

FW: Coming in May: How the sausage gets made

Received by NSD/FARA Registration Unit 04/24/2020 5:28:38 PM
Alex Armstrong <alex@mightyearth.org>

Fri 4/24/2020 3:25 PM

To: Compliance <compliance@waxmanstrategies.com>

From: Alex Armstrong <alex@mightyearth.org>

Date: Friday, April 24, 2020 at 3:18 PM

To: "damian.carrington@theguardian.com" <damian.carrington@theguardian.com>

Subject: Coming in May: How the sausage gets made

Hi Damian,

I wanted to put this on your radar in case it was of interest – along with some partner organizations, we'll be releasing a report in a couple weeks on the links between sausage company Danish Crown and increased deforestation and violations of Indigenous peoples' rights in Brazil. I've attached an early copy here.

Given the focus on Danish Crown, our partner organization has already granted an exclusive to the Danish newspaper, Information (www.information.dk), and they are probably going to publish around 4 May, so we are asking others to hold off until they write. But we are interested in getting this some attention outside Denmark as well, and because I so frequently drop things in your lap at the last second, I wanted to share as soon as I could.

Let me know if you have any questions and have a nice weekend,

Thanks,

Alex

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