



FORESTS AND INDUSTRIAL FARMING

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Deforestation

Impact on:

- **Climate**
- **Nature**
- **People**
- **Health**

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Impact on the climate

The Amazon contains 90-140 billion metric tons of carbon - this is released if the forest is destroyed

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Impact on nature

- **The Amazon contains a third of tropical rainforests on Earth**
- **10% of all plants & animals live here**

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A photograph of two young boys in a small, narrow boat on a river. The boy in the foreground is leaning forward, handling a net that is dripping with water. The boy in the background is sitting and looking towards the right. The river is surrounded by dense, lush green mangrove vegetation. The water is a murky brown color. The overall scene is set in a natural, rural environment.

Impact on people

The Amazon alone is home to more than 24 million people.

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Impact on health

- **Increases risk of future pandemics**
- **Deforestation increases contact with wild animals**
- **Industrial farming also increases risk**

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An aerial photograph showing a stark contrast between a deforested area on the left and a remaining forest on the right. The deforested area is characterized by numerous curved, reddish-brown tracks, likely from heavy machinery, winding through a patch of green grass. The forest on the right is a dense, dark green canopy. The text "Industrial meat = Deforestation" is overlaid in white, bold, sans-serif font across the center of the image.

**Industrial meat =
Deforestation**

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A photograph of a large industrial chicken farm. The image shows a vast number of white chickens packed closely together in rows of cages. The lighting is bright, likely from overhead industrial lights, creating a somewhat washed-out effect in some areas. The perspective is from an elevated position, looking down into the cages. The overall scene conveys a sense of mass production and confinement.

What is industrial meat?

- **Produced in huge quantities**
- **Causes environmental harm**
- **Majority of UK meat is industrial meat**

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Soya

A large industrial silo filled with yellow soybeans. The silo is illuminated by warm yellow lights, creating a strong glow. The structure is made of a complex metal lattice. A person is standing at the bottom of the silo, providing a sense of scale. The overall atmosphere is industrial and somewhat somber due to the monochromatic yellow color scheme.

- **Second biggest driver of deforestation**
- **90% of it grown for animal feed**

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Diet

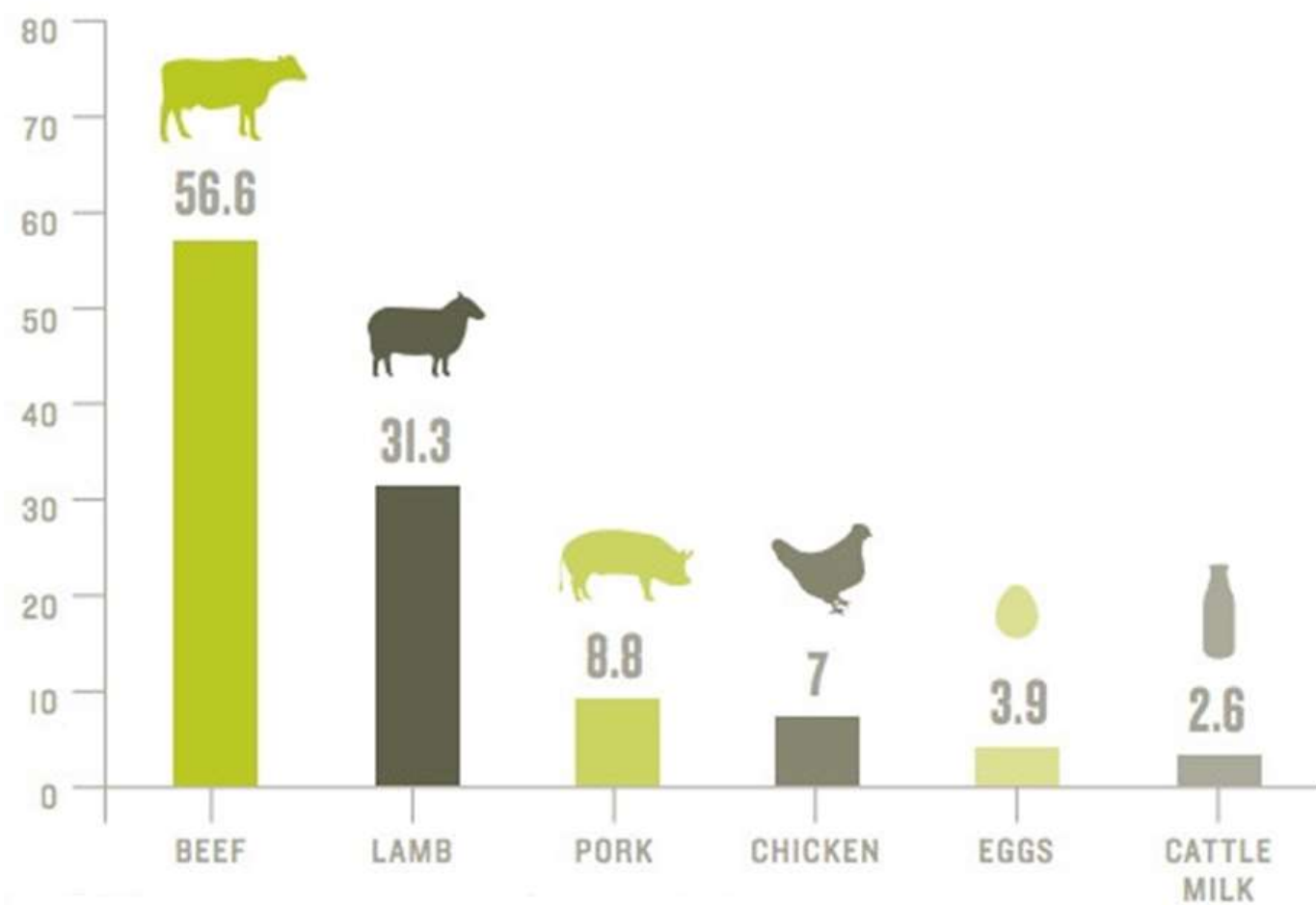
More emissions are produced in dairy and meat production than all forms of transport!

