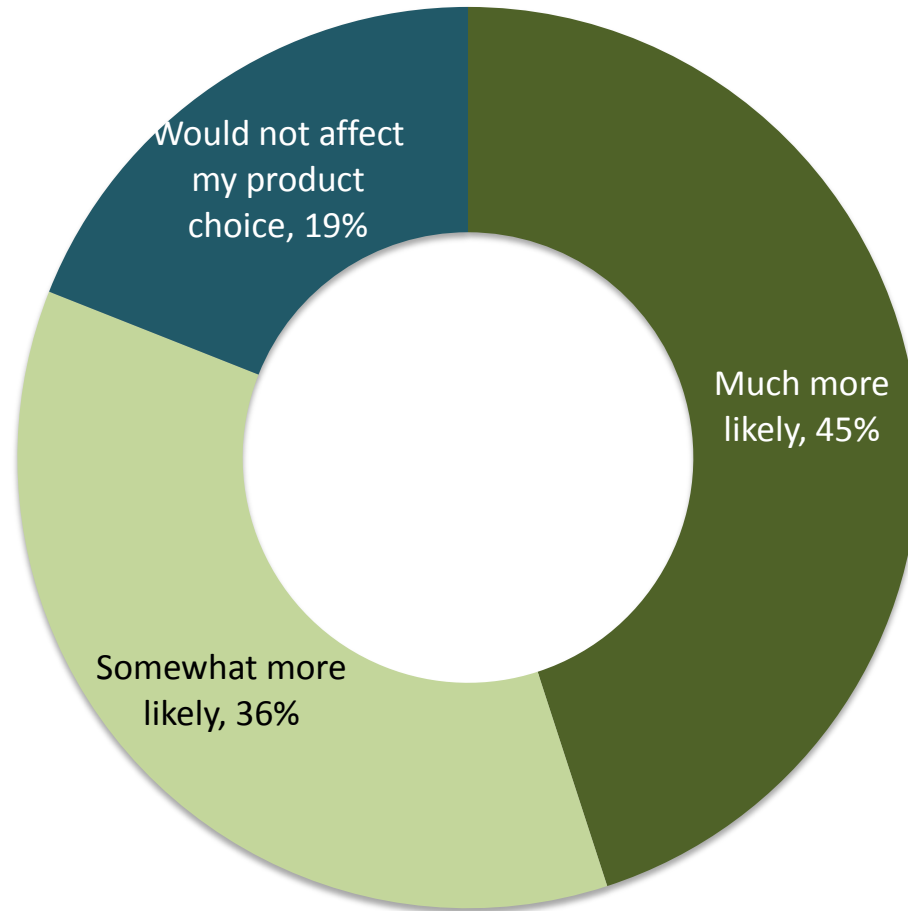
Top Environmental Priorities

Please rank the following in terms of how serious a problem you think it is by placing a “1” next to the MOST serious problem, a “2” next to the SECOND most serious problem, and so on:



