



Date: July 25, 2013

**OPEN LETTER TO HON. PRIME MINISTER JEAN-MARC AYRAULT**

Hon. Prime Minister Ayrault

On behalf of The National Association of Smallholders, Malaysia (NASH), which represents over 300,000 small palm oil farmers across Malaysia, and the Malaysian Palm Oil Council (MPOC), the industry promotional body, we look forward to your upcoming visit to Malaysia. Hon. Prime Minister, we would like to draw your attention to the ongoing campaign of misinformation by French companies and politicians against Malaysian-produced palm oil.

Palm oil is of vital importance to Malaysia's economic advancement and for our small farmers, their families and local communities. French companies, namely: Casino, Systeme U, Findus, Lesieur, Lays and Jacquet, and some politicians have orchestrated a campaign of smear and intimidation against Malaysian Palm Oil in France. This is of major concern to families, communities and industry from across Malaysia.

Hon. Prime Minister, ahead of your visit to Malaysia, we would like to urge you to please put an end to the actions of a few companies and individuals in France, which is having a deleterious impact on the palm oil industry and the communities here in Malaysia. We would like to kindly request the following:

1. French companies Casino, Systeme U, Findus, Lesieur, Lays and Jacquet to immediately cease their discriminatory campaign, including labeling, that denigrates palm oil. The Tribunal de Commerce in Paris has ruled the advertising of Systeme U to be unjustified: this ruling must be enforced and must be respected, by all parties.
2. Encourage the Direction Générale de la Concurrence, de la Consommation et la Répression des Fraudes (DGCCRF) to utilize existing authority and powers under their remit to investigate and sanction those companies where they are acting in an unlawful or unjustified manner in denigrating palm oil. DGCCRF is the French Government agency responsible for regulating consumption and competition. They must act to prevent discriminatory and unfair campaigns against Malaysian Palm Oil.
3. Urge Senator Yves Daudigny to cease his anti-palm oil campaign. Senator Daudigny's allegations and claims about palm oil have been condemned by scientists, economists and trade experts. The Senator continues to threaten new discriminatory measures against Malaysian Palm Oil.

**Malaysian Palm Oil Council** (192835-K)

2nd Floor, Wisma Sawit, Lot 6, SS6, Jalan Perbandaran, 47301 Kelana Jaya, Selangor Darul Ehsan, Malaysia

Tel: +603 7806 4097 Fax: +603 7806 2272

Website : [www.mpoc.org.my](http://www.mpoc.org.my)

**PERSATUAN KEBANGSAAN PEKEBUN-PEKEBUN KECIL MALAYSIA** (1737(Selangor))

**NATIONAL ASSOCIATION OF SMALLHOLDERS MALAYSIA (NASH)**

D-1-11, Setiawangsa Business Suites, Jalan Setiawangsa 11, Taman Setiawangsa, 54200 Kuala Lumpur.

Telephone: + 603-4251 0984 / 4251 0992 Fax: +603-4266 4444 Email: [info@pkpkm.org](mailto:info@pkpkm.org) Website: [www.pkpkm.org](http://www.pkpkm.org)



The current anti-palm oil campaigns in France are a cause of major concern for hundreds of thousands of small farmers and the entirety of the Malaysian Palm Oil industry across Malaysia. False allegations about nutrition, and about the environment cannot be allowed to stand. The reality is that palm oil is the most efficient vegetable oil in the world, it is 100 per cent free of dangerous trans fats, and is a major catalyst for poverty reduction and increased prosperity here in Malaysia and elsewhere in the world. These facts are known to all serious scientists and academics, including many in France from the Institute Pasteur, CIRAD and other respected research institutes. Malaysia far exceeds France's commitment to conservation –preserving 56 per cent of forest cover compared with France's 29 per cent currently. Malaysia's commitment is well above United Nations targets.

Hon. Prime Minister, the strong and growing relationship in trade between France and Malaysia must be a two-way relationship, built on mutual trust and understanding. Palm oil is one of Malaysia's most important exports and many families in our community depend upon it. A stop to the anti palm oil campaigns will certainly go a long way in supporting the small farmers and their families.

Thank you.

Yours sincerely

**Tan Sri Datuk Dr. Yusof Basiron**  
Chief Executive Officer  
Malaysian Palm Oil Council

**Dato' Haji Aliasak Haji Ambia**  
President  
National Association of Smallholders Malaysia

c.c. Y.B. Dato' Seri Douglas Uggah Embas – Minister of Plantation Industries & Commodities, Malaysia

Mr. Zamshari Shaharan – Deputy Chief of Mission/Minister Counsellor, Malaysian Embassy in France

H.E. Mrs Martine Dorance- Ambassador, Republic of France to Malaysia