

Our Markets and Products

Green products using palm and coconut oil



Detergent Yashinomi Series



Shavonet Soap

Arau Series



Pow Laundry Detergent



Yashinomi Body Care

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The 3rd SPO Symposium in Japan The Search for the Biodiversity and Sustainable Palm Oil

Feb.24, 2011

Yusuke Saraya

President, SARAYA Co.,LTD

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1991年スタンドグラス・デザイン

手肌と地球にやさしい ヤシノミ洗剤

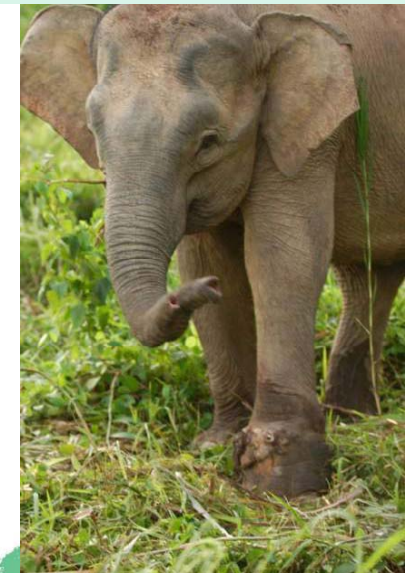
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The start of the story

August 1, 2004

TV Asahi's Program,
Spaceship Earth
"The Tears of Small Elephants"

素朴な宇宙船地球号



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“Tali” a small elephant with a rope on the trunk



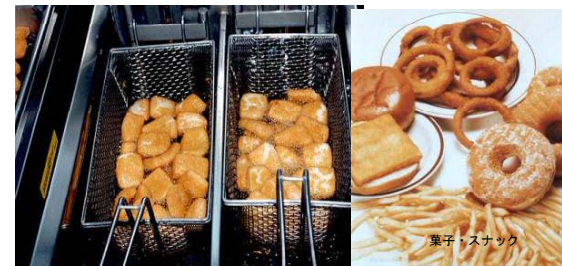
2000-3000 pieces on the Bunch



size: 4~5cm

Foods using Palm Oil

Palm oil is used in many foods in the daily life.



菓子・スナック



インスタント麺



マーガリン



ココ

代替材料

クリーム

パン



Products using Palm Oil

Ink, Cosmetics, Plastics, candle and detergents.



クッション材



車のハンドルなどのプラスチック製品



化粧品



印刷用インキ



機械油



キャンドル



石鹸・洗剤

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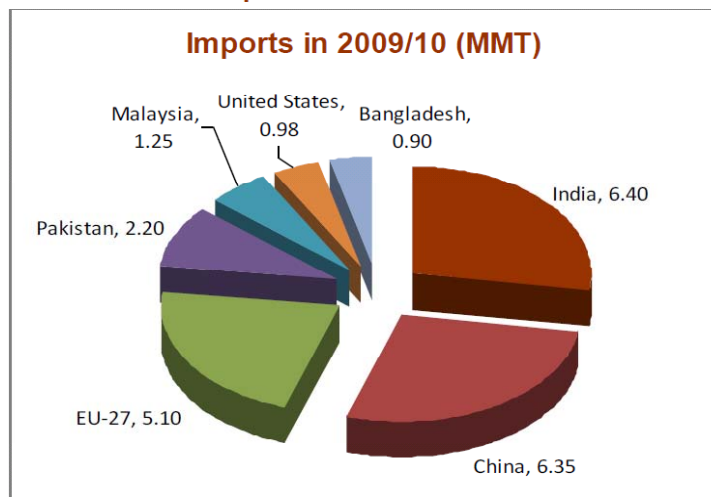
90% is used for the food

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世界のパーム油消費動向 USDA

Total PO consumption: 47.7 MMT

Imports in 2009/10 (MMT)

