



# The Palm Industry Platform: A Tech-forward Supply Chain Mapping Tool



In Rainforest Alliance we have developed a new **Palm Industry Platform** to map, visualize and analyse supply chains by identifying key sourcing landscapes and smallholders. We would love to present this initiative at the Innovation Fair at SPOD as it is a valuable way to offer companies in the palm oil sector a more nuanced, innovative, and bespoke approach to supply chain mapping and sustainability reporting.

## What is the problem we are trying to address?

Valued for its versatility and efficiency as a crop, palm oil has quickly become the world's most produced and consumed vegetable oil. However, the popularity of palm oil comes with a high price. Cultivated in ecologically precious tropical landscapes across Africa, Asia, and Latin America, the rapid expansion of palm oil plantations has fuelled deforestation, greenhouse gas emissions, and the displacement of Indigenous Forest communities. As demand continues to grow, it's urgent that we transform the way palm oil is produced.

At the Rainforest Alliance, we focus our efforts on two key enablers of market transformation: companies and smallholder farmers. By mapping companies palm oil supply chains with our **Palm Industry Platform** and conducting risk analyses, we help increase supply chain transparency and gain a deeper understanding of the deforestation, conversion, and biodiversity risks to which companies are exposed.

## How our Palm Industry Platform enables investment into landscapes and smallholder farmers

Transparency has been hard to achieve in the palm oil industry due to complex supply chains and the lack of a sector-wide approach to origin reporting. Our **Palm Industry Platform** is a solution for that—enabling communication between palm oil producers and buyers.

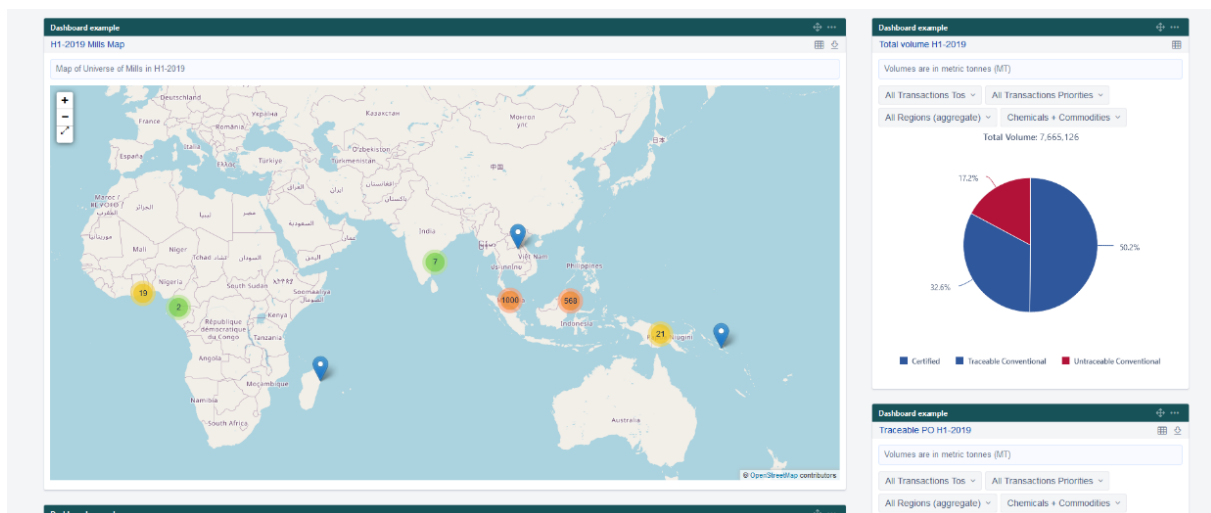


Figure 1. Traceability Dashboard example



Mapping supply chains through the **Palm Industry Platform** is a critical starting point: in order to conduct a thorough risk analysis (for example on biodiversity loss, peatland conversion, and deforestation), it is essential to first identify the regions where the oil palm was produced. This also gives greater visibility to the smallholders that produce palm oil.

Once companies have identified supply chain risks through the platform, the Rainforest Alliance helps them translate the data into actions. We work with our corporate partners to design landscape programs to address deforestation and help smallholders improve their livelihoods.

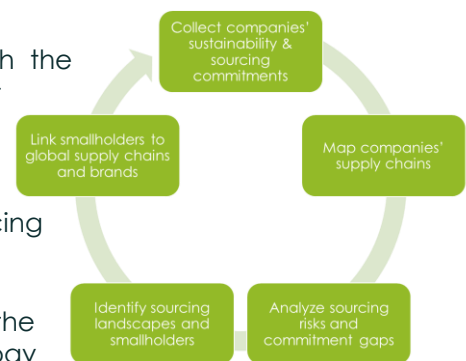
## The unique technology behind the Palm Industry Platform

More than just a platform for entering and analysing data, the **Palm Industry Platform** represents an innovative way of approaching supply chain mapping. The platform combines online survey software, customer relationship management software, and data analytics—all customized for palm oil supply chains and sustainability assessment practices. This is an automated end-to-end process and workflow where companies can submit their mills and traceability information.

## How data is gathered through the palm industry platform

Palm oil producers simply fill out an online survey through the platform once per reporting period and the Rainforest Alliance verifies the data they provide. The data collected can be adjusted to specific company needs and includes information on the origin of the palm oil, volumes sourced, their certification status, and information on producer sourcing and sustainability policies, among other things.

All the list of mills we receive in the survey are verified against the [Universal Mill list](#) according to a standardised methodology created by Rainforest Alliance and WRI.



## How the Palm Industry Platform helps companies on their sustainability journey

The Palm Industry Platform provides companies with verified supply chain data and insights that move them closer to their responsible sourcing goals.

It offers several key benefits:

- **Supply chain transparency:** understand supply chain links and traceability to the mill, plantation, and ultimately, smallholder level.
- **Efficiency and standardization:** reduce human and financial resources spent on engaging with suppliers, tracing supplies, identifying risks, and addressing grievances.
- **Commitments aligned with the Accountability Framework:** easily track and communicate your progress in line with the industry standard.
- **Direct connections to sourcing landscapes:** enable impactful interventions with smallholders and other stakeholders.
- **A strategic partnership with the Rainforest Alliance:** gain access to the Rainforest Alliance brand for corporate communications and results-based claims.

The palm industry platform would be successful as more companies join!