Impact of Environmental Issues on Choosing Products

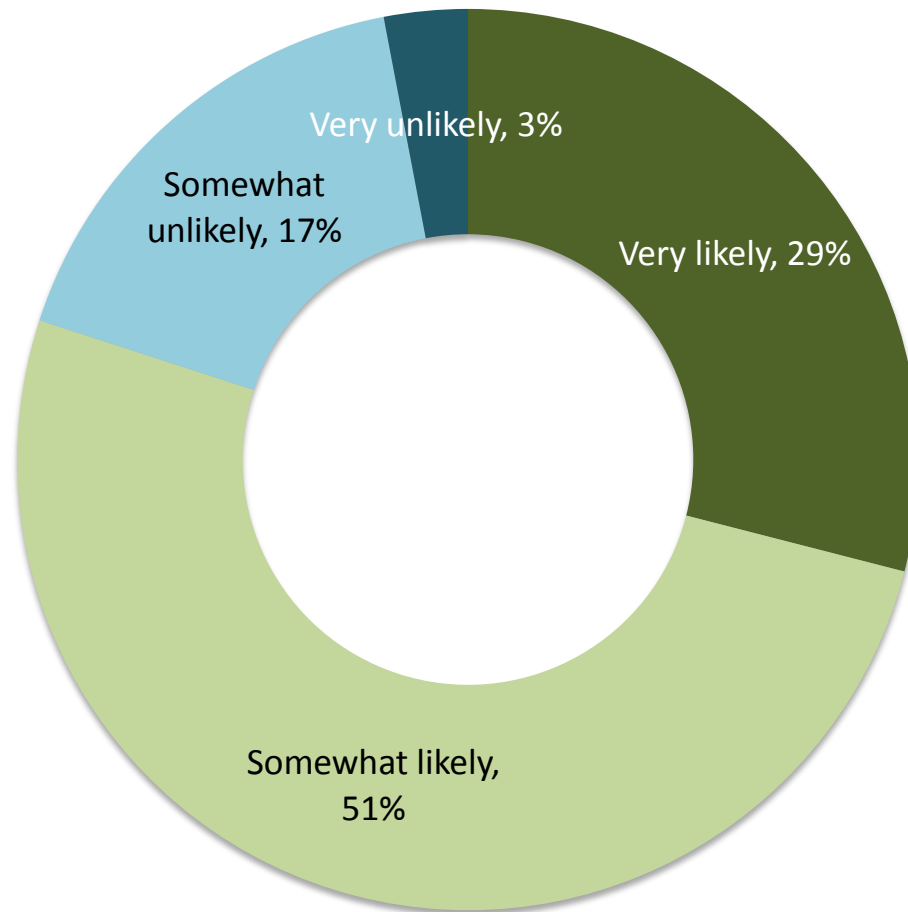
Some people consider environmental issues when choosing products while others are just concerned with the quality and price of the product. If you knew that a particular brand of product is produced in a way that helps to protect wildlife, would that make you more likely to purchase that product over competing products, or not?



Impact of Environmental Issues on Choosing Products

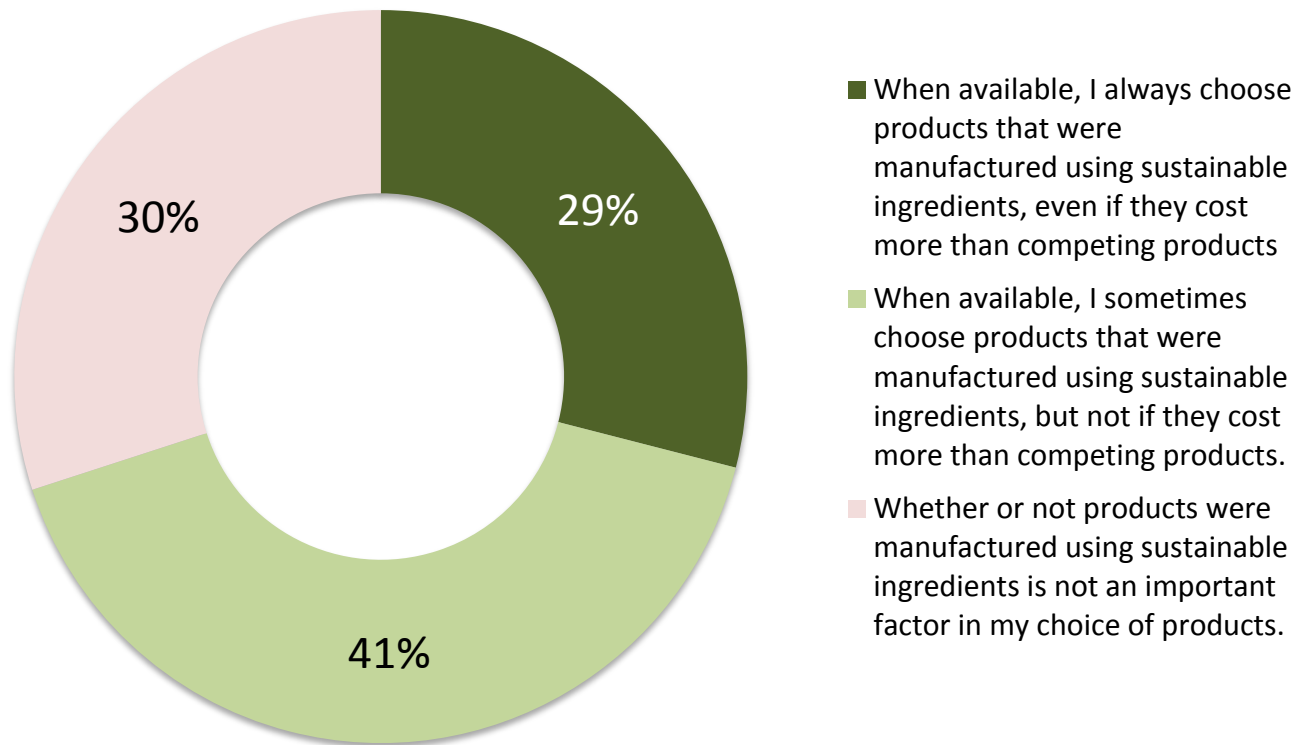
If a brand of product that is produced in a way that helps to protect wildlife cost 10% more than similar products that cannot make that claim how likely would you be to choose that product even at the higher price?