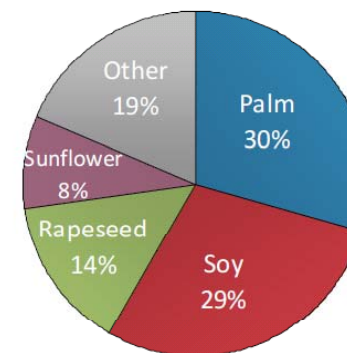


Source: USDA

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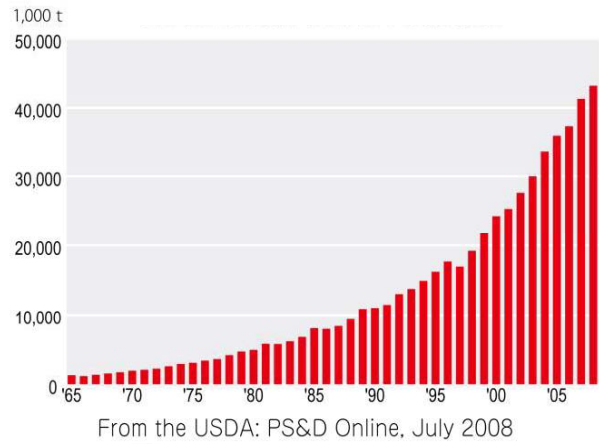
Oil World

Palm oil is now the world's most-produced vegetable oil

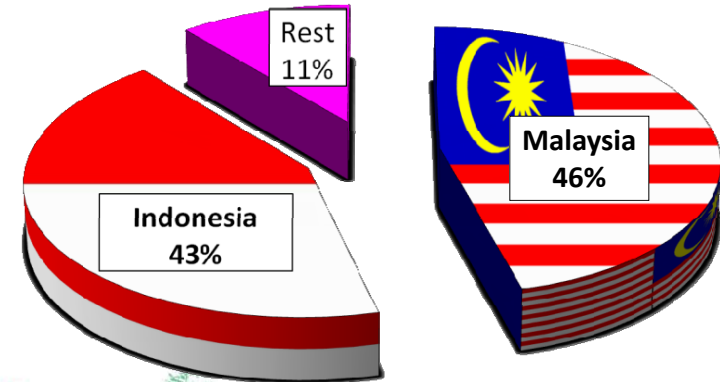


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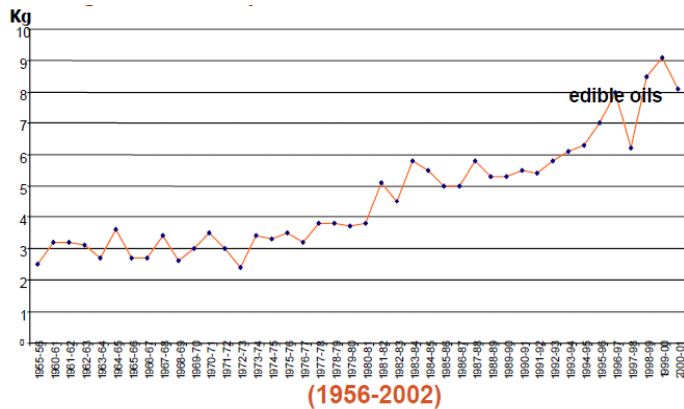
Shift in Global Palm Oil Production



Malaysia's Export of Palm Oil to World in 2008



The consumption of edible oil In India and the world



Consumption 2008/9
India: 13.4 Kg
US - 53.9 Kg
EU- 51.7 Kg
World avg: 23.8Kg



Borneo Island, Sabah, Malaysia



Palm Plantation as far as you can see!

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The Green Corridor Plan

Conserving the habitats of Borneo's many endemic species.



BCT is officially approved as the Trust in Sabah in Oct.16, 2006

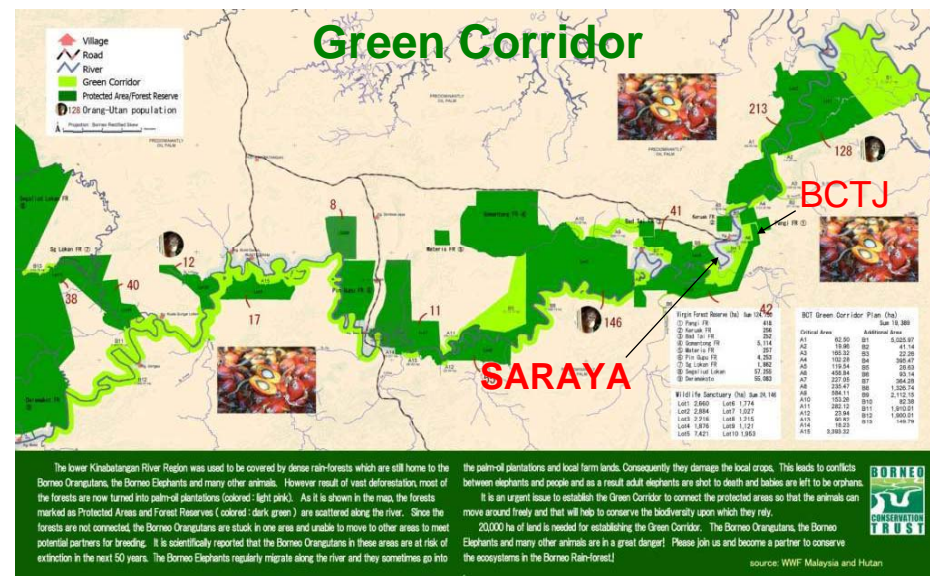
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“You can protect Borneo!” Campaign 2007

