Market Transformation in Palm Product Derivatives

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August 4, 2012, Frontpage

European, meet your new boss
Crisis Mode

Market Transformation – Key Messages

- Be responsible – start!
- Keep it simple!
- Act now!
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Be responsible – start!

- Accelerate speed to set up supply chains
- Join forces with auditors
- Address sourcing constraints in the value chain
Market Transformation – Key Messages

- Be responsible – start!
- Keep it simple!
- Act now!

Keep it simple – complexity is no excuse

- Support from SC T&T
- Work on operational excellence
- Next challenge – foot print data
Market Transformation – Key Messages

- Be responsible – start!
- Keep it simple!
- Act now!

Act Now

- Book & Claim is only the start
- Work with RSPO Secretariat and Standing Committee T&T
- Work with auditors and fellow value chain colleagues
BASF Commitment

“Our goal is to purchase all our palm and palm kernel oil from certified sustainable sources and we are working towards achieving this goal by 2015.”

Stay Committed
“I am more interested in the future than in the past, because I intend to live in it.”

Albert Einstein

Thank you for your attention...

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NOTE: Reprint of statements from this speech requires prior approval