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## Krispy Kreme

1 message

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Tue, Jul 19, 2016 at 7:23 AM

Reply-To: us@sumofus.org

To: Peter Burgess &lt;peterbnyc@gmail.com&gt;

Peter,

What's better than fresh, warm Krispy Kreme donuts? **Fresh, warm, deforestation-free Krispy Kreme donuts.**

**Sadly, 2 years after its promise to go deforestation-free, the donut giant is still sourcing palm oil from the ravaged rainforests of Southeast Asia.**

**Krispy Kreme is refusing to cut ties with IOI Group** – a leading Malaysian palm oil trader that's repeatedly failed to address complaints of deforestation and human rights violations. By sourcing conflict palm oil to fry its donuts, **Krispy Kreme is actively contributing to the slashing and burning of carbon-rich rainforest.**

The company set itself a deadline of the end of 2016 to clean up its supply chain. **There's not much time left for the company to take action.**

**Tell Krispy Kreme that it's time to break its silence and cut ties with IOI.**

IOI is a repeat offender that's been suspended twice from the Roundtable on Sustainable Palm Oil (RSPO) in 6 years, for deforestation, peatland drainage, operating without proper licenses, failing to prevent fires in its Indonesian concessions, and land conflict with local communities. The RSPO's standards are weak, and the industry-led body is known to be lax, **which shows how severe IOI's violations are.**

In the wake of the RSPO decision, IOI's stock value is already plummeting and financial pressure is mounting. In its own words, the suspension had caused "significant disruption" and "commercial and reputational losses." We have a unique opportunity to force IOI to change its ways.

**But Krispy Kreme is standing in the way by continuing to provide a market for IOI's deforestation palm oil.**

**Demand that Krispy Kreme does not remain complicit in rainforest destruction.**

Two years after adopting a no-deforestation palm oil policy, Krispy Kreme refuses to cut ties with IOI, a palm oil trader **engaged in deforestation and human rights violations.**

**It's time for Krispy Kreme to stand by its no-deforestation commitment and drop IOI.**

**SIGN THE PETITION**

The consequences of IOI's violations expand far beyond the boundaries of its plantations. By putting profit before the planet, **IOI increases fire risks in Indonesia, destroys the natural habitat of endangered species like the orangutan, and releases carbon bombs** from degraded peatland into the atmosphere.

Krispy Kreme's refusal to publicly denounce IOI stands in stark contrast to the prompt actions taken by other companies such as Dunkin' Donuts, Unilever, Nestlé, Kellogg, Mars, and General Mills. In total, two dozen major companies have cut ties with IOI since it lost its RSPO certification. **What is Krispy Kreme waiting for?**

### **Tell Krispy Kreme to keep its word and cut ties with IOI.**

At a time when major brands are dropping IOI like hot cakes, **Krispy Kreme is taking huge reputational risks, putting not only its brand in jeopardy, but also the protection of our planet's priceless rainforests.**

Two years after thousands of SumOfUs members called on Krispy Kreme and pushed the company to publicly commit to sourcing deforestation-free palm oil, **it's long overdue for the donut chain to walk the talk.**

Thanks for all that you do,  
Carys, Hanna, Fatah, and the team at SumOfUs

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More information:

[RSPO: Completely Worthless, or Just Mostly Worthless?](#) , The Huffington Post, 31 March 2016.

[Nestle, PepsiCo, and other big corporations promised to protect forests. Who's following through?](#), Grist.org, 19 May 2016.

[Sweet: Dunkin' Donuts and Krispy Kreme Pump Up Pledge On Palm Oil](#), NPR, 18 September 2014.

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