

**Re: Mighty Earth's Etelle Higonnet Named to France's National Order of Merit**

Compliance <compliance@waxmanstrategies.com>

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**To:** Compliance <compliance@waxmanstrategies.com>

**From:** Glenn Hurowitz <glenn@mightyearth.org>

**Sent:** Monday, January 6, 2020 12:05 PM

**To:** Jane Byrne <Jane.BYRNE@wrbm.com>

**Cc:** Alex Armstrong <alex@mightyearth.org>; Press <press@mightyearth.org>

**Subject:** Re: Mighty Earth's Etelle Higonnet Named to France's National Order of Merit

Hi Jane - Happy New Year! The way Tyson, Valls, and BK could have a real impact in stopping deforestation and promoting sustainable agriculture is by buying feed only from companies that have proven they don't destroy forests or pollute the water. As long as these companies do business with suppliers like Cargill and Bunge, they're still going to be massively exposed to deforestation. It matters very little how the particular soybean that a company buys is produced, what matters is the performance of the company that sells it. It's too easy for a company to buy soy from land that was deforested decades ago, declare it sustainable, get a premium for it, and then use the proceeds to finance destruction of native ecosystems on the frontier for less scrupulous buyers.

It's unclear from the quotations whether Valls and BK are doing anything more than just joining this certification body; it doesn't seem like they're necessarily committing to even purchase certified soy.

Thanks,

Glenn



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