

Trademark: Opportunities & Challenges.

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The first RSPO trademarked product in Indonesia hit the shelves of Carrefour in July 2012 in the company's own branded ECOplanet cooking oil. The entry of this product in the second largest palm oil consuming market in the world is an innovative step in supporting responsible cultivation and sourcing of sustainable palm oil. RSPO certification at the plantation level and the Trademark on the end product completes the loop from upstream to downstream within the supply chain.