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CCA SUPPORTS THE ENTIRE COCONUT INDUSTRY

FIGHT MISINFORMATION
CCA is unified and vocal in challenging misinformation about coconut oil's saturated fats. CCA has supported and promoted highly-accredited research that has been acknowledged by mainstream publications and experts.

REMOVE THE COCONUT ALLERGEN CLASSIFICATION FROM THE TREE NUT CATEGORY
Coconuts aren't nuts. They are drupes, but the FDA for allergen purposes has misclassified them under FALCPA as a tree nut. CCA is engaging with top immunologists, food allergy associations, trade groups, HCPs and consumers to correct this.

ESTABLISH QUALITY STANDARDS
Not all coconut is equal and trust is critical to protecting the industry. CCA has developed a VCO coconut oil verification program to help establish confidence in compliance and the consistency of an unadulterated supply chain.

WORKING TOWARD A MORE SUSTAINABLE INDUSTRY
In 2021, CCA fielded a benchmarking survey to establish a baseline for industry measurement against the UN Sustainability Goals and is proactively working across the supply chain in communicating and supporting continuous improvement.

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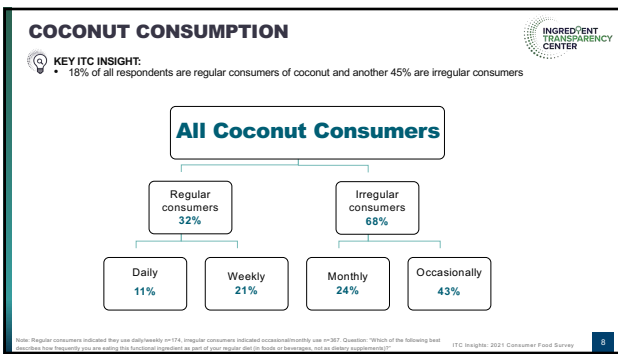
INGREDIENT TRANSPARENCY CENTER