Asked if “much more likely” or “somewhat more likely” to previous question, n=830



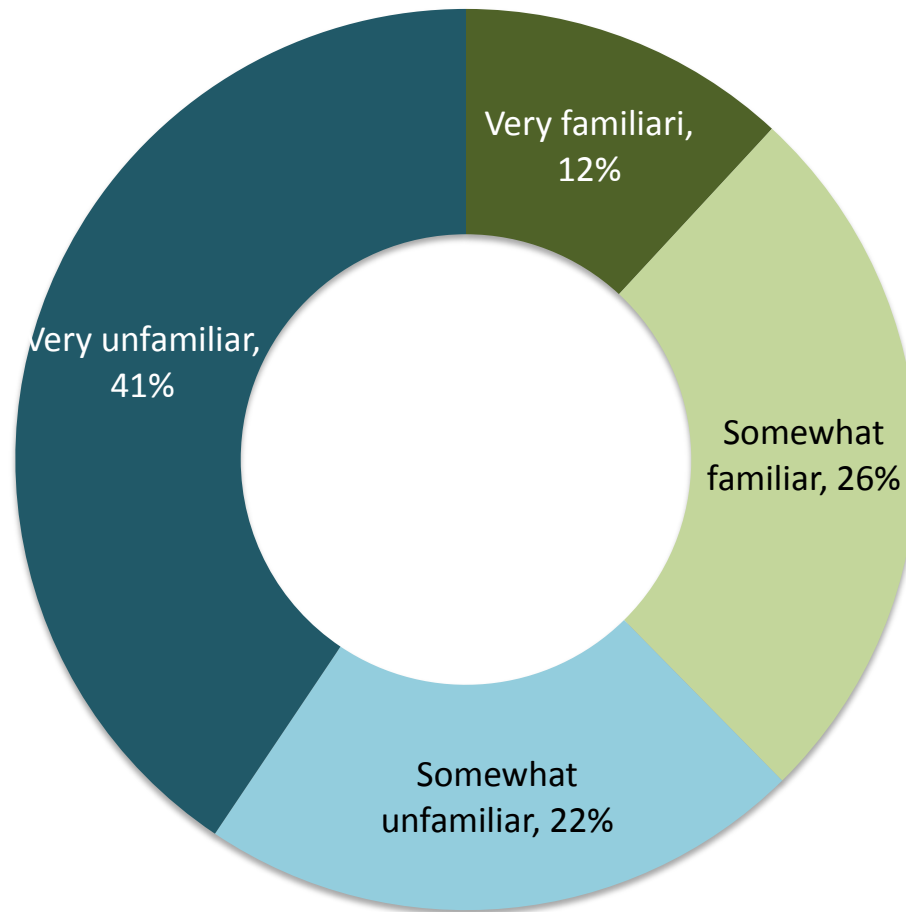
Typical Shopping Behavior

Which of the following currently describes your regular shopping behavior:



