

GREENPEACE



GETTING AMAZON DESTRUCTION OFF YOUR DINNER PLATE



Forest campaign 2020-21

EXECUTIVE SUMMARY

Greenpeace is launching the next phase of our multi-year forests campaign.

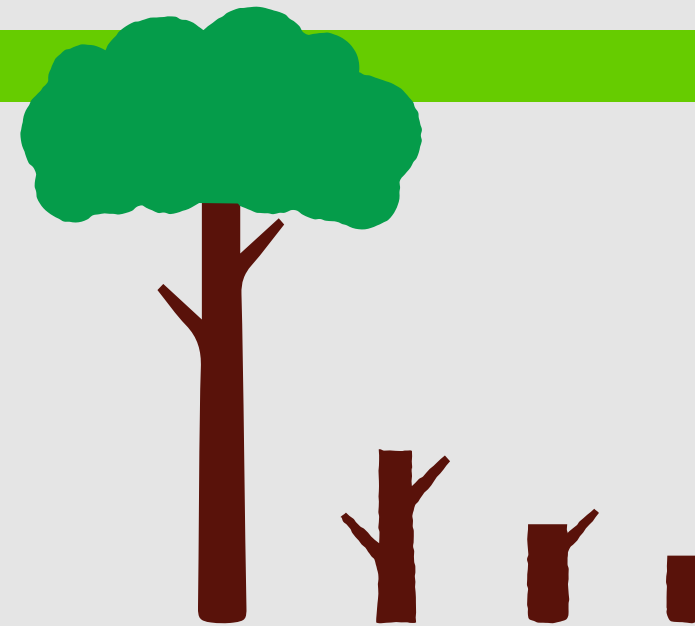
This year, our focus is the Amazon, a key climate ally holding up to 140 billion metric tons of carbon – enough to accelerate global warming significantly if even a portion was released.

The biggest driver of deforestation is ‘industrial meat’. This means meat produced in huge quantities, often in factory farms, and in a way that causes environmental harm – particularly because it needs large volumes of land in order to graze or produce soya-based animal feed. In 2018, 87% of soya imported into Europe was used for animal feed. Soya, and therefore animal feed, is the EU’s number one contributor to global deforestation. Much of the industrial meat sold in the UK is produced by companies owned by JBS – the world’s biggest meat company – repeatedly linked to deforestation for beef in the Amazon, further linking the UK’s industrial meat to forest destruction.

In the UK, it’s supermarkets and fast food companies, like Tesco and Burger King, who are buying and selling industrial meat and pushing it onto our plates. Supermarkets hold vast amounts of power over this system and even governments: the Brazilian government indefinitely postponed voting on a destructive Land Grabbing Bill after Greenpeace and WWF got [UK supermarkets to threaten to stop buying products from Brazil](#) if the vote went ahead. We will harness this power to make radical changes within big corporations in order to protect forests. We’ll also continue to support our Brazil office to undermine Bolsonaro’s anti-environment and anti-indigenous agenda by amplifying and directing the international outcry against attacks on Indigenous Peoples and the Amazon.

OUR AIM

is to get the UK on a pathway towards 70% reduction in all meat and dairy production and consumption by 2030, starting with phasing-out industrial meat.



This year, we want to tell these stories and move people to act: of the links between planetary health and human health; of the fight to save the Amazon. We want to join the dots between the industrial meat we eat in the West, and the destruction of forests including the Amazon, to force a shift in mindset.

We will lay responsibility for pushing an unhealthy, forest-wrecking diet with companies like Tesco, McDonald’s and Burger King, forcing them to adopt game-changing meat reduction strategies and to drop Amazon destroyers from their supply chains. We will mobilise tens of thousands to join our call for better food so that we can protect nature and let nature protect us. Our aim is to get the UK on a pathway towards 70% reduction in all meat and dairy production and consumption by 2030, starting with phasing out industrial meat.

The time of letting companies shift the blame onto the consumer and tinker round the edges of the problem is over – we need system change. Simply put, our health, the future of the world’s forests and the stability of the climate depends on us eating less industrial meat and dairy.

Our campaign to end the global industrial meat system to protect forests is hugely ambitious – but the urgency of the situation leaves us no choice. And we need your help to make it happen.

Please consider a gift to fund this critical effort to prevent the sixth mass extinction – before it’s too late.