1% of sales of Yashinomi detergent go to the BCT



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The lower Klabatangan River Region was used to be covered by dense rain-forests which are still home to the Borneo Orangutans, the Borneo Elephants and many other animals. However result of vast deforestation, most of the forests are now turned into palm-oil plantations (colored: light pink). As it is shown in the map, the forests marked as Protected Areas and Forest Reserves (colored: dark green) are scattered along the river. Since the forests are not connected, the Borneo Orangutans are stuck in one area and unable to move to other areas to meet potential partners for breeding. It is scientifically reported that the Borneo Orangutans in these areas are at risk of extinction in the next 50 years. The Borneo Elephants regularly migrate along the river and they sometimes go into the palm-oil plantations and local farm lands. Consequently they damage the local crops. This leads to conflicts between elephants and people and as a result adult elephants are shot to death and babies are left to be orphans. It is an urgent issue to establish the Green Corridor to connect the protected areas so that the animals can move around freely and that will help to conserve the biodiversity upon which they rely. 20,000 ha of land is needed for establishing the Green Corridor. The Borneo Orangutans, the Borneo Elephants and many other animals are in a great danger! Please join us and become a partner to conserve the ecosystems in the Borneo Rain-forest!

source: WWF Malaysia and Hutan

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The rescue of elephants in 2009

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Symposium on SPO in 2009



Feb.17th, 2009 in UNU

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Borneo Inspection Team (Consumer)

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Borneo
Inspection by
Saraya
Employees



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The Roundtable on Sustainable Palm Oil (RSPO) was formed in 2004 with the objective of promoting the growth and use of sustainable oil palm products through credible global standards and engagement of stakeholders.

Now

- Ordinary Members 416
- Affiliate members 87
- Supply Chain Associates 35



Speaking about the elephant rescue at the RSPO in KL on January, 2005





Proposal of the resolution at the GA in RSPO RT2 held in Singapore on Nov.23, 2005

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Resolution

In order to ensure the integrity of riparian habitat, and its continuity from the sea to the highlands, the GA of RSPO RT3 endorses the principle that at least 1 km on each side of major rivers be allocated as conservation forest. For those who are agreeable to this proposal, their land will be secured and they will be adequately compensated.

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●Resolution was withdrawn because of the strong oppositions by the plantation owners

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Why RSPO?

1. Top-selling vegetable oil.
2. Deforestation, illegal fires and land conflicts.
3. Food versus Fuel.
4. NGO campaigns.
5. Human's sincere heart to secure the biodiversity.

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2008/05/29/12:00～ High Level Segment

国際 記者会見、パネルディスカッション



Orang-Utan Conservation Colloquium 1-2 Oct. 2009

Proposed connecting the patchwork of conservation areas with the Green Corridor.

RSPO RT7, Nov.2, 2009



- Chair: Paul Norton (HSBC)
- Speakers:
- Chen Ying (CFNA China)
 - Rukaiyah Rofiq and Sayuti (Yayasan SETARA Jambi)
 - Carl Traeholt and Christian Schriver (Orangutan Zoo)
 - Fred Stolle and Beth Gingold (World Wildlife Fund)
 - Sanin Triyanond (Patung)
 - Yusuke Saraya (Saraya)

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RT7 Session 4: RSPO as a Global Initiative

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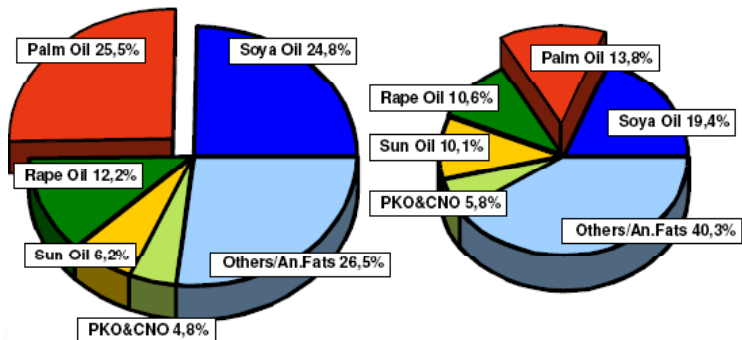
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Boost by 78 Mn T in 17 years or 4.6 Mn T on average.
 Accelerated growth by 7.9 Mn T per annum in the past 3 years.