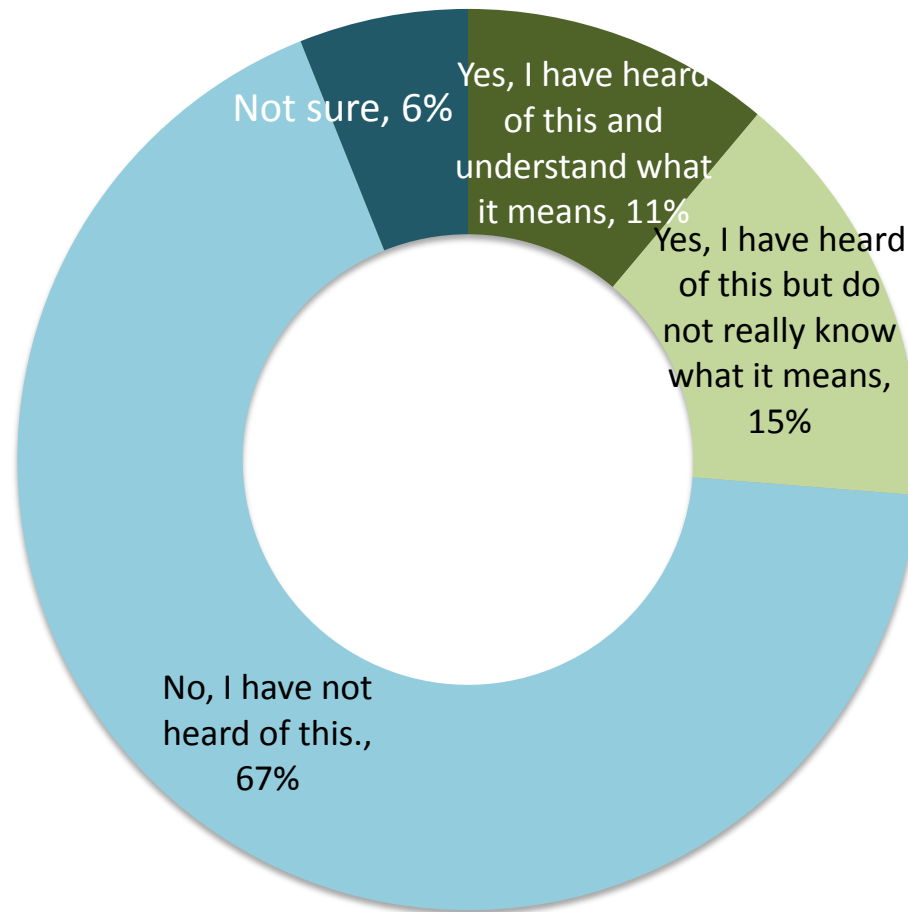
Familiarity with Palm Oil

How familiar are you with “palm oil” as an ingredient in products you buy?



