The Evolution of the GreenPalm Option

View presentation online: http://prezi.com/amrslby/cmg/greenpalm-rt10/
Where it all began

- First Suggested in 2003
- Endorsed Jan 2007
- Launched Nov 2007
- First trade Sept 2008

RTS Nov 2008
GreenPalm

- First Suggested in 2003
- Endorsed Jan 2007
- Launched Nov 2007
- First trade Sept 2008

RT6 Nov 2008
RT6 Bali

- Few trades
- Low volume
- High price
- Danisco/NutraSwiss
- Henkel & Florin
RT Kuala Lumpur

- Volume increased
- Reduced brokerage to $2/cert
- New GreenPalm logo introduced

RT9  Nov 2011

RT9  KK
RT9  KK

- Volumes continue to grow.
- 2 million certs
- First brands use logo
Where it all began

- First suggested in 2003
- Endorsed Jan 2007
- Launched Nov 2007
- First trial Sept 2008

RTS Nov 2003
How Does GreenPalm Work?

- Web based
- Available for everyone
How Does GreenPalm Work?

- Web based
- Available for everyone
- Easy access
- Clear
- Robust
GreenPalm Market

- Bids & Offers
- Last 5 trades
- All products
- New Smallholders

Bids & Offers

- Bid - Buy
- Offer - Sell
Redeemed (cashed in their certificates)
- See all companies who can make claims

Claims
- Product XXX supports the production of RSPO certified palm oil
- Advance or Sponsors
- But NOT "it contains"
- Use the logo
• Producer receives full value of certificate
  - Sells physical oil into their usual market
  - At mainstream price

• End user redeems certificates
  - Has right to make a sustainable claim
  - Buys physical oil/goods from preferred supplier
  - At mainstream price

"Supported the production of RSPO CSPO"
More information?

RT10 Exhibition Floor Plan as of 12 October 2012

We are at Booth 15
look out for the
GreenPalm T-Shirts

More information?
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How Does GreenPalm Work?

- Web based
- Available for everyone
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- Clear
- Robust
How has GreenPalm contributed to the RSPO?

RSPO
Roundtable on Sustainable Palm Oil

C5. CSPO Sales (mt) via SG/MB, B&C

(mt)

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<th>Year</th>
<th>CSPO Sales via B&amp;C</th>
<th>CSPO Sales via SG/MB</th>
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<tr>
<td>2010Q1</td>
<td>354,500</td>
<td>78,642</td>
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<td>2010Q2</td>
<td>234,729</td>
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<td>2010Q3</td>
<td>195,802</td>
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<td>2010Q4</td>
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<tr>
<td>2012Q4</td>
<td>207,393</td>
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</table>
Benefits for the certified Growers

- Premiums paid directly back to growers
- Over $30m since trading began

GreenPalm Market Data

Certified Grower

- Premiums paid directly back to growers
- Over $30m since trading began
GreenPalm Market Data
How has GreenPalm contributed to the RSPO?
Why is GreenPalm so important?
Read on........
Derivatives

Hugely complex sector

Oleochemical Derivatives
Independent Smallholders

- GreenPalm is the ideal supply chain solution to support remote Smallholders

- Off Market Deals allow direct trade

- The first LS certificates will be traded soon

Johnson & Johnson
FAMILY OF CONSUMER COMPANIES
Cargill Hindoli have done just that.
New emerging markets
Small/Medium Enterprises

- GreenPoint supports all sizes of organisation
- From the scale ofupplier
- In a small manufacturer producing for a retailer
- New GreenPoint category created for SME
- One of 2500 membership fee, max purchase 25 certificates
• **GreenPalm Supports all Sizes of organisation.**

• **From the Scale of Unilever**

• **To a small manufacturer producing for a retailer**

• **New GreenPalm category created for SME**

• **One off $250 membership fee Max. purchase 25 certificates.**
Thank you

Bob Norman
General Manager
GreenPalm

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