World Consumption of 17 Oils & Fats

2007/08 - - 160 Mn T

1990/91 - - 82 Mn T

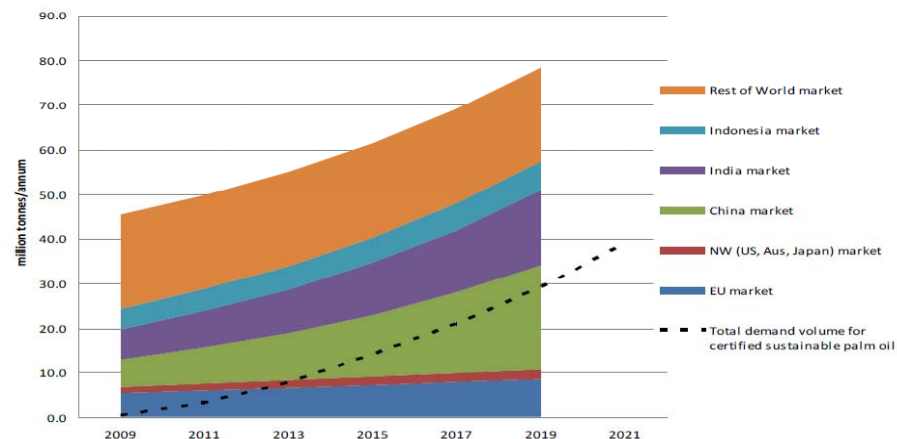


GEF 2009

M.R.Chandran

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Market forecast



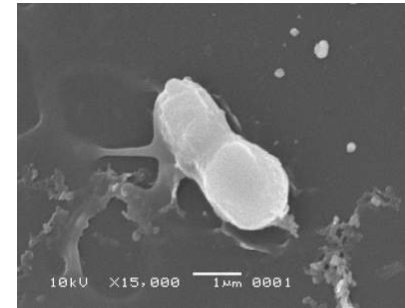
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Winner of the Lohas Design Award 2009