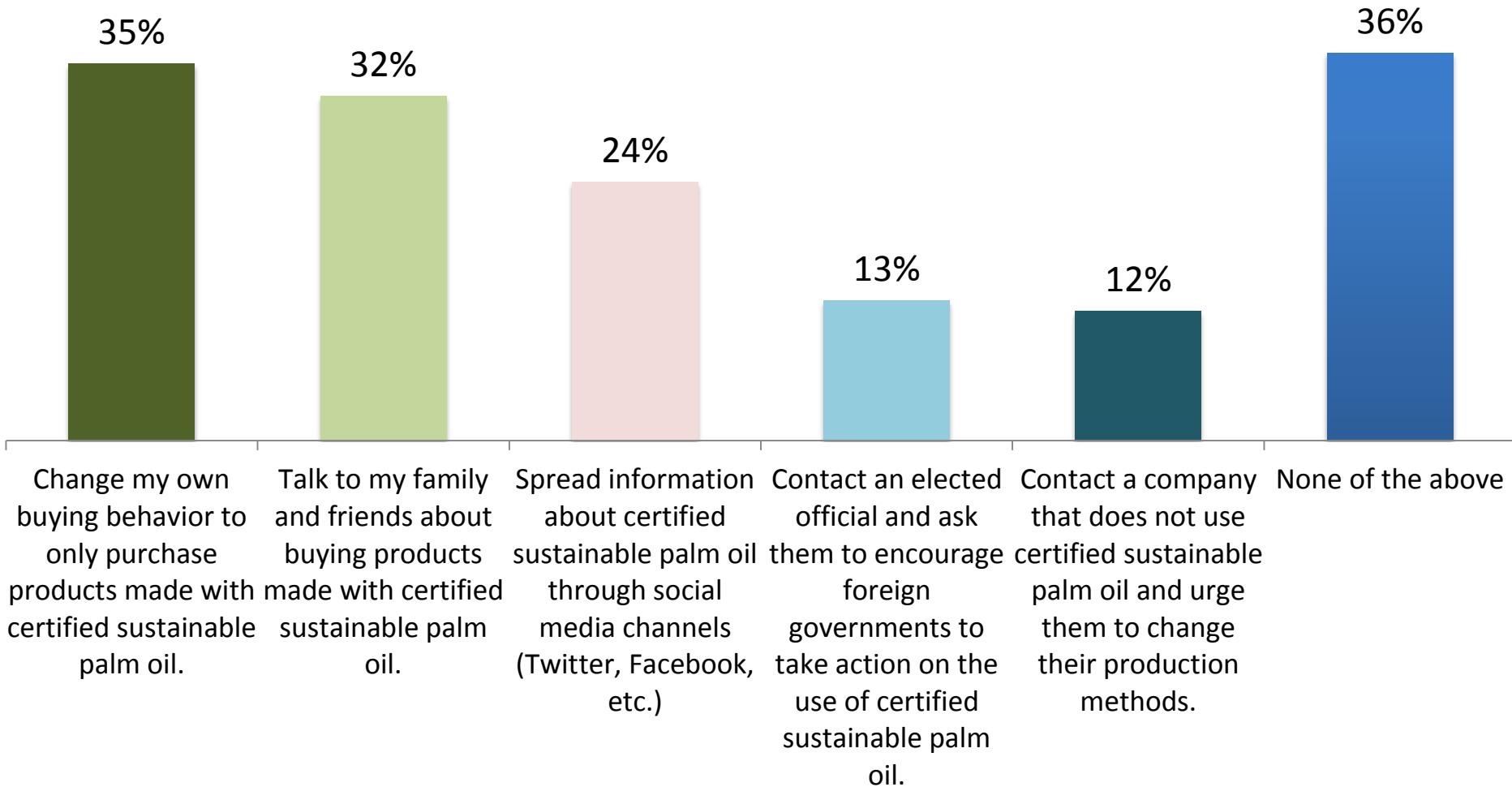
Familiarity with CSPO

Have you heard of “certified sustainable palm oil” or CSPO?