THE PROBLEM

For the first time in history, the world is facing three global crises at once: health, nature and climate. Our health, the stability of the climate and the future of the world's biodiversity depend on healthy forests. Forests support countless species as well as more than 2 billion people. They provide us with clean air, improve the quality of our water, grow our food, regulate our weather systems and support the livelihoods of many. Forests are a key ally in our fight against climate change as they absorb harmful greenhouse gasses. In tropical forests, like the Amazon, a quarter of a trillion tons of carbon is stored away. However, deforestation globally diminishes their ability to do this and is already responsible for more carbon dioxide emissions than almost every country on earth.

Industrial meat is destroying the Amazon

Today, the Amazon is under threat more than it has been in decades. Spurred on by Brazil's President Jair Bolsonaro, the Amazon and other precious forests are being slashed, burned and replaced by beef farms and soya plantations to produce industrial meat and dairy that's sold in the UK by supermarkets and fast food chains. The destruction of forests for industrial meat is releasing millions of tonnes of

OUR VISION

By 2030, forests are protected, the world (governments, companies, people) is moving to restore forests and other ecosystems that have been lost, companies producing, trading or buying agricultural commodities have stopped driving deforestation and climate change or are ceasing to exist, and societies (particularly Europe) have shifted to a largely plant-based diet.



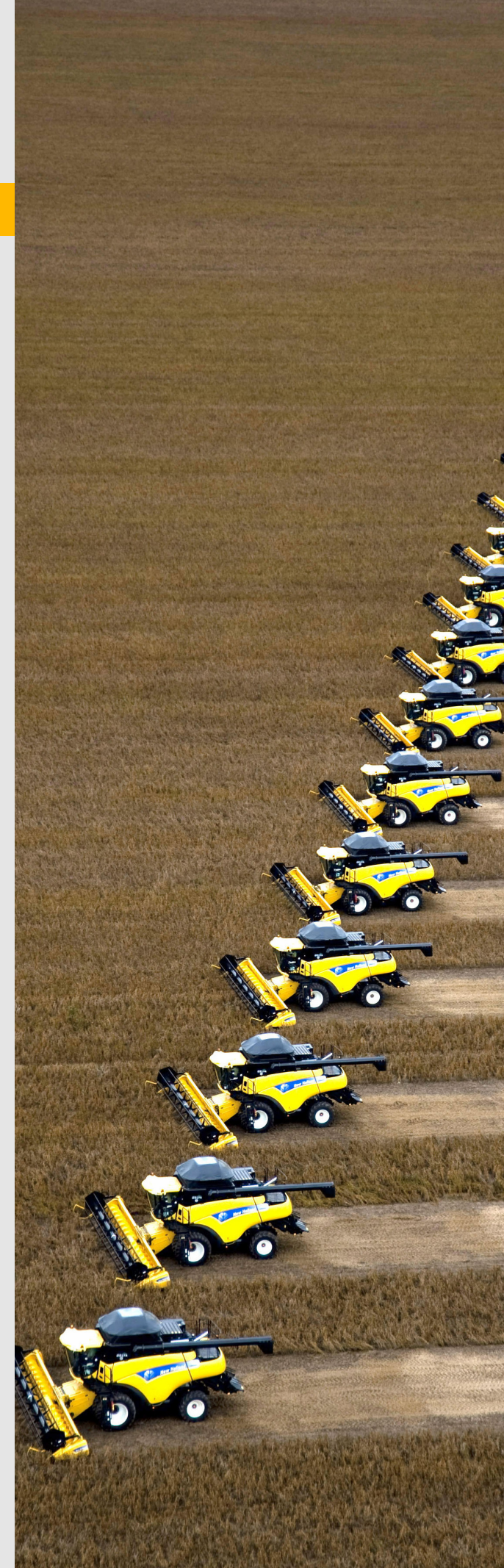
CO², accelerating climate change, threatening Indigenous communities and increasing the risk of future pandemics. But the link between what's sold here in the UK and Amazon destruction is not widely known. We can change this, and we must.

In the UK and Europe, industrial meat is reared in factory farms where animals are confined indoors under strictly controlled conditions. Most of their food is soya beans, grown on cleared land where precious forest once stood. Our reliance on meat and dairy products, fuelled by aggressive marketing from supermarkets and fast food companies, has resulted in an area of forest twice the size of the UK being destroyed and shows no sign of slowing down. [Scientists have warned](#) that if this rate of destruction continues, the Amazon will no longer be able to sustain itself as a rainforest, and instead turn into savannah.

