

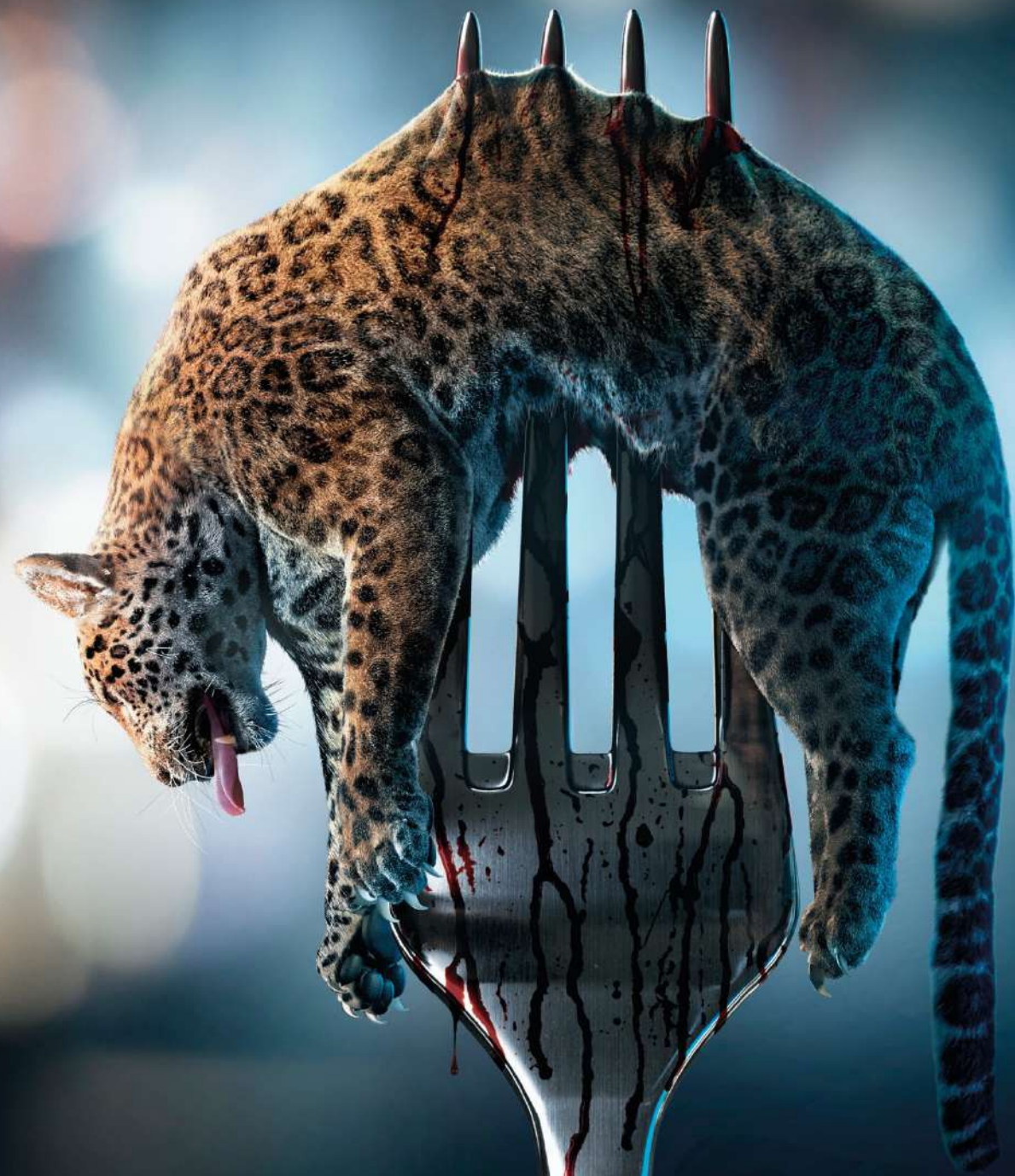
Carrefour nous enfume

TOUJOURS!

PRÉSENTATION DE LA CAMPAGNE

FIR - JANVIER 2023

Boris Patentreger



MIGHTYEARTH.ORG

SUPERMARKETS ARE CAUSING MASS
DEFORESTATION FOR FARMLAND THAT
KILLS WILDLIFE JUST TO FEED THE
MEAT WE EAT. TELL YOUR SUPERMARKET
TO #STOPFEEDINGDEFORESTATION



GREENPEACE

WHO WE ARE

- Mighty Earth is **global advocacy organization** working to defend a living planet
- Protect half of Earth for Nature and secure a climate that allows life to flourish
- Obsessed with **impact** and aspire to be the most effective environmental advocacy organization in the world
- Creating a “**perfect storm**” of campaigns, communications, and practical engagement with decision-makers that can rapidly transform whole industries and government policy
- We’ve secured **major commitments** to reduce the environmental impact of meat from supermarkets and leading agribusinesses, and driven billions of dollars in investment in clean energy. We’ve helped advance major new forest and climate policies around the world, helping break the link between environmental destruction and economic growth.