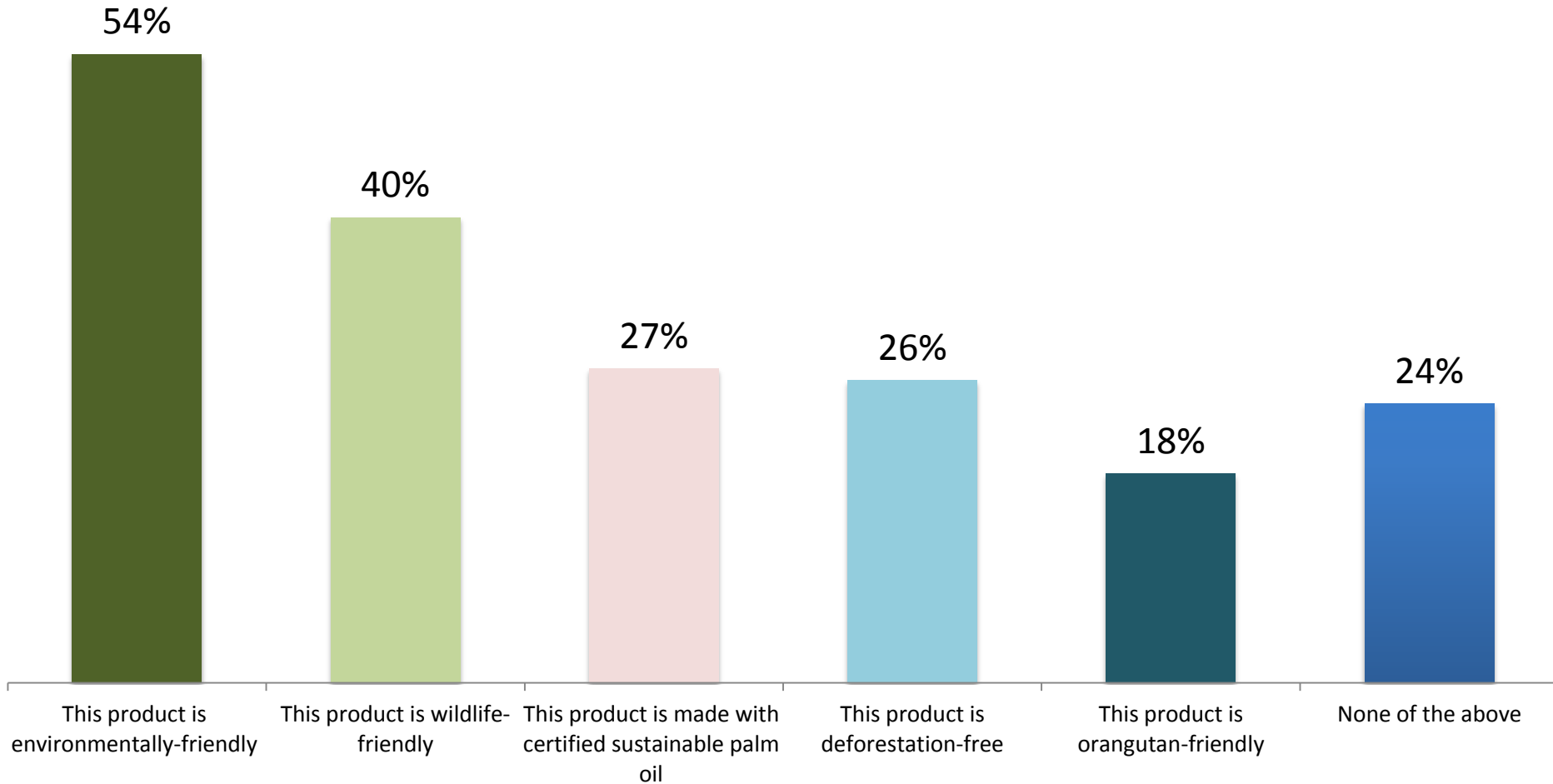
Willingness to Take Action

What actions would you be willing to take to encourage consumption of palm oil that is harvested in a way that is not detrimental to wildlife? (Check all that apply.)



