

Re: CGF follow up letter draft for review

Compliance <compliance@waxmanstrategies.com>

Tue 3/17/2020 10:17 AM

To: Compliance <compliance@waxmanstrategies.com>

From: Lucia von Reusner <lucia@mightyearth.org>

Sent: Tuesday, March 17, 2020 10:04 AM

To: Diana Ruiz <diana.ruiz@greenpeace.org>

Cc: Robin Averbeck <raverbeck@ran.org>; Grant Rosoman <grosoman@greenpeace.org>; Daniel Brindis <daniel.brindis@greenpeace.org>; Arkian Suryadarma <asuryada@greenpeace.org>

Subject: Re: CGF follow up letter draft for review

Hi Diana,

Thank you for your note! I should have clarified that this was only intended for those groups who had signed onto the other letter, not everyone on the thread.

With that said, Mighty Earth has started weaving in a Reduction ask to our core demands from corporate customers- I'm curious what you think of our [ask in this letter](#) we sent to supermarkets around adopting 'a public, science-based target to rapidly shift a significant portion of protein sales towards plant-based options'. Pushing major restaurant chains to adopt this goal could have a significant influence over the kinds of meal choices people make and thus cultural dietary habits

All the best,
Lucia