THE ISSUE

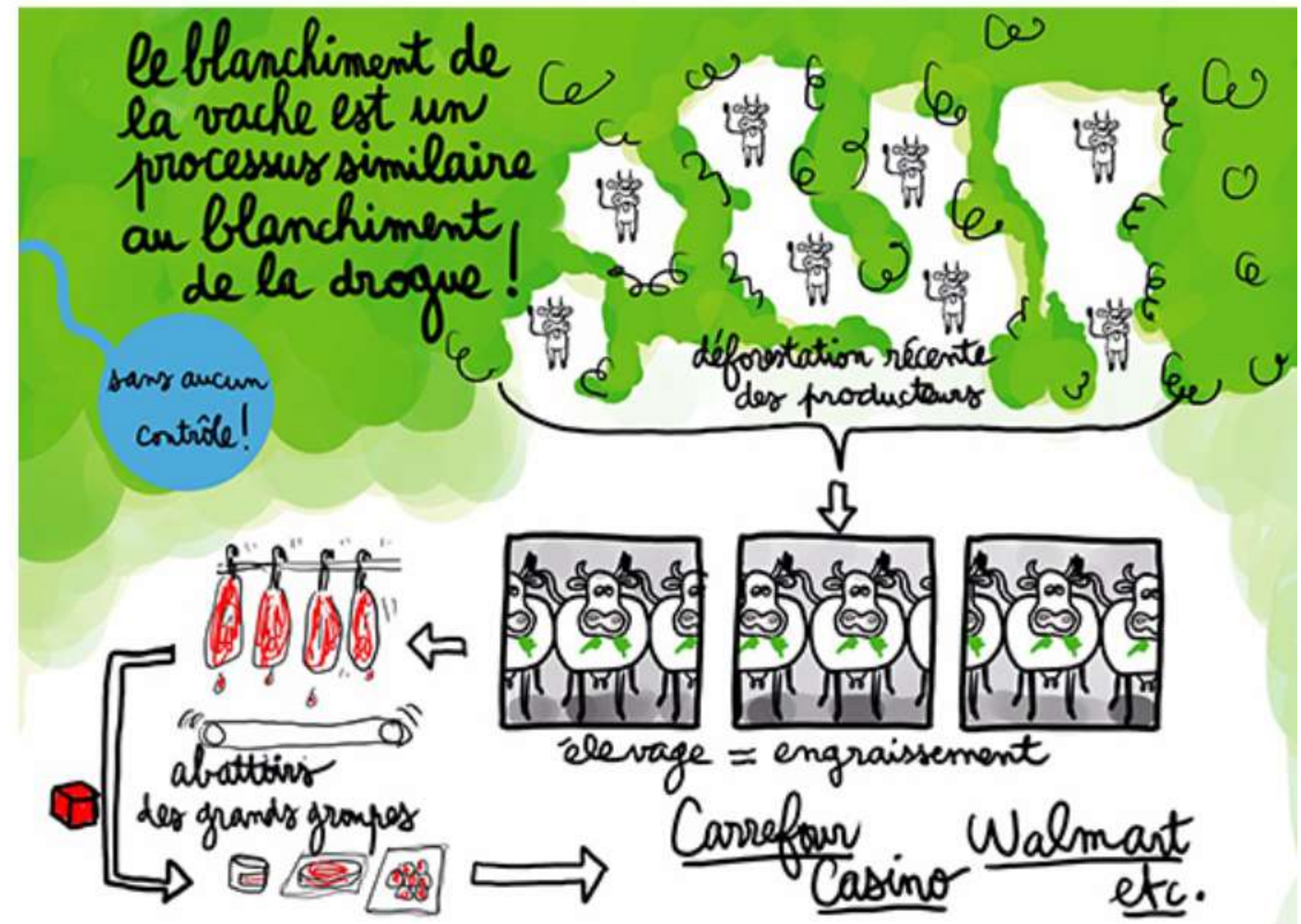
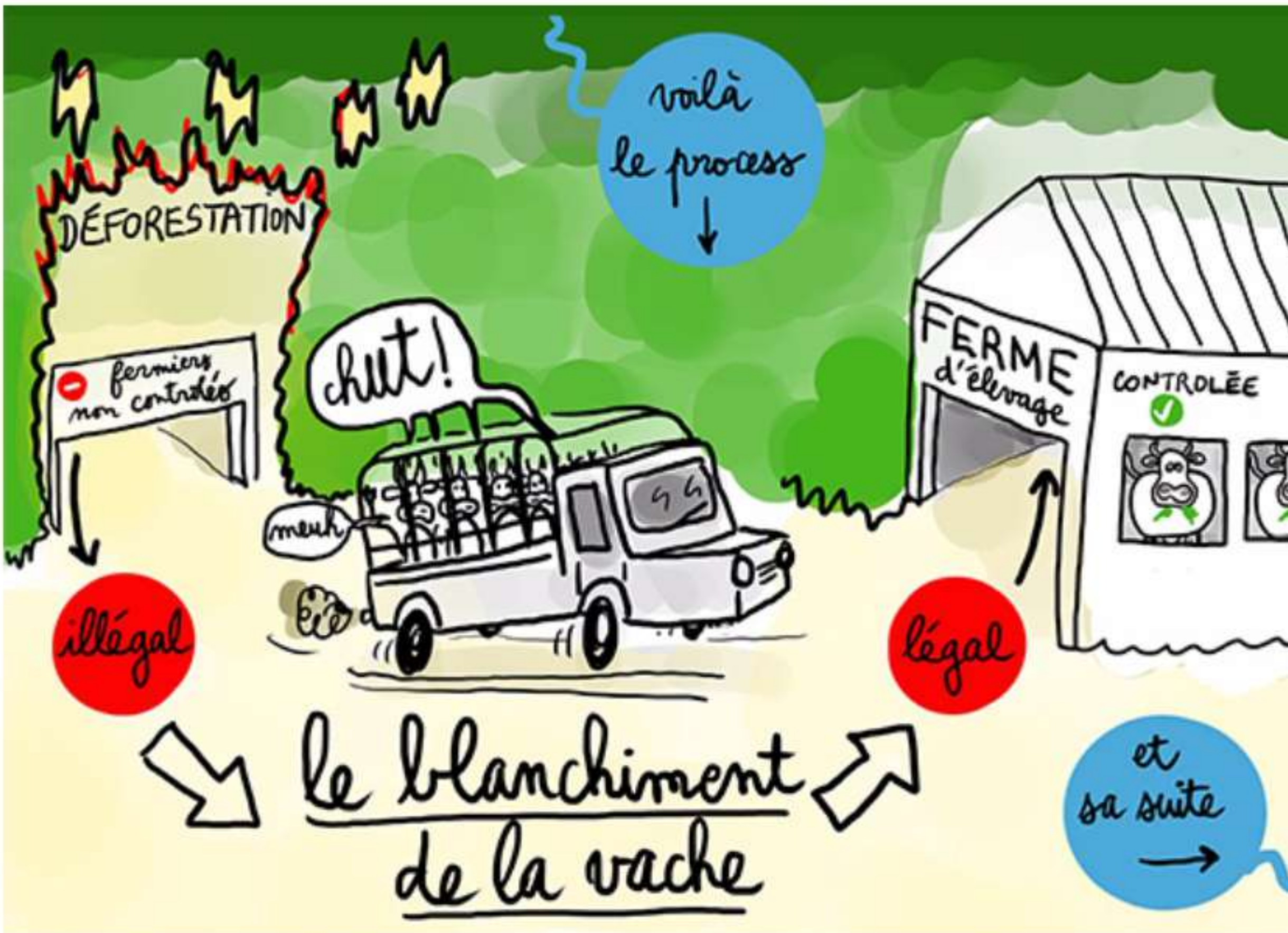
Beef is the main driver of the deforestation in South America and in the Amazon – **75% in Brazil**

Brazilian beef is sold in the Brazilian market - **74%**

Amazon rainforest tipping point is looming –
2 years of GHG emission globally

2022 figures show record surge in Amazon deforestation and Cerrado destruction - **75% more** with Bolsonaro than last decade





FRANCE HAS A HUGE FOOTPRINT IN BRAZIL

The 2 most important brazilian retailers are French. Carrefour is the biggest retailer in Brazil & just completed the acquisition of Grupo Big