ITC INSIGHTS: 2021 FUNCTIONAL FOOD AND BEVERAGE CONSUMER SURVEY

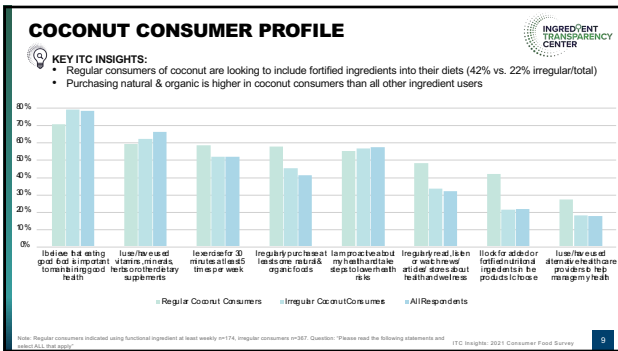
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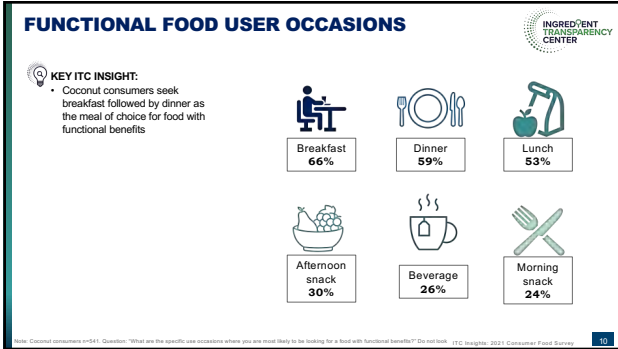
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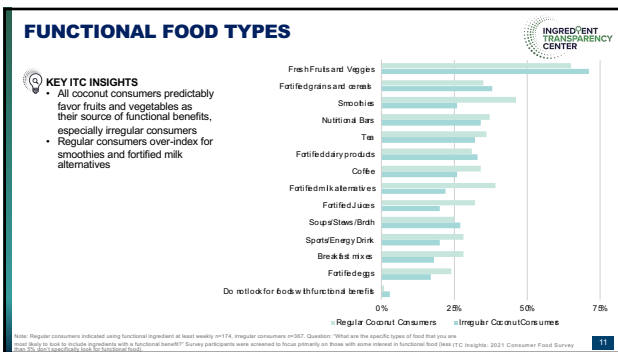
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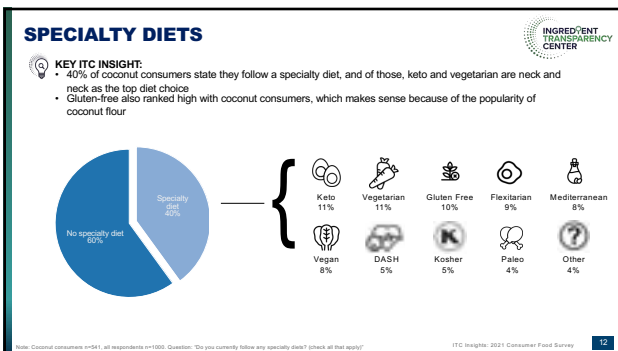
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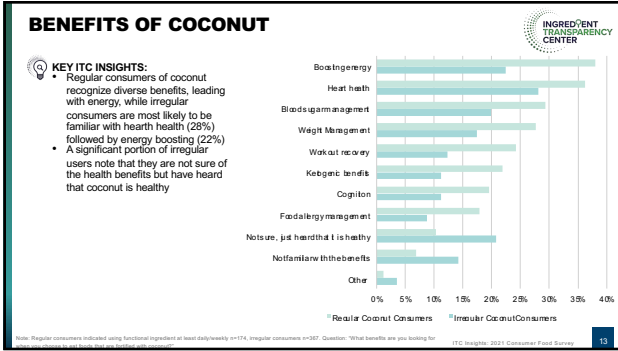
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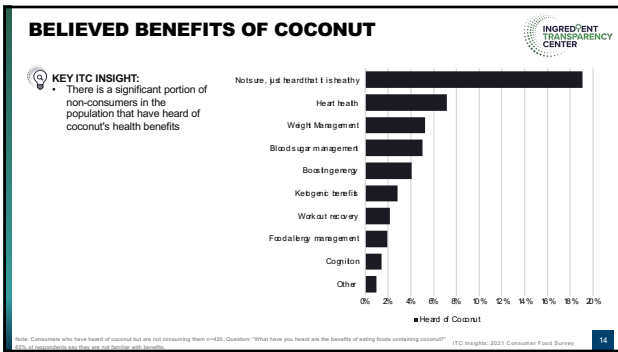
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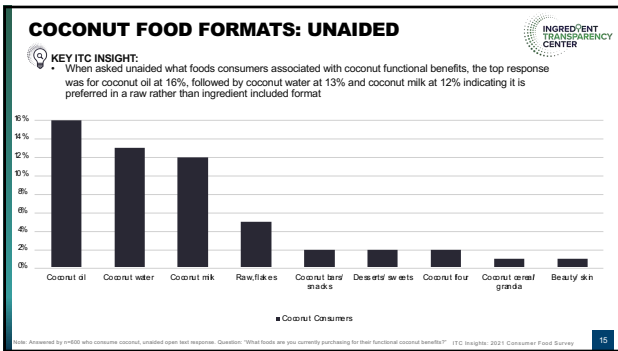
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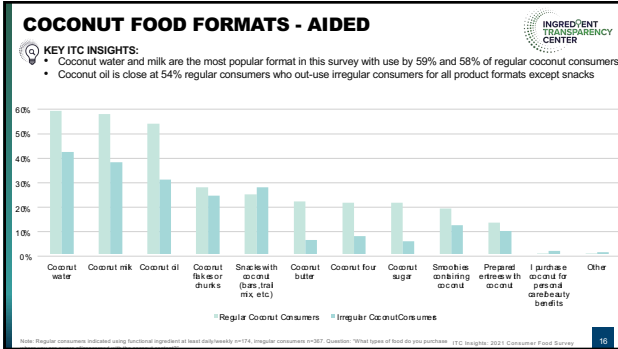
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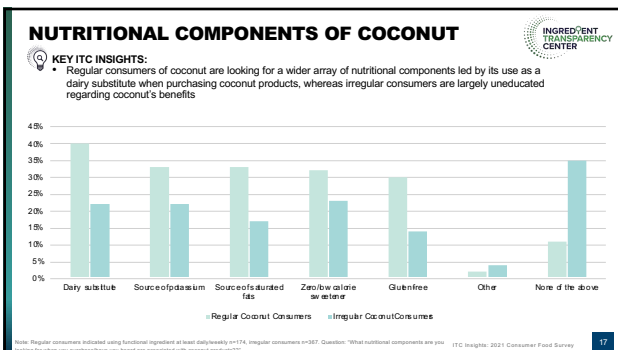
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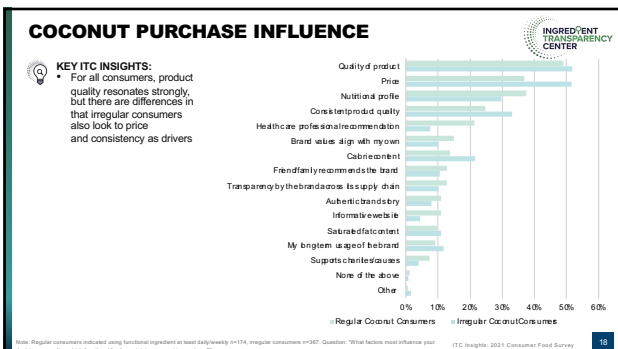
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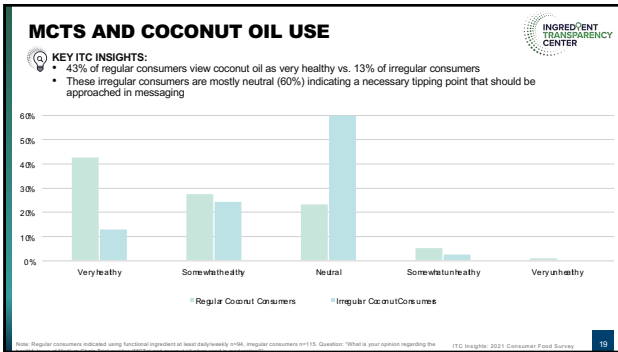
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