

Re: Releasing Mars Updated Deforestation Position and Action Plans
Received by NSD/FARA Registration Unit 03/27/2020 6:16:23 PM
Glenn Hurowitz <glenn@mightyearth.org>

Fri 3/27/2020 5:06 PM

To: Allen, Ashley <Ashley.Allen@effem.com>

Cc: Rabinovitch, Kevin <Kevin.Rabinovitch@effem.com>; Manley, Lisa <Lisa.Manley@effem.com>; Lucia von Reusner <lucia@mightyearth.org>; Kristin Urquiza <kristin@mightyearth.org>; Abdul Tejan-Cole <abdul@mightyearth.org>; Phil Aikman <phil@mightyearth.org>

Dear Ashley and Kevin,

I hope you and your colleagues are holding up well. Thank you for sharing these policies with us. We would be grateful for the opportunity to jump on the phone with you next week to talk through them. Times that could work:

Tuesday: 7:30 am - 1 pm ET.

Wednesday: 9 am - 11 am, 2:30 pm - 4:00 pm ET

Thursday: 8 - 9:30 am, 10:30 - 1 pm

Friday: flexible

Look forward to touch base.

All the best,

Glenn



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Some of Mighty Earth's work on forests is supported by Waxman Strategies which is funded by organizations including the European Federation for Transport and Environment, the Center for International Policy, and Aidenvironment under grants from the Norwegian Agency for Development Cooperation. Additional information is on file with the Department of Justice, Washington, D.C.

On Mar 24, 2020, at 3:58 PM, Allen, Ashley <Ashley.Allen@effem.com> wrote:

Dear NGO partners & colleagues,

Happy belated International Forest Day. I hope that you are staying safe and healthy during this time of adjustment and uncertainty. Like you, I am figuring out new ways of working, while at the same time continuing to move forward the critical climate and land use efforts that Mars is championing.

With that in mind, I am pleased to share with you the links to **Mars updated Deforestation and Land Use Change Position**, as well as the updated **Deforestation Action Plans** for beef, soy, and pulp and paper. I am also including links to our previously updated Cocoa Forest Approach and Palm Positive Plan. These updated approaches reflect a new theory of change where we are taking a deeper, more engaged approach with suppliers to influence deforestation prevention not just in Mars supply chains, but throughout our suppliers' businesses related to these critical raw materials.

Mars Deforestation & Land Use Change Position

- **Beef Sourcing & Deforestation Action Plan**
- **Cocoa and Forests Approach**
- **Palm Positive Plan**
- **Pulp & Paper Action Plan**
- **Soy Sourcing & Deforestation Action Plan**

Please share these widely through whatever channels you see fit – attached is an infographic we developed to highlight these updates, for your use. Thank you for all of your support and advice that helped us to develop our latest approaches and informed these updated documents. We look forward to partnering with you as we continue to move forward implementation.

Regards,
Ashley

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<image002.png>

<MARS_Deforestation_FINAL.pdf>

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