The French Corporate **Duty of Vigilance Law** requests large companies in France to identify and prevent risks to human rights and the environment that could occur as a result of their business activities including suppliers or subcontractors globally





Schéma 1 : Le poids du groupe Carrefour dans la grande distribution au Brésil.
Source : Carrefour 2022

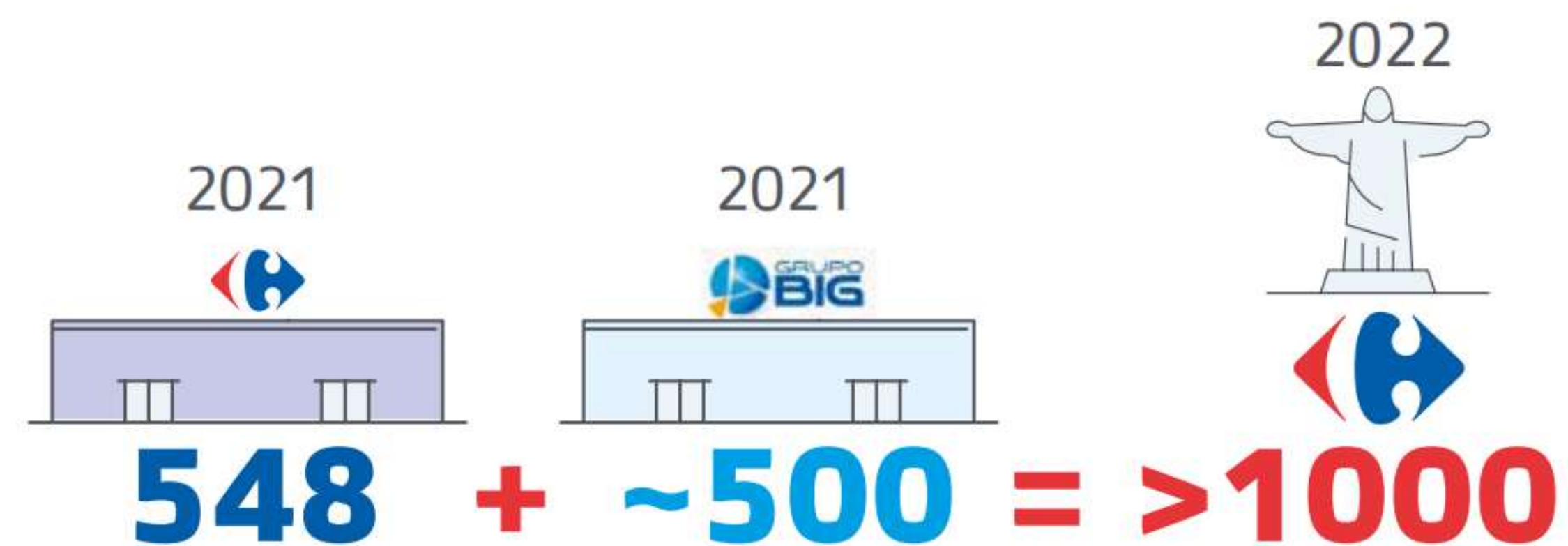


Schéma 2 : Le groupe Carrefour en 2022 au Brésil après l'acquisition de Grupo BIG.
Source : Carrefour 2022*



THEORY OF CHANGE.

We believe change in the Carrefour beef and soy policy can happen around the presidential election. Carrefour is premium sponsor for the Paris 2024 Olympics. **Momentum to act**

1. BEEF AND SOY SC ARE COMPLEX AND NOBODY IS TARGETTING CARREFOUR.

Huge impact of the companies being the leader in Brazil. Beef and soy sector are not mature

4. PROVIDE CONCRETE SOLUTIONS.

We present traceability solutions and experience from others sectors (Palm oil that delink deforestation to palm expansion)

2. ALL THE SC IS ENGAGED.

Regular discussion with carrefour to exclude Bunge/JBS and part of a coalition engage in lawsuit against Casino.

5. CHANGE THE LEADER, CHANGE THE INDUSTRY.

We commit retailers to cascade their decisions until the deforestation fronts

3. CAMPAIGN TARGETING CARREFOUR

Targeting decision makers at Carrefour with a communication campaign. Drop JBS campaign

6. FOLLOW THROUGH & ENFORCE.

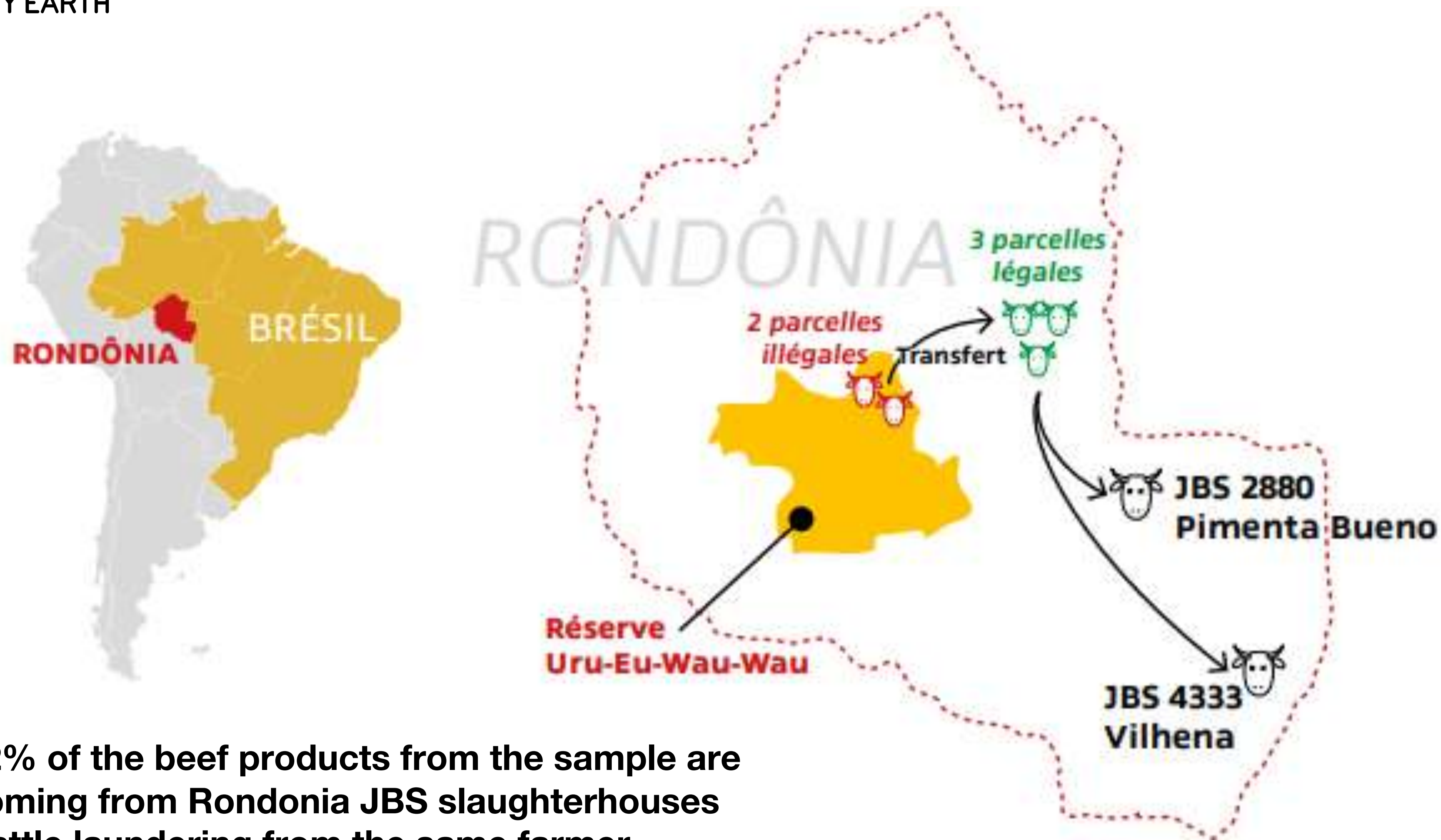
We use EU regulation, french DV law and rapid responses beef and soy monitoring to enforce the future commitments



