

A black and white photograph of a field of lavender plants. The plants are in the foreground and middle ground, with some in sharp focus and others blurred. The background shows a hazy landscape with rolling hills under a bright sky. The text 'MARGARINE IS EVERYDAY GREEN' is overlaid in the center of the image.

MARGARINE
IS EVERYDAY GREEN

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With more than 7 billion people and growing so fast, our impact on the world's oceans, on the air, on the land and the plants and animals around us becomes greater and greater. How will our small and finite planet continue to feed us all in the future? And what can we do to make a difference? Of course, you will choose to conserve water and electricity, and to reuse and recycle whenever possible. But one of the most environmentally friendly choices you can make is to eat a plant-based diet. While switching to margarine will not single handedly save the planet: choosing for margarine is one easy step you can take in looking out for the environment.

MARGARINE IS EVERYDAY GREEN

MARGARINE IS MORE
ENVIRONMENTALLY
FAVOURABLE THAN ANIMAL
FATS LIKE BUTTER

SUSTAINABLE SOURCING OF
OILS USED IN MARGARINE
IS ON THE RISE

MARGARINE IS MORE ENVIRONMENTALLY FAVOURABLE

MARGARINE is more environmentally favourable than animal fats like butter.

Margarine production chain is shown to be a lot lighter on its feet compared to animal fats like butter. Margarine uses approximately half of the land required for producing butter products and the carbon footprint is less than one third the size of butter's footprint - according to a study conducted in multiple European markets.

Oxford Martin School researchers have found that a global switch to diets that rely less on meat and more on fruit and vegetables could save up to 8 million lives by 2050, reduce greenhouse gas emissions by two thirds and lead to healthcare-related savings and avoided climate damages of 1.5 trillion USD. The study, published in March 2016 is the first to estimate both the health and climate change impacts of moving towards more plant-based diets for all major world regions.

Conservationmagazine.org adds a new spin to the classic butter vs margarine, margarine vs butter debate. Placing margarine and butter in an environmental frame, it pits margarine way above its buttery counterpart in the earth-loving stakes.

How? By using a Life Cycle Assessment (LCA) which takes a looking glass to margarine and butter and sees how well they get on with the oceans, the rivers and lakes, the land and the atmosphere. What makes the results of this comparative LCA so striking is that the impact differences between butter and margarine are so large. The carbon footprint of butter is over four times that of margarine." Margarine's carbon footprint is way smaller than that of butter which means that the recipe for crafting margarine is more environmentally favourable.

It's as plain as the nose on your face – choose margarine to go green!

MARGARINE AND SUSTAINABLE SOURCING

SUSTAINABLE SOURCING OF OILS USED IN MARGARINE IS ON THE RISE

Palm, coconut, soybean, rapeseed and sunflower oils used in margarine are crops that are grown and traded all over the world. By sustainably sourcing the oils used in margarine, we can protect the planet's natural resources and, at the same time, ensure security of supply for the long term.

Great initiatives of working with external global crop certification bodies include the Round Table of Sustainable Palm Oil (RSPO) and the Round Table on Responsible Soy (RTRS). RSPO principles stipulate a significantly reduced use of pesticides and fires, fair treatment of workers, and the need to inform and consult with local communities before the development of new plantations on their land.

ABOUT WHAT IS CERTIFIED SUSTAINABLE PALM OIL?

We call it palm oil that was certified by the Roundtable on Sustainable Palm Oil (RSPO) according to specific criteria. By respecting those criteria, we can help to reduce the negative impacts of palm oil cultivation on the environment and communities. India, China, Indonesia and Europe are the main consumers of palm oil. It is estimated that a French person consumes on average 2 kg of palm oil per year, or 6% of total fat consumption of an adult between the ages of 18 and 72 (source: Fonds Français pour l'Alimentation et la Santé, Etat des lieux, November 2012).

WHY DO WE USE PALM OIL?

Palm oil is used in many of the products on supermarket shelves, from margarine and chocolate to ice cream, soaps, cosmetics, and fuel for cars and power plants. The reason why palm oil is so popular is because:

- It has great cooking properties – it maintains its properties even under high temperatures.
- Its smooth and creamy texture and absence of smell make it a perfect ingredient in many recipes, including baked goods (such as biscuits) in particular
- It has a natural preservative effect which extends the shelf life of food products
- It is also the highest-yielding vegetable oil crop, which makes it very efficient. It needs less than half the land required by other crops to produce the same amount of oil. This makes palm oil the least expensive vegetable oil in the world.

MARGARINE AND SUSTAINABLE SOURCING

THE MARGARINE INDUSTRY IS COMMITTED TO USING SUSTAINABLE PALM OIL

The margarine industry is committed to using sustainable palm oil - that is palm oil that was certified by the Roundtable on Sustainable Palm Oil (RSPO) according to specific criteria. By respecting those criteria, they can help to reduce the negative impacts of palm oil cultivation on the environment and communities. Palm oil has specific functional properties that make it a key ingredient in food manufacturing as part of the vegetable oils mix used. Palm oil as an ingredient in itself is neither bad nor good. Palm fruit oil contains 50% saturated and 50% unsaturated fatty acids and relatively high amounts of antioxidants. Total replacement of saturated fatty acids is impossible because texture, stability, and melt-in-the-mouth feel properties. Palm oil can be a very important poverty alleviator. In fact, 40% of global palm oil is produced by smallholder farmers in South East Asia, Africa and South America.

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