

Particulars

Organisation Name	Gutscher Mühle Traismauer GmbH		
Corporate Website Address	www.mueslibar.com		
Primary Activity or Product	Affiliate Member		
Related Company(ies)	Company	Primary Activity	RSPO Member
	Haco AG	Manufacturer	No
Country Operations	Austria		
Membership Number	9-0285-13-000-00		
Membership Type	Supply Chain Associate		
Membership Category	Organisations		
Primary Contacts	Dr. Markus Dürrschmid Address: Kremserstrasse 55 Traismauer Austria 3133		
Person Reporting	Dr. Markus Duerrschmid		

Related Information

Other information on palm oil:

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Reporting Period	01 July 2012 - 01 July 2013
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Affiliate Members / Supply Chain Associate

Operational Profile

1. What are the main activities of your organisation?

Manufacturing of cereal bars and breakfast cereals

2. Activities undertaken to promote sustainable palm oil, the RSPO and/or members in the reporting period

Start of the membership within RSPO in March. Buying RSPO-certified palm oil since June 2013.

3. Do you have any collaborations with the industry players/private sector to support them in the market transformation towards CSPO?

No

If yes, please give details:

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4. What percentage of your organization's overall activities focus on palm oil?

10

5. How is your work on palm oil funded?

currently it is funded by the company but of course in a longer view it has to be earned through the selling prices of the produced goods.

Actions for Next Reporting Period

6. Outline actions that will be taken in the coming year to promote sustainable palm oil.

next year we aim for 60 % RSPO oil coverage.

Challenges

1. Significant economic, social or environmental obstacles

In the private label business we are very dependent on our customers when changing to RSPO oil. They are the ones who define which raw materials shall be used to manufacture "their products".

2. How would you qualify RSPO standards as compared to other parallel standards?

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Cost Effective:

Yes

Robust:

Yes

Simpler to Comply to:

No

3. How has your organization supported the vision of RSPO to transform markets?

B2B education