Carte 1 : Localisation des magasins du groupe Carrefour
au Brésil où les 102 produits viande ont été identifiés.
Source : Mighty Earth 2022

- 102 beef products
- 6 stores
- May-august 2022

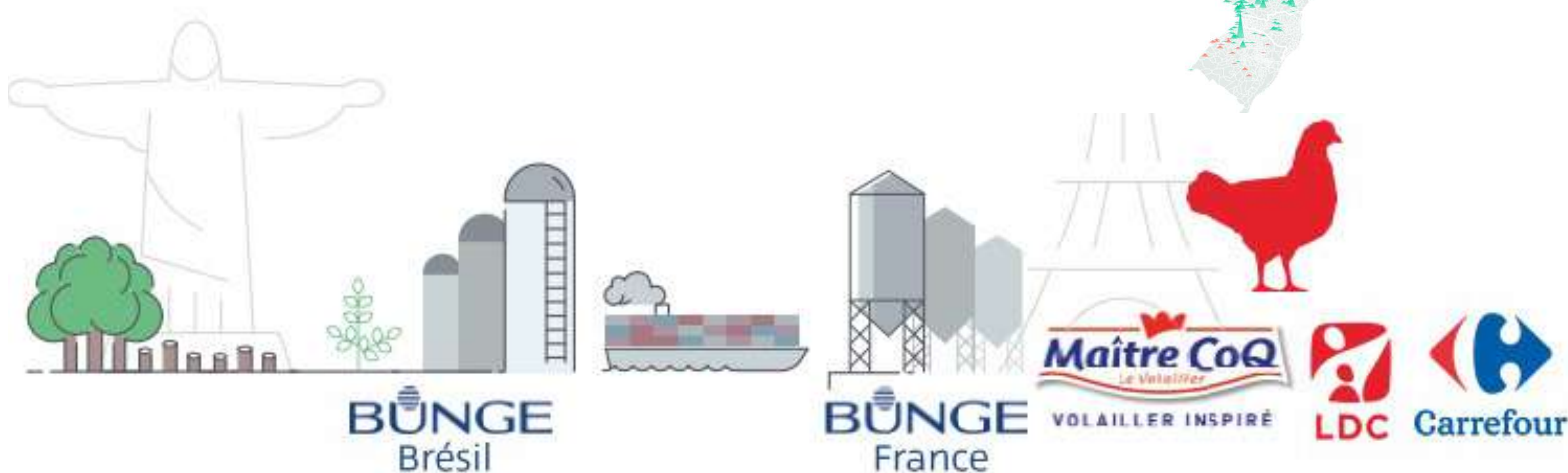
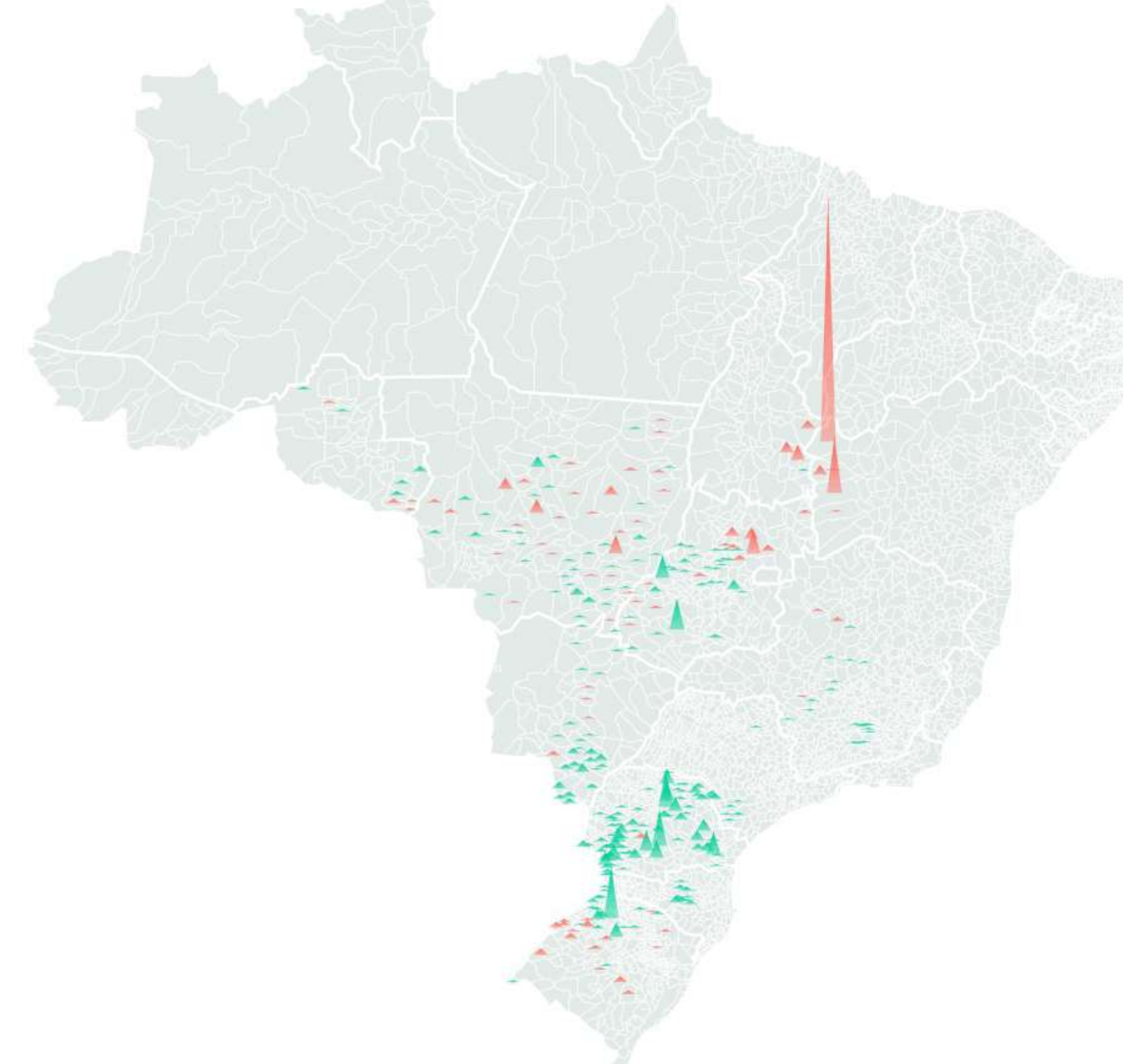




