

# FOOD, NATURE, CLIMATE MEDIA ANALYSIS INSIGHTS

## *Methane and Carbon Offsets make their mark*

*This newsletter tracks narrative and real progress in the climate, food and nature nexus in relation to four benchmarks of success co-designed with a number of partners.*

*If you would like to add people to the distribution list, please submit their details via this [form](#).*

(↑) = gaining momentum

(-) = still contested

(↓) = losing momentum

## (-) Land use is considered central to the climate solution

*Total of 1.3K articles in the media we are monitoring. Media interest is up 36% compared to the last four weeks.*

- **CBD Part One - ceremonial start but targets, finance and delivery plans still not on the table:**

While this virtual portion of the conference was largely about [drumming up](#) political will, 113 countries adopted the [Kunming Declaration](#) that lays the foundations for a post-2020 Global Biodiversity Framework (GBF). Environmentalists warned that despite showing political will for biodiversity protection, the declaration lacks [concrete targets](#) and implementation plans. The big announcement was [China pledging money for Nature](#). While symbolic, environmentalists [warned](#) that Chinese funding [falls short of what](#) is needed to meet biodiversity goals.

- **Halting the decline of nature will be a key focus of COP26:**

The UK will push for an [ambitious agreement](#) among nations to halt and reverse forest loss and degradation by 2030. The [Thomson Reuters Foundation](#) also covers the drive to end deforestation at

- **'Kew Declaration' unites experts on reforestation ahead of COP26:**

More than 2,600 experts [signed](#) the Kew Declaration, which expresses concern over large-scale tree plantations and calls for countries to work with indigenous people and respect their land rights.

- **Controversy in the carbon and offset markets:**

- [Jennifer Morgan's](#) vs. [Christiana Figueres'](#) take on offset markets, with opposing opinions about their potential to tackle the climate crisis.
- New research estimates the total voluntary market for offsets is now valued at nearly [USD780 million](#), with most projects in the land-use and forestry sector. A [growing](#) number of [asset managers](#), including JPMorgan, are looking to capitalise on these forestry offsets.
- [Vox](#) and [Civil Eats](#) explain how mass tree-planting schemes and biogas produced from agricultural methane are a false climate solution.
- Unlike other major corporations, [Mars](#) pledged to eliminate carbon emissions from its direct operations, whole supply chain and from the use of its products. Mars also called out its peers, warning that the “[gaps](#)” in their commitments risk undermining their credibility, and the broader push to cut emissions.

- **Brazil under the spotlight:**

Bolsonaro's speech at UNGA faced many critics due to its [false claims](#) about its [pro-environmental](#) agenda. Activists pushed back, [releasing](#) a set of photos showing continued deforestation and fires in the Amazon. They argued in a petition to the international criminal court that Bolsonaro must be held [criminally responsible for assault on the Amazon](#).

- **Is burning wood a solution to the climate crisis?**

A feature in the Guardian evaluates claims by the industry and some governments, such as the [UK](#), [EU](#) and the [US](#), that burning [biomass can be considered a renewable](#) fuel. Drax has been [dropped](#) from an investment index of clean energy companies over doubts over the sustainability of its wood-burning power plant.

- **Methane and agriculture:**

The US and the EU launched what they call the most robust plan to date to [slash global methane emissions](#) by 30% by 2030, [shortly followed by gathering more signatories](#) from some major methane emitters. But environmental groups say the pact failed to set targets for [agricultural emissions](#), especially from [big factory farms](#). Following the announcement of the deal, several [news outlets](#) shared [articles](#) on how to reduce cow's methane and other GHG emissions.

(↑) Galvanising new leaders /  
voices on food and nature resources

- **Indigenous leaders and executives double down on deforestation and human rights:**

A Brazilian indigenous leader [appealed](#) to France's president to use his influence in the EU to stop trade linked to deforestation in the Amazon. Other indigenous leaders also called for [stronger rights](#). Executives of more than 100 big companies also [called for action](#) to stop illegal deforestation of the Amazon and an agreement on global carbon markets at COP26.

- **Celebrities urge action on COP26:**

[Celebrities](#) in the film and music industries are urging the UK government to make livestock farming part of COP26's agenda.

- **Philanthropists and investors committed USD 5 billion** to nature restoration and conservation, one of the highest sums of private funding ever pledged. [Bezos](#) and other billionaires are [promising](#) to support indigenous-led initiatives.

- **Africa and green recovery:**

Fifty African Environment Ministers agreed to [step-up](#) the continent's recovery programme aimed at tackling the triple crisis of climate change, biodiversity loss and pollution.

- **Global health community calls for climate action:**

More than [400 organizations](#), representing about three quarters of the global health workforce, [signed](#) an open letter warning that the climate crisis is the single biggest health threat facing humanity and calling on world leaders to deliver on climate action ahead of COP26.

## (-) Food / Nature as part of the Covid recovery

*Total of 88 articles in the media we are monitoring. Media interest is down 28% compared to the last four weeks.*

- **Food prices are [soaring](#) across the world** as key food producers, such as the [US](#) and many countries in [South America](#), experience severe [droughts](#). Brazil is facing a [climate crisis](#), suffering the worst drought that is sparking food inflation everywhere. [FAO](#) and [WFP](#) agencies are seeking funding to provide aid to food-insecure countries as their situation deteriorated due to conflict and the COVID-19 pandemic.

- **Business leaders worry that global supply chains could [collapse](#) unless governments restore workers' freedom of movement and give them priority over vaccines:**

In the UK, a rise in [gas prices](#) and [labour shortages](#) are posing [threats](#) to [food supply](#) and [food prices](#), with the country requesting an "emergency" [deal](#) to import from Brazil.

- **COVID-19 supply-chain disruptions spur action in the US livestock sector:**

Big US meatpacking states are [exploring ways](#) to create smaller and regional alternatives to the centralised meat industry.

## (-) 'Business as usual' in agriculture is not a safe economic bet

Total of 224 articles in the media we are monitoring. Media interest is down 18% compared to the last four weeks.

- **Factory farms are breeding the next pandemic:**

The Guardian explains [eight types](#) of bird flu are circulating around the world's factory farms, and how they could be worse than COVID-19.

- **More net-zero commitments from big meat and dairy companies:**

Forty leading dairy companies [signed up](#) to the Pathways to Dairy Net Zero initiative. [Ammagi](#), [Tesco](#) and [McDonalds](#) all recently pledged to reach [net-zero](#) emissions by 2050. These commitments have been [criticised](#) by environmental groups.

- