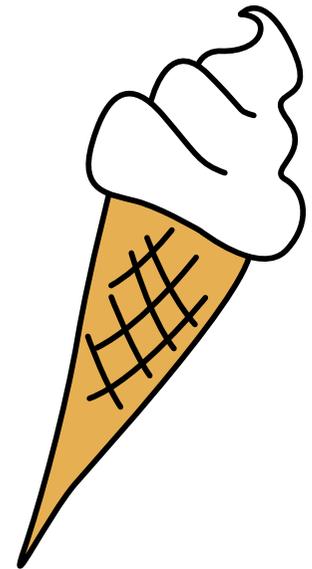


Writing persuasive sentences
Why use sustainable palm oil
products?

LEARN AT **CHESTER ZOO**



Success criteria

I can write:

- at least one persuasive sentence about sustainable palm oil.
- a sentence containing more than one persuasive language feature.
- a persuasive sentence about more than one related fact.

What is palm oil? Why is it useful?

Palm oil comes from the **FRUIT** and **SEED** of the oil palm plant, native to West Africa

85% of palm oil is grown in Indonesia and Malaysia, however



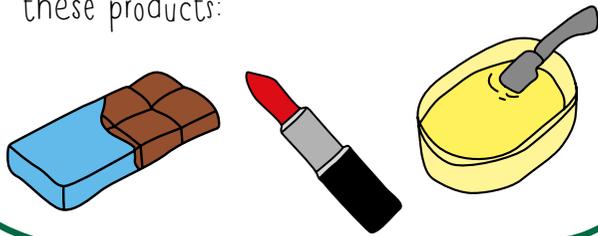
Palm oil is the world's *most commonly used* vegetable oil

Palm oil can be found in over **50%** of products on supermarket shelves

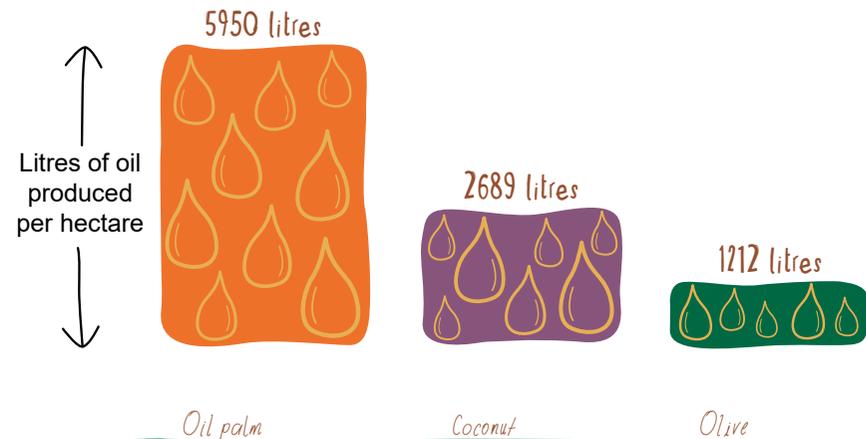
The Good

Palm Oil can be used for many things.

Up to 50% of products in a UK supermarket might contain it. You might find palm oil in these products:



Oil palms produce more vegetable oil than other oil crops.



It's vital for developing countries.



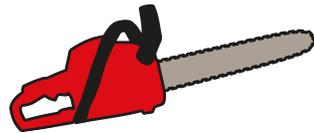
A poor agricultural country that is seeking to become more advanced economically and socially.

It has the potential to be produced sustainably which can help to protect rainforests.



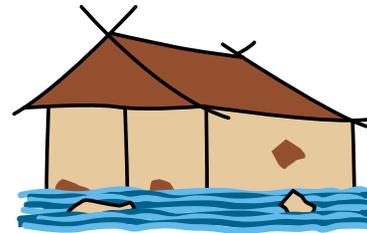
The Bad

Rainforests may be destroyed to grow palm oil



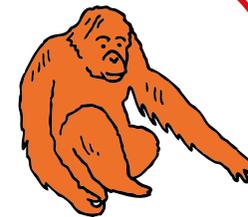
It affects local people who may not be treated well.

Removing forests can cause flooding. This DAMAGES crops and people's homes.



Palm oil plantations can have very little plant diversity.

Many species, including orangutans, can't survive on the oil palm fruit alone so are forced to move to other areas in a habitat which is rapidly shrinking.