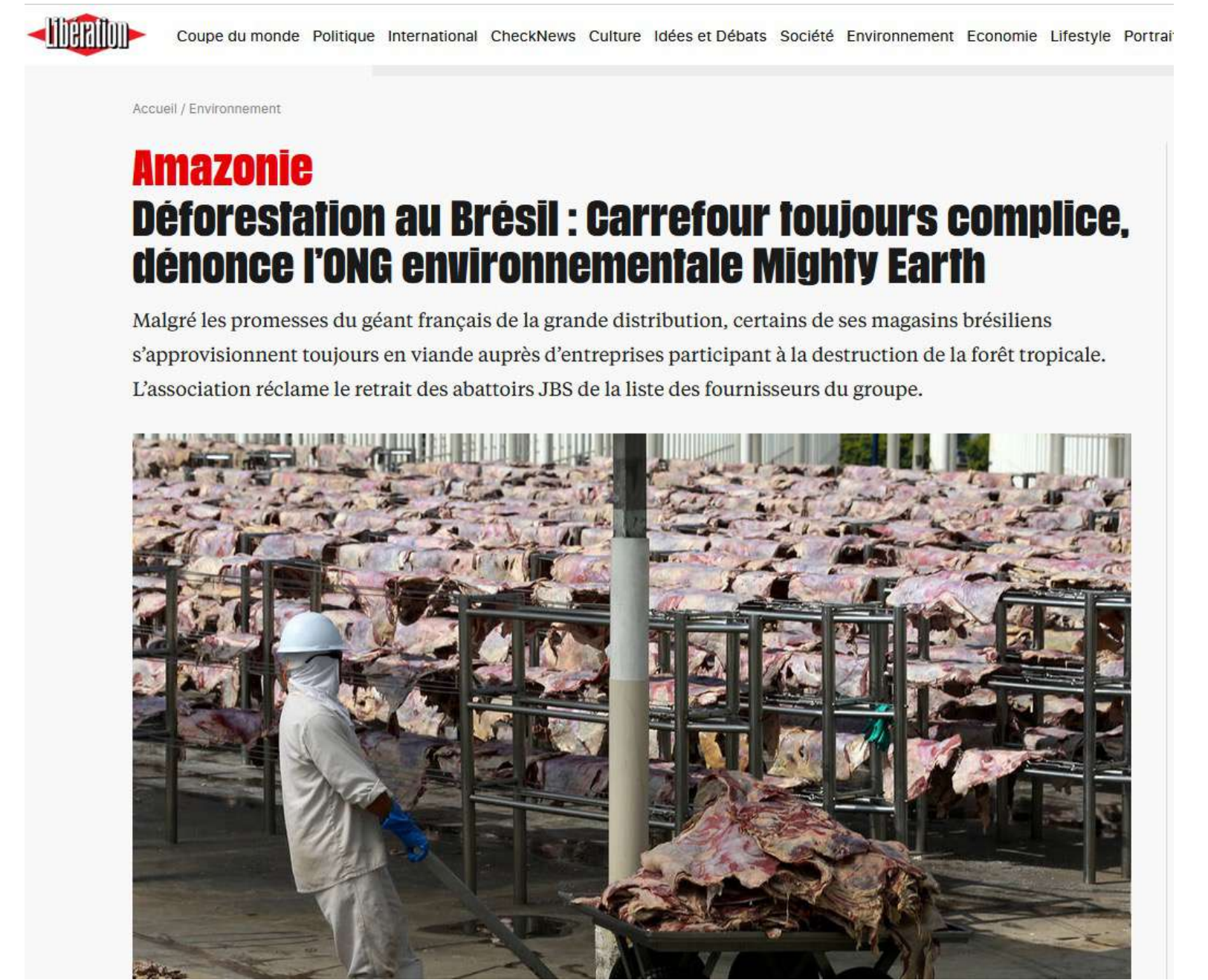
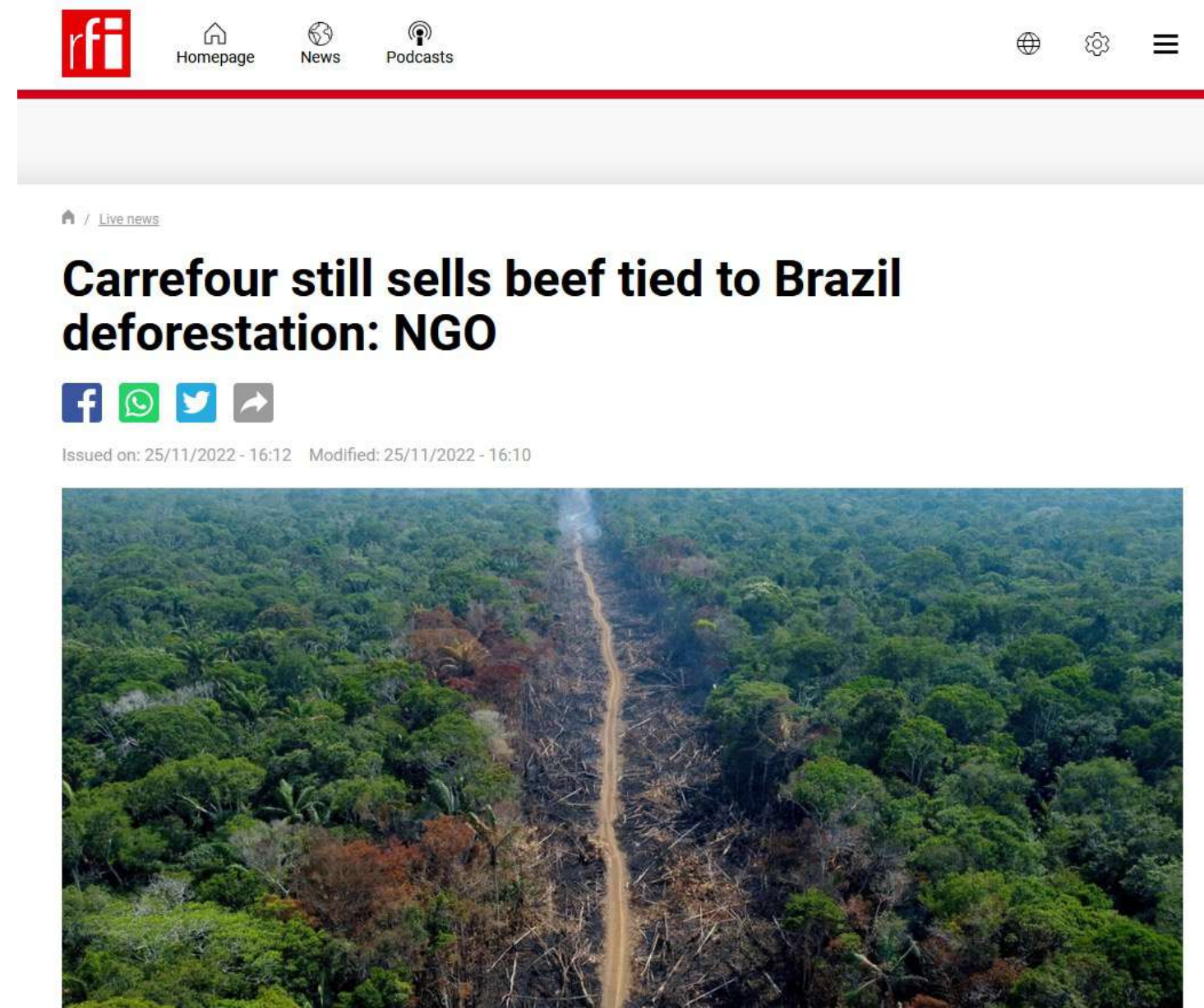
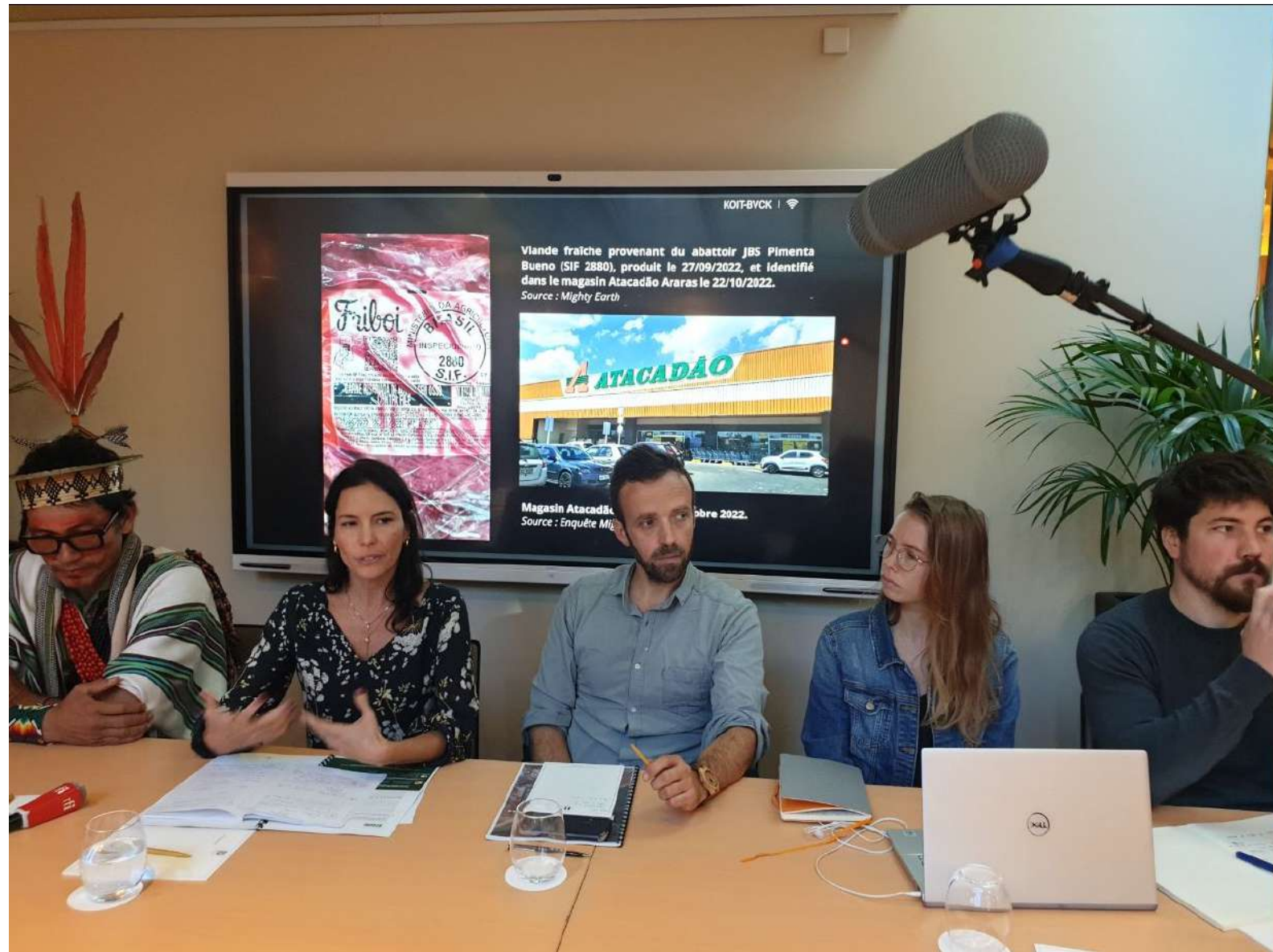
- 12% of the beef products from the sample are coming from Rondonia JBS slaughterhouses
- Cattle laundering from the same farmer
- 50% products from high risk slaughterhouses and 72% from JBS