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FIG. 2: GHG EMISSIONS PER KG OF MEAT(KGCO₂EQ)

Source: Chatham House "Changing Climate, Changing Diets," 2015



Some startling statistics...

- **Agriculture = 25% of the world's carbon emissions**
- **Enteric fermentation = 40% of agri emissions**
 - **55% - non-dairy cows**
 - **18% - dairy cows**
- **Whole world = vegan? Only need 25% of world's growing land**

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We are reaching a tipping point

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Who's responsible?

- **Monster meat companies like JBS**
- **Supermarkets like Tesco**
- **Fast food chains like Burger King**

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What's Greenpeace doing?

Greenpeace UK





Greenpeace Europe

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Greenpeace Brazil



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Greenpeace Brazil

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Luta Pela Vida Camp

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What you can do:

- **Eat more plant-based foods**
- **Spread the word**
- **Write a letter to Tesco**

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Write a letter to Tesco

Post it:

Tesco CEO Ken Murphy, Falcon
Way, Shire Park, Welwyn Garden
City, Hertfordshire, AL7 1TW

Share it with Greenpeace:

getactive.uk@greenpeace.org

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Dear *[name of the person you are writing to]*

Introduce yourself and what the problem is.

My name is

I am writing to ask Tesco to stop selling meat that is causing deforestation.

Did you know that industrial meat, like you sell in your store, is the single biggest cause of deforestation in the world? Trees are destroyed to clear land for industrial farms and for growing animal feed.

I care about this because.....

Explain what you want them to do.

I would like Tesco to stop selling meat that is causing deforestation straight away. You could replace this with affordable plant-based food options instead.

Conclusion

Please let me know what action you take by sending a reply to.....

I look forward to hearing from you.

Your sincerely,

[your name]



Ken Murphy
Tesco House, Shire Park
Kestrel Way
Welwyn Garden City
Hertfordshire, AL7 1GA

Friday, 30th October 2020

Dear Mr Murphy,

Ten years ago, Tesco promised to decouple all its meat production from deforestation by 2020. As a Greenpeace activist and a Tesco customer, I am holding you to that promise. In this year alone, an area of Brazilian rainforest nearly the size of the UK has been burnt, just to make way for animal feed which is exported to meat producers around the world. By selling meat reared on animal feeds produced by JBS, or any of their affiliates, Tesco, and their customers, are bankrolling the large-scale destruction of virgin habitats – not only in the Amazon rainforest, but also the unique wetlands of Pantanal and the Cerrado savannah.

I am aware that Tesco are in the business of making money, not saving the planet. But allowing customers to enjoy guilt-free meat does not necessarily have to impact on profit – for example, if a wider range of meat-free alternatives are offered. People in the UK now eat 4 times as much meat per capita as in the 1960's, an increase which is neither sustainable nor healthy – or necessary.

I therefore ask that Tesco 1) sever all links between its supply chain and industrial meat and animal-feed production, 2) help their customers make the switch to eating less meat, and more plant-based alternatives, and 3) halve their meat sales by 2025.

With every good wish

Annette Marti

#H2020



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