

Phillip Kingston
Chief Executive Officer

To whom it may concern,

I write to express my company's and personal **support for the Palm Oil labelling scheme**. The social and environmental costs of palm oil are clearly understood by me and my staff. I understand that the first order effects of a labelling scheme are to improve awareness of palm oil, its existence in certain foods and to empower Australian consumers to make informed decisions.

The second order effect is to create national dialogue on the importation, legality, health and trade implications of palm oil products. Providing financial incentives for large scale forest burning and other destructive and unsustainable practices is deeply concerning to the mainstream population. The status quo in Australia sends a strong message to many Asian nations that it is acceptable to destroy important forest growth.

Increased consumer power and signalling and national dialogue will help steer Australia to a healthier and more sustainable future. It will create political space to enable the Australian government to act on palm oil. Finally, it will send an important message to manufacturers that the usage of palm oil may result a short term cost saving on production but will be damaging on the supermarket shelf.

Our company is a group of technology and services companies focussed on web and mobile development, software development, social media and networking, online and mobile strategy. We are based in North Melbourne, Victoria and service clients around Australia, Singapore, Malaysia and Geneva.

If you have any questions about my support for this program, please don't hesitate to contact me. I am willing and able to appear before any hearings at the Senate Community Affairs Committee if required.

Kind regards,

Phillip Kingston

CEO,
Kingston Group