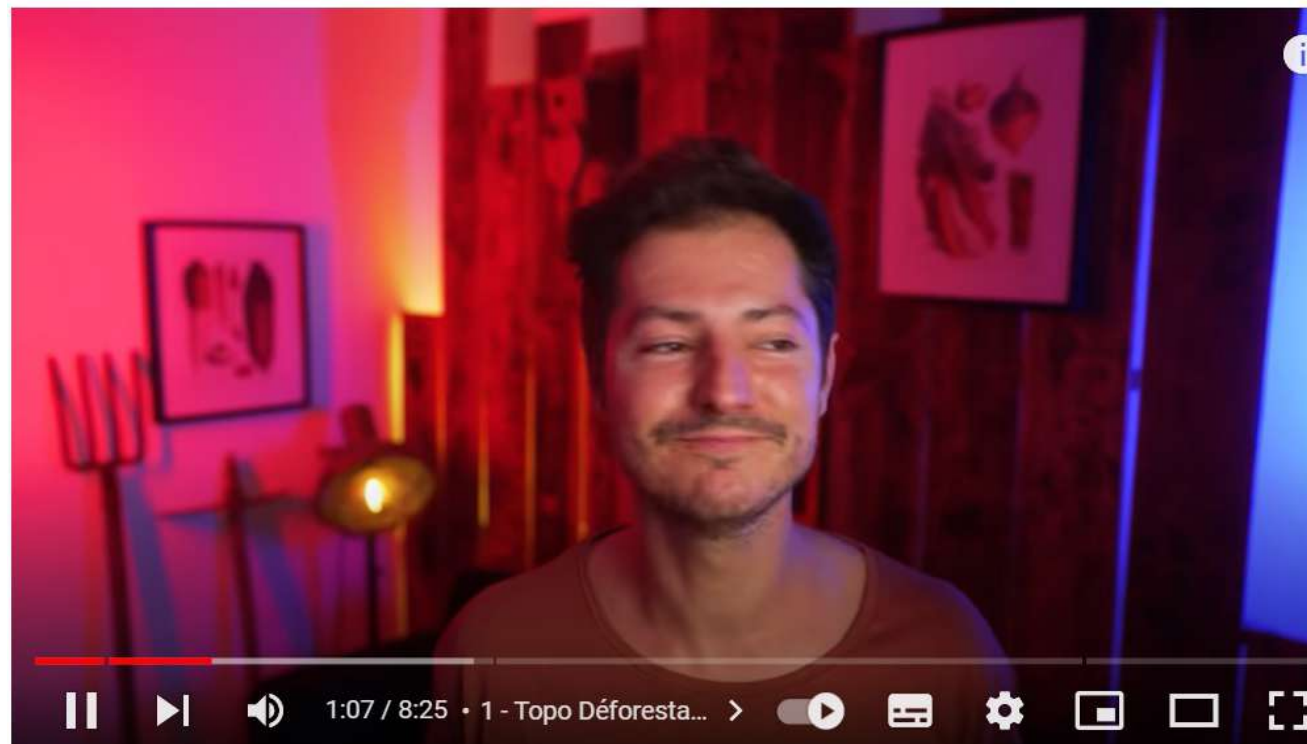
Carrefour is connected to BUNGE that feed the poultry farms in France through their own brands chicken products



