

“The Orangutan Project”

Your job is to lead guests on white water rafting excursions and hikes up a volcano! You are native Indonesian tour guides headed by Leif Cocks, founder and president of the conservation organization “The Orangutan Project.” Leading expeditions into the rainforests of Sumatra is what you do. Treks begin and end in Jakarta and include a tour of the magnificent Gunung Leuser National park where orangutans, siamangs, gibbons, leaf and macaque monkeys can be observed in their natural habitat. Wildlife trips include a visit to a reforestation project site and an orangutan rehabilitation center. As a tour guide, you will introduce participants to the native people of Indonesia and their way of life. Although, the overall goal of the organization is to save orangutans from extinction, this job also allows you to feed your family and send your children to school.



Indo Agricultural Services Workers



You know first-hand that your employer, Indo Agricultural Services, provides poor working conditions to their employees. They are in the palm oil production business, a labor intensive industry that has helped to lift millions of native Indonesians out of poverty. However, Indo Agricultural Services has set up a monopoly on palm oil production in your region. Within your community, land has been seized from local farmers to increase the size of your company’s plantation. Growers do not issue protective equipment to workers, they do not provide adequate accommodations, they do not pay minimum wage or offer healthcare and other benefits. Currently, Indo Agricultural Services is not a member of the Roundtable on Sustainable Palm Oil (RSPO).

American Consumer

Have you ever had *Honey Bunches of Oats* cereal for breakfast, snacked on a *Twin-kie* after lunch or ordered *Domino’s Pizza* for dinner? If the answer is yes, you are one of millions of customers who are unknowingly supporting rainforest deforestation in Indonesia. Orangutans, tigers, elephants and rhinos live in this habitat. So how can you help save these endangered species? The products mentioned above use non-sustainable palm oil, an edible oil farmed in Indonesia. Non sustainable palm oil is grown in a way that negatively impacts the rainforest. If you are looking to purchase food and bath products that use sustainable palm oil, oil that is produced so that the impact on the rainforest, the people and the animals that live there is reduced, there is a simple way. Download the Cheyenne Mountain Zoo’s Sustainable Palm oil App by going to their website. It contains a shopping guide of the products that use sustainable palm oil and those who do not. Once you have become educated, it is an easy choice to make!



Indo Agricultural Services

There is turmoil within your community. The farmers that work on your large plantation are protesting poor working conditions. They demand better treatment. A possible solution would be to become certified by the Roundtable on Sustainable Palm Oil (RSPO), but this requires time and money. Maintaining this certification is an added cost. In order to become certified by the RSPO, your company must protect High Conservation Value (HVC) areas where biodiversity is found and habitats for endangered species exist. This means that you cannot farm on highly forested land to make extra timber profits. You must farm on already degraded land. Ongoing audits or financial checks must be done to make sure these improvements are being made. Staff must also be trained in these new practices. This takes time. However, with all of these regulations the quality and uniformity of the palm oil being produced would increase. Pesticide costs would be reduced. Accident rates on the plantation would go down, social conflicts within the community and associated costs would be reduced. Improved relations with other organizations in the production of palm oil would also occur.



Hostess Food Company



For nearly a century, Hostess continues to delight snack fans everywhere with a variety of new and classic treats like *Twinkies*, *Ding Dongs*, *Ho Hos*, *Donettes* and *Fruit Pies*. As a retailer, you are honored to sell the original creme-filled cakes that so many consider an irreplaceable part of American life. Palm oil is a delicious ingredient in your products that makes them so tasty. Because of its affordability, this edible oil keeps prices down. Currently, you are not a member of the Roundtable on Sustainable Palm Oil (RSPO). Switching over to the use of sustainable palm oil for your desserts would be a costly and time consuming endeavor. However, over the past couple of years, you have received thousands of letters from consumers asking you to make the ecologically responsible choice. Many of these consumers have mentioned that the Cheyenne Mountain Zoo has an App available for consumers to download onto their smartphone. This App contains a list of the food companies which use sustainable palm oil. They comment that they are buying our competitors products because, unlike us, they are on the sustainable palm oil shopping list.