Meanwhile in Brazil, where activists and Indigenous communities have been defending the forests for decades, Bolsonaro is using the COVID-19 crisis as a 'secret weapon' against Indigenous People, and forest destroyers are using the pandemic as an opportunity. Deforestation alerts in the [Brazilian Amazon jumped by 64 per cent in April](#) compared to last year. As we enter the annual fire season in the Amazon, it is predicted to be even worse than 2019 which saw a record 80,000 fires turn the skies above São Paulo black.

COVID-19 has also bought another deforestation risk into sharp focus: viruses. Deforestation, largely driven by industrial meat, brings humans into increasingly closer contact with animals' natural habitats. Yellow fever, malaria and ebola are all examples of pathogens that have jumped from one species to another at the edge of forests.

Simply put, our health, the future of the world's forests and the stability of the climate depends on us eating less meat and dairy.



PROGRESS SO FAR

Greenpeace has a long history of campaigning for forest protection, especially in the Amazon, and we've won some key victories such as the Soya Moratorium in 2006 and persuading the world's largest palm oil trader to publish a detailed action plan about how they're going to meet their zero-deforestation commitments. More recently, during the 2019 Brazil fires we targeted fast food companies for their role in Amazon destruction and in January, we released a new report '[Winging it](#)', linking chicken sold in the UK to soya feed deforestation in the Amazon.

Over the last two years there has been a significant shift in public consciousness around meat, with plant-based diets having a zeitgeist moment and companies falling over themselves to release new meat alternatives. A UK public poll in April 2020 showed, for the first time, a slight majority (52%) of people agree we need to reduce meat consumption.



Last year we targeted **Burger King's** iconic restaurant in London's Leicester Square to highlight their links to **Amazon forest fires**.

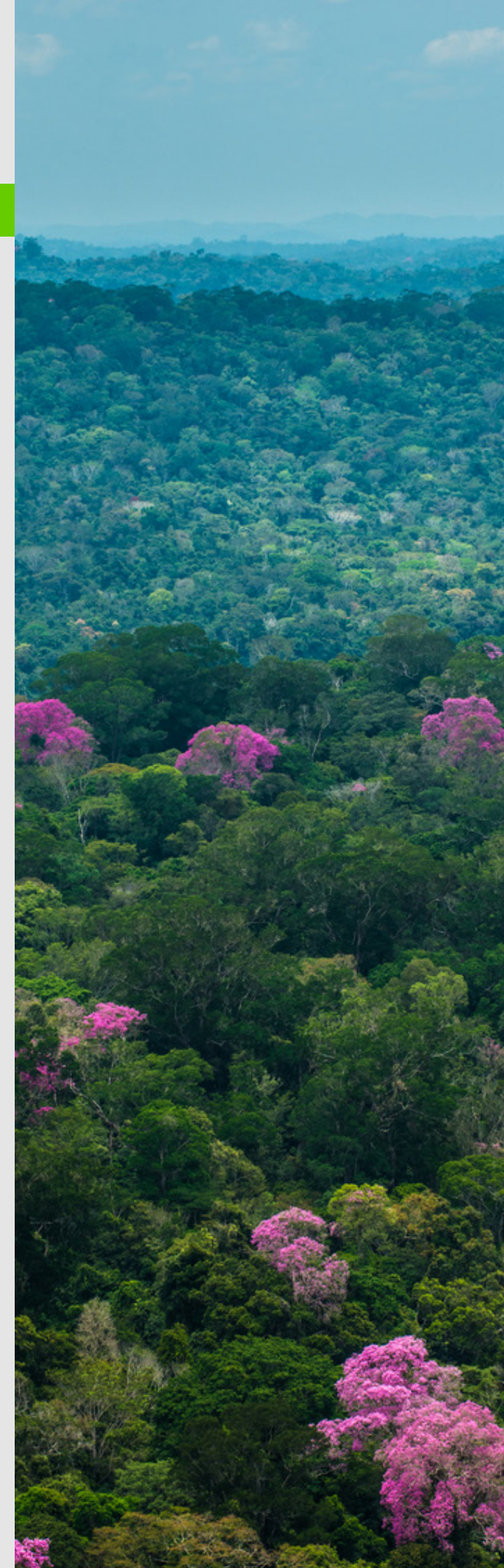


Each of us can play a part in changing this situation by **eating less meat and dairy** – but the key is to bring people together to educate and **expose the corporations involved** and work together to change it.