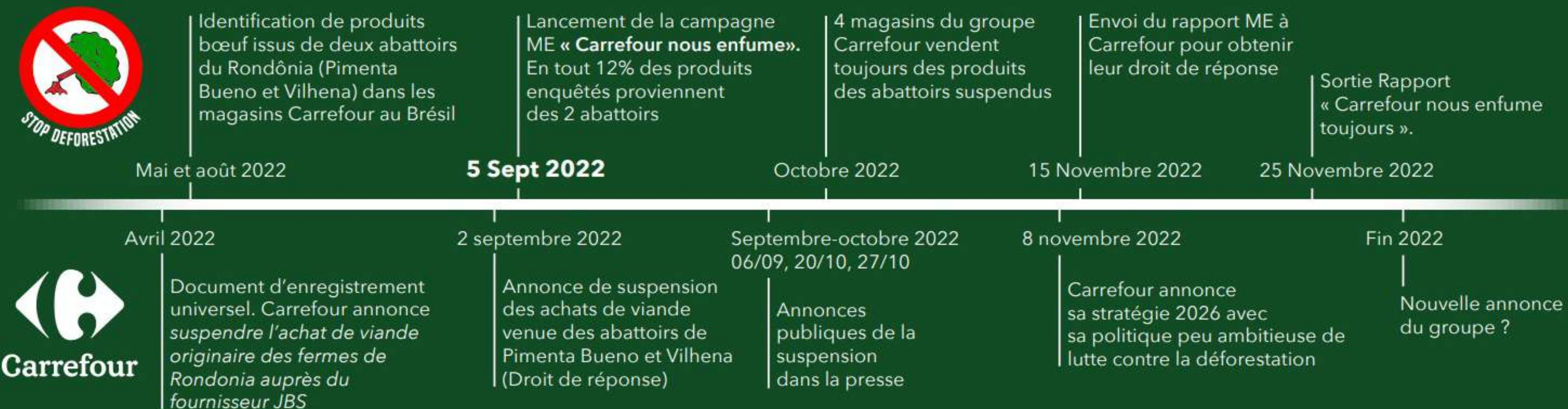


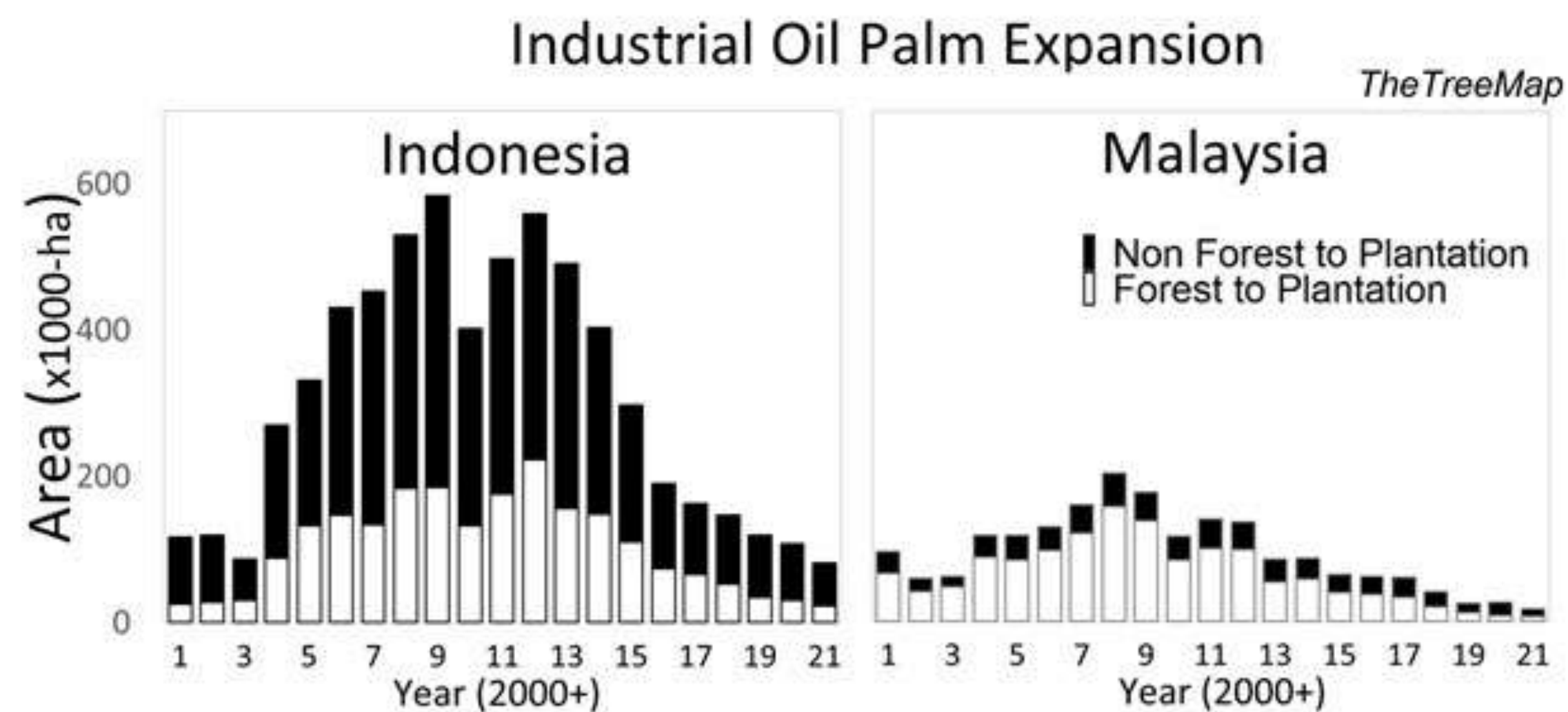


- France 2 20h, France 3 19h30, France Inter, France info, RFI, France 24, Libération, Lefigaro Financial time
- Influenceurs >200K vues

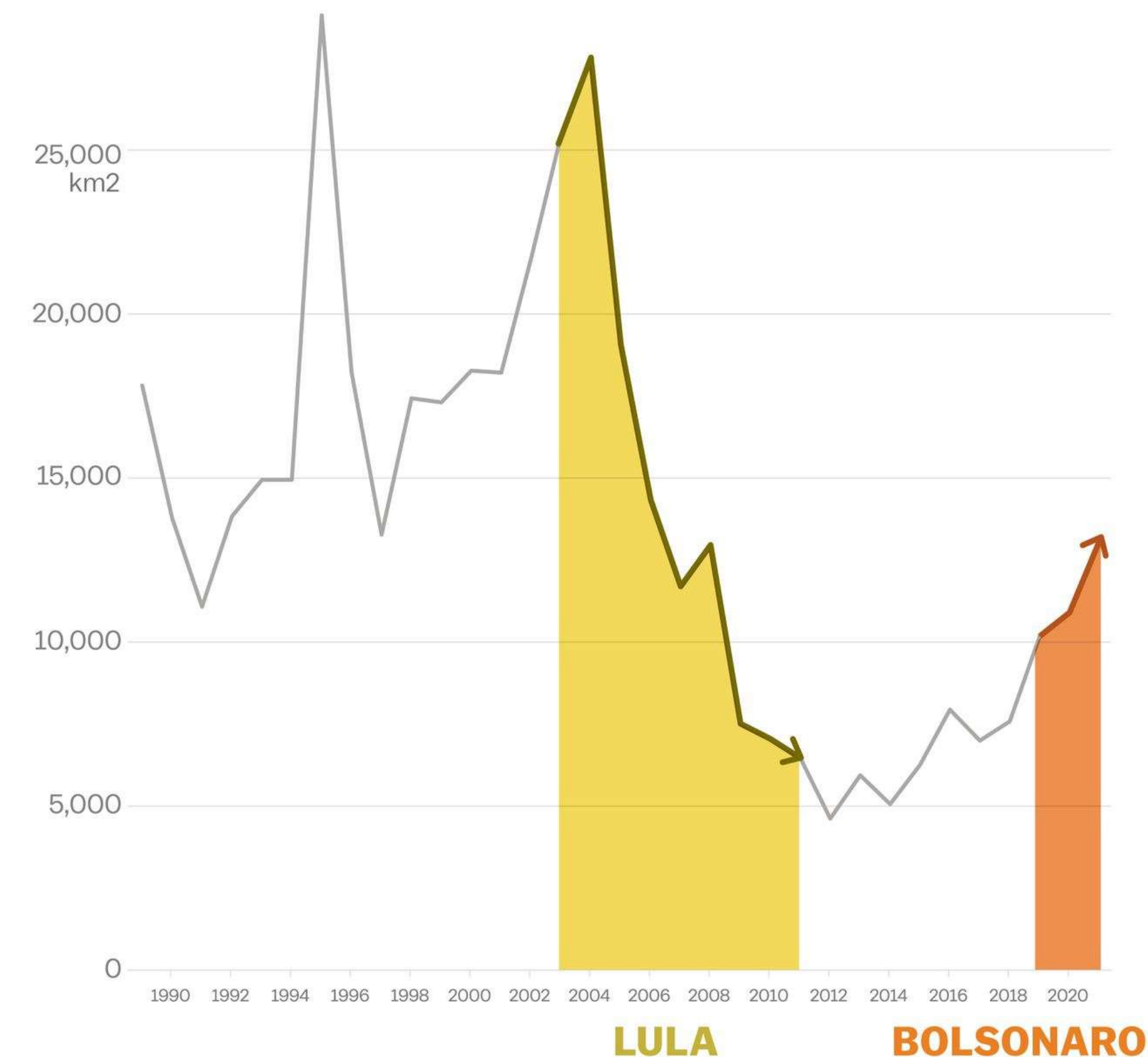


Résumé temporel des actions inconsistantes de Carrefour entre les annonces et la mise en place concernant l'approvisionnement bœuf issu du RONDÔNIA





Deforestation in the Brazilian Amazon accelerated under President Bolsonaro



Note: Each year in the graph above refers to the period August 1–July 31. For example, deforestation for the year 2019 refers to forest loss between August 1, 2018, and July 31, 2019. The data showing deforestation under Bolsonaro, therefore, includes five months during which he was not the president of Brazil.

Source: Brazil's National Institute for Space Research (INPE)







NEVER IMPOSSIBLE.