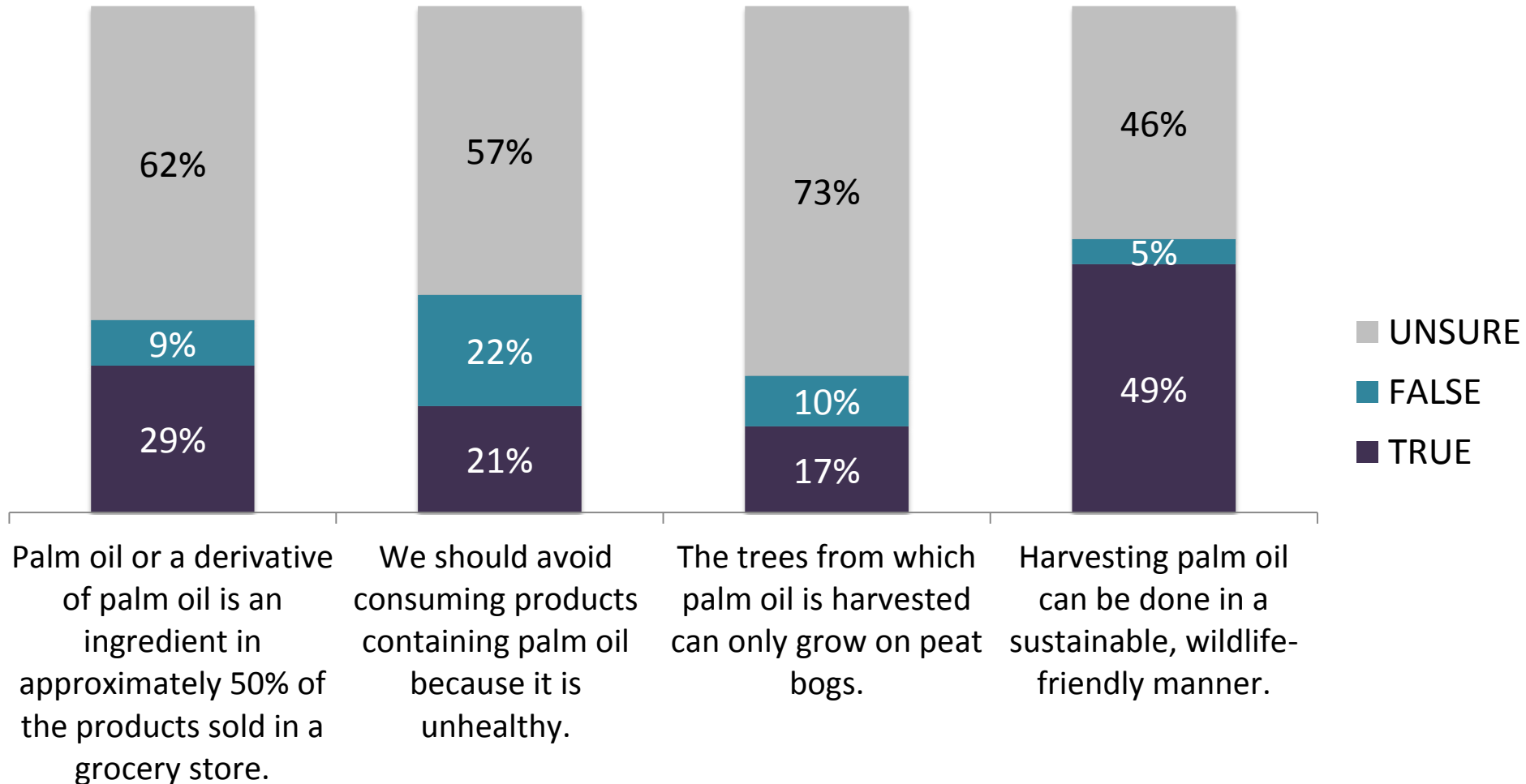
Label Description Influence

Which of the following label descriptions would influence your purchasing choice of a product? (Check all that apply.)



True/False Statements

While you may or may not be familiar with palm oil and the products made from palm oil, please indicate for each of the following statements whether you think that statement is true, is false, or you are unsure:



POTF Next Steps

- Working with **The Forest Trust** (TFT) to identify sourcing of palm oil in product lines through major zoo/aquarium vendors
- Supporting AZA-accredited institutions who join the RSPO and exploring having AZA **join the RSPO**
- Creating a corporate **award** to recognize exemplary efforts to increase the uptake of deforestation-free palm oil
- Partnering with **InRFood** as a platform for directing people (including non-visitors) to AZA-affiliated apps and info on palm oil

How to Stay Informed & Contribute!



AZA Members:
MyAZA Network: palm oil

Open forum for and online discussion
and shared resources

npletcher@aza.org

2012 AZA Photo Contest Submission

Photographer: Leena Robinson

AZA Institution: Fort Worth Zoo, Texas

Date: November 19, 2011

Equipment: Camera: Nikon D7000