CLIMATE CHANGE A BRAND POPULAR MARKETING OPPORTUNITY FOR PALM OIL

Giri Nurpribadi
STT Pelita Bangsa
girinurpribadi@gmail.com

ABSTRACT

Every year, 1.8 billion tonnes of climate changing greenhouse gas emissions are released by the degradation and burning of Indonesia’s peatlands, four percent of global greenhouse gas emissions from less than 0.1 percent of the land on earth. Research show how, through growing demand for palm oil, the world’s largest food, cosmetic and biofuel industries are driving the wholesale destruction of peatlands and rainforests.

Overlaying satellite imagery of forest fires with maps indicating the locations of the densest carbon stores. Statement of research have been able to pinpoint carbon ‘hotspots’ in Indonesian province of Riau on the island of Sumatra, to document the current activities of those involved in the expansion of palm oil. The area of peatland in Riau is tiny, just four million hectares, about the size of Taiwan. Yet Riau’s peatlands store 14.6 billion tonnes of carbon, if these peatlands were destroyed, the resulting greenhouse gas emissions would be equivalent to one year’s total global emissions. Growing concerns regarding global warming and the impact of carbon emissions on the environment have resulted in several initiatives on emissions control which will encourage the use of renewable fuels and energy. Those represent tremendous opportunities for oilseed growers and processors.

Research Methods for Climate Change a brand popular marketing opportunity for palm oil with qualitative research so that focus carbon trading as an implications global warming, stocks carbon which fluctuation climate change including sun temperature, water precipitation and relative humidity.

The idea of producing endless efforts supply chain management of inexpensive and climate friendly fuel from what sprouts from soil seems almost too good to be true for a world worried about global warming, yet keen not to change its life style aspirations or the efficiency of its vehicles, and it is too good to be true, just look at the volume involved.

Keywords: Climate Change, Supply Demand, Greenhouse gas, and Carbon Trading.