Case study

Influencing Jair Bolsonaro's authoritarian government is complex – speaking out about Brazilian matters plays into his rhetoric of foreign influence. However, this year we saw a breakthrough by using cold, hard economics. Our colleagues in Greenpeace Brazil alerted us to the fact that the Brazilian Government was trying to table a bill that would legalise historic land grabs. The law would favour criminal organisations behind illegal deforestation and land conflicts. Within 48 hours, together with WWF, Greenpeace managed to sign 41 major UK companies, including the biggest supermarkets and Burger King, to a letter to the Brazilian government to say they would suspend trade if the bill went ahead. Pressure from UK supermarkets, alongside MPs, celebrities, NGOs and the public, succeeded in preventing the Brazilian Congress from voting on a law that had the potential to strike a fatal blow to the Amazon rainforest.

Each of us can play a part in changing this situation by eating less meat and dairy – but the key is to bring people together to educate and expose the corporations involved and work together to change it. With our global reach, millions of supporters, expertise in successful markets campaigning and network of allied NGOs around the world, Greenpeace is uniquely able to deliver a project that exposes the hidden deforestation on our plates, and forces change from the companies, governments and individuals with the power to make it happen.



NEXT STEPS

We believe now is the time to make ‘industrial meat’ a second villain to fossil fuels in the climate emergency (and recent consumer research backs this up). Through powerful communications we will connect the dots between industrial meat, the risk of future pandemics, climate change, and the destruction of the Amazon. We will use the voices of key influencers and influential allies like doctors and farmers to bring these stories to new audiences. Our top level objectives are to:

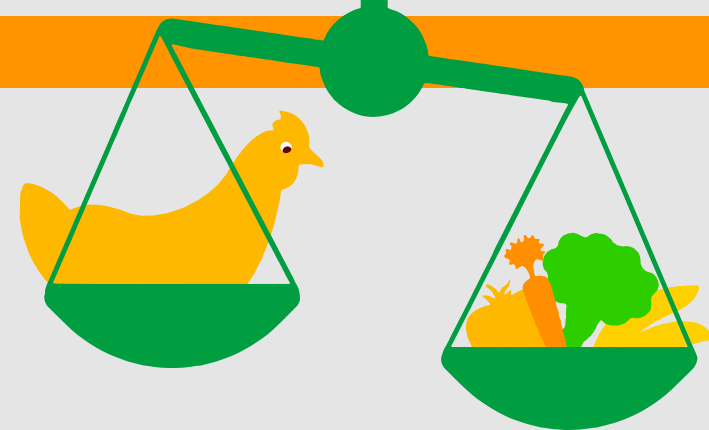
1. **Create widespread acceptance that a) people need to eat less industrial meat, and b) that companies have a high level of responsibility to produce and sell less.**

We will create and promote digital content that makes the link for people between eating meat, forest destruction and tackling climate change. Our content will inspire and empower people to make changes to their diet but firmly place responsibility on big companies, such as Tesco and Burger King, to lead the change. We will launch an exciting new animation film, based on the successful [Rang-tan concept](#) that reached over 10 million people worldwide, to explain and expose the problem. Our experience with Rang-tan shows this style of film will make sure our messages break out of the environment bubble and educate and inspire new audiences to take action.

Alongside our NGO allies, we will work with farmers, scientists, influencers and healthcare professionals to help us communicate our story, build our credibility amongst key audiences and put pressure on those with power. We also hope to find opportunities to directly confront the industrial meat sector in the UK, forming alliances with rural communities opposing giant factory farms.

2. **Get the UK on a pathway towards 70% reduction in all meat and dairy production and consumption by 2030, starting with phasing-out industrial meat.**

Once we have inspired millions of people in the UK and around the world to join our calls for action, we will galvanise the global movement and direct our strength in numbers towards what we do best: persuading those companies and governments with the power to change the system to do the right thing.