What do you know about sustainable palm oil?

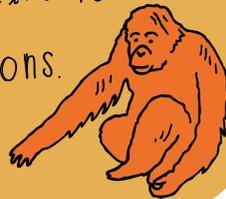


You may already know about palm oil and the need for it to be sustainable. If not, the following slides will be useful. If you do, they will be a useful reminder...

Palm oil has the POTENTIAL to be environmentally friendly, if grown sustainably

Sustainably produced palm oil must meet certain criteria:

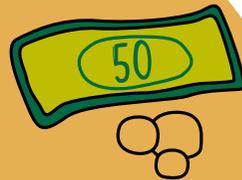
Land with *significant wildlife* is **not** used for new plantations.



Wildlife corridors are kept to connect species together.



Workers are cared for and given proper wages and rights.



Plantation owners follow best practice to make the plantation efficient and reduce the effect on the environment.

Why is it important to have sustainable oil palm plantations?



Share the sustainable palm oil fact cards with your group.

PALM OIL FACT CARD 1 *

The vegetable oil 'palm oil' is used all over the world. Oil palm trees are an important money earner for Indonesia and Malaysia, so palm oil is sometimes called 'green gold'. Plantations are also now in West Africa and South America.



To grow oil palm trees, you need:
1780–2280mm of rain a year
a 2 to 4 dry month period
21–24 °C average minimum temperature

PALM OIL FACT CARD 3 *



Oil palm trees can grow as tall as 20 metres and live for about 25 years.

The stem of the tree can grow as much as 0.5m in diameter.

Persuasive letter

You would like to persuade the CEO (Director) of a supermarket to stock only products that contain sustainable palm oil.

What persuasive techniques do you know?
(Think about how you might persuade someone to do something e.g. take you to the cinema).



Features of a persuasive letter

- Clear introduction and conclusion
- Statement of topic and opinion in introduction
- Paragraphs with reasons and evidence to support
- Complex sentences linked with connectives like: therefore, because, so, however, even so etc.
- Persuasive language e.g.
 - ◇ A Alliteration
 - ◇ F Facts
 - ◇ O Opinions
 - ◇ R Repetition and Rhetorical questions
 - ◇ E Emotive language
 - ◇ S Statistics
 - ◇ T Three (rule of three)



Persuasive language

- **A** Alliteration
- **F** Facts
- **O** Opinions
- **R** Repetition and Rhetorical questions
- **E** Emotive language
- **S** Statistics
- **T** Three (rule of three)

Alliteration

E.g. **Formidable, fantastic farming**
sustainable methods mean that food
produced is more environmentally friendly

Facts

E.g. To be recognised as sustainable,
a plantation owner is not allowed to cutdown
the life giving trees of the rainforest.

Opinions

E.g. **It is my belief** that sustainable palm oil is preferable to other oils, since it is more efficient and uses less land than other vegetable oil crops.

Repetition

E.g. **It is important** for the world to understand the importance of sustainable palm oil. **It is important** that only this type of palm oil is used.

Rhetorical questions

E.g. Can you really continue to sell unsustainable palm oil, when you know what damage it is doing to life on this Earth?

Emotive language/ Statistics

The world's rainforests cover **less than 3%** of the earth but are home to over 50% of the planets land species.

Rule of three

E.g. Sustainable palm oil is environmentally friendly, uses less land and is produced under better working conditions.

Use of the fact cards

- Choose one fact card.
- Write down a persuasive sentence for each fact, using persuasive language:
 - ◇ A Alliteration
 - ◇ F Facts
 - ◇ O Opinions
 - ◇ R Repetition and Rhetorical questions
 - ◇ E Emotive language
 - ◇ S Statistics
 - ◇ T Three (rule of three)

Success Criteria:

- I can write at least one persuasive sentence about sustainable palm oil.
- I can write a sentence containing more than one persuasive language feature.
- I can write a persuasive sentence about more than one related fact.

Extension:

If possible, try to include:

- More than one persuasive feature in a sentence.
- More than one related fact in a sentence e.g. about deforestation.

Share the super sustainable palm oil sentences!

- Feedback your ideas to your group.
- If time allows, decide which impressive sentence you would like to share with the class!

What have you learnt?

Success Criteria:

- I can write at least one persuasive sentence about sustainable palm oil.
- I can write a sentence containing more than one persuasive language feature.
- I can write a persuasive sentence about more than one related fact.