



Profusion and Palm Oil

WWF guidance on the use of palm oil in consumer products. The WWF advocates for a commitment to sustainable palm oil that adheres to robust sustainability standards.

The Round table on Sustainable palm oil (RSPO) certified palm have set standards for sustainability in the production of palm oil. RSPO certification minimises the negative impact of palm oil cultivation on the environment and communities in palm oil-producing regions, and ensures that palm oil is not linked to deforestation.

The industrial scale of palm oil production has led to the destruction of rainforests, resulting in loss of biodiversity and climate change.

As a general policy, we at Profusion try to avoid production of foods containing palm oil. In the small number of products where it is used, it is always certified organic and grown to strict RSPO standards.