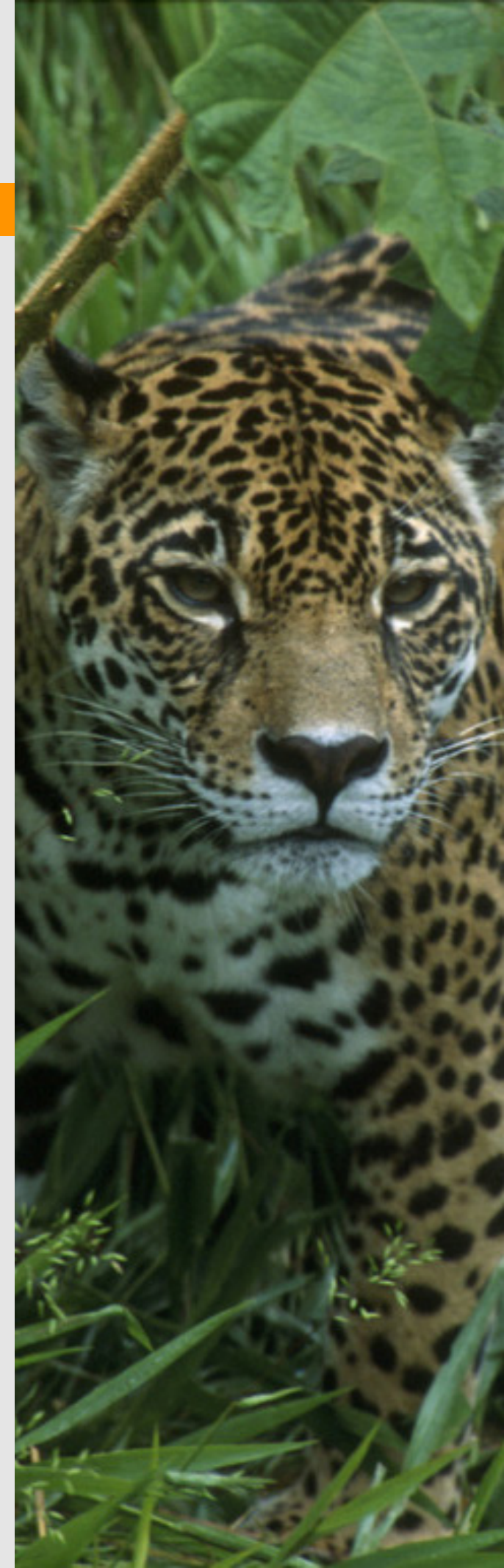


We will run petitions, get our volunteers out on the streets (hopefully), and mobilise our supporters to lobby supermarkets and fast food chains and explain why they need to dramatically reduce the amount of industrial meat they sell. We will call on UK brands, like Tesco and Burger King UK, to immediately stop buying meat and dairy from the companies responsible for forest destruction. **We will be demanding they replace at least half the meat on their shelves with plant based food by 2025.** These corporations have huge power and influence over the sector – so movement by them can snowball into sector wide, global change.

3. **Support our colleagues in Brazil to undermine the government's anti-environment and anti-Indigenous agenda and put pressure on UK companies to drop trade with Brazilian suppliers that profit from deforestation.**

We will continue to support our teams in Brazil to share stories and stand in solidarity with Indigenous People whose existence is threatened by the government's rolling back of forest and human rights protection, as well as the devastating impact of COVID-19. Our investigative news desk, Unearthed, will have particular focus on Brazil and investigate and expose stories which should further raise awareness of the problem and need for solutions.

During the summer months we expect fires in the Amazon to burn across vast areas – worse than even those we saw in 2019. Started by ranchers and landowners, fires clear forest to be replaced with cattle and crops. We will use this moment to mobilise international outcry at Bolsonaro's anti-environment agenda and show how our demand for industrial meat is placing unprecedented pressure on the crucial forests we need to preserve life on earth.





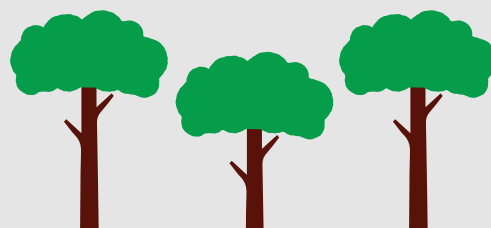
BUDGET

This is a major campaign that requires a substantial budget raised from hundreds of thousands of supporters around the world. This budget covers the cost of running our UK campaign team that is working in tandem with our colleagues in Brazil, as well as in Germany and the US.

A huge part of this budget will be on our exciting animation film 'Monster' described previously, with production costs and a big media spend to ensure it's seen far and wide. Our experience with Rang-tan tells us that this investment is well worth it. A further breakdown of Monster costs is available on request.

Campaigning, politics and lobbying	£328,120
Research & investigations	£393,219
Communications & engagement	£1,403,090
Offline interventions	£87,085
Senior leadership	£44,144
Total campaign cost	£2,255,657

Greenpeace is funded entirely by the generosity of individuals, enabling us to maintain our independence from governments, political parties and commercial organisations.



THANK YOU

The challenge is huge, but cannot be ignored – which is why we're prepared to take it on. But we need you to help us make it happen.