▼「未来型」ヤシノミ洗たくパウダー neo

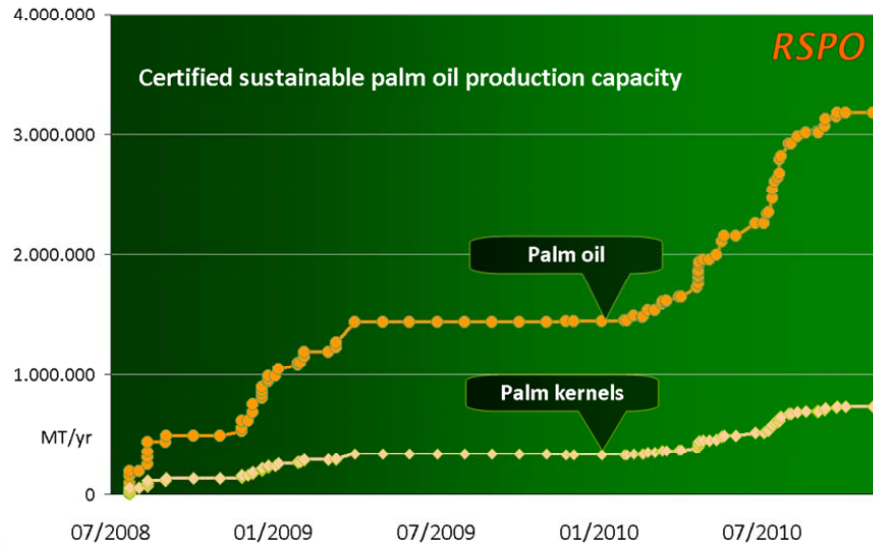
RSPO

Roundtable on Sustainable Palm Oil
Segregation



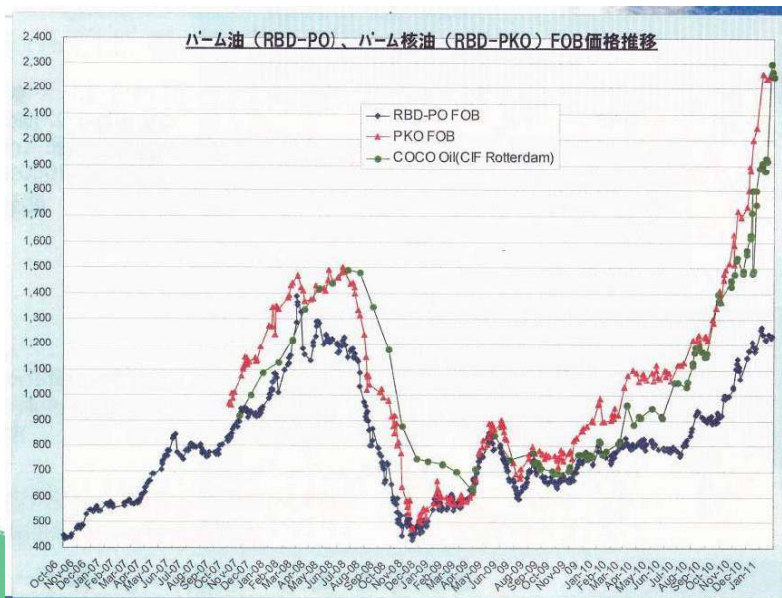
微細な“いきもの”=天然酵母が発酵でつくりだす、持続可能な天然界面活性剤を利用した、未来型洗たくパウダー！

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パーム油(RBD-PO)、パーム核油(RBD-PKO)FOB価格推移

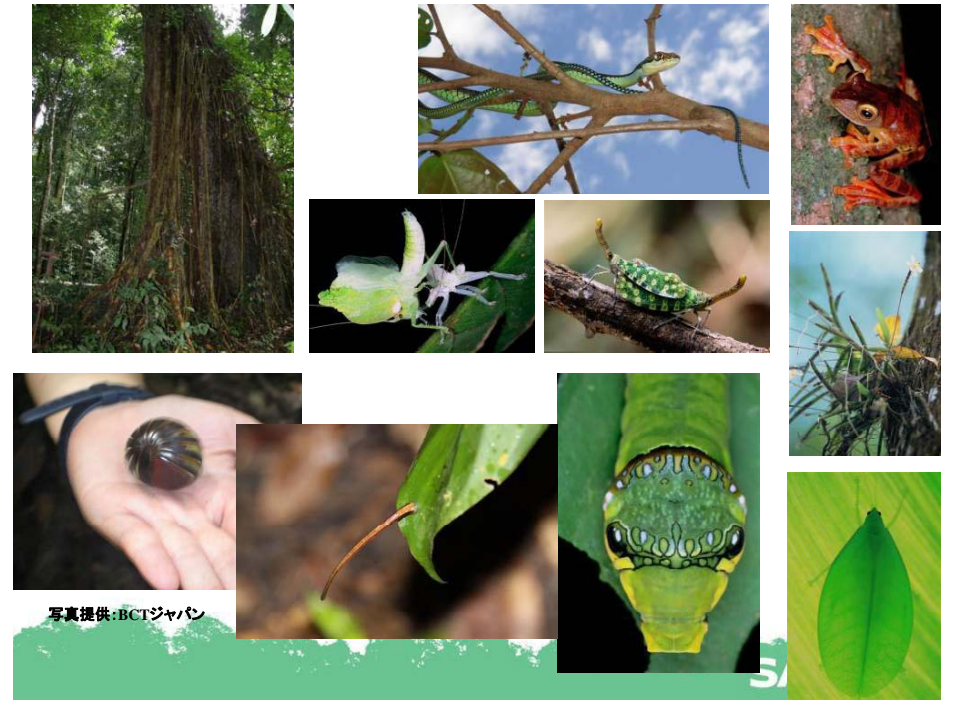


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PKOおよび高級アルコールの価格推移



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The lifestyle of Japanese : 4.3ha/人
 The average of the people on the Earth : 1.8ha/人
 ▽
 If everybody start to live like Japanese we will need
 2.4 pieces of the Earth !



The Lifestyle of the USA : 9.5 ha/people !



We need 5.3 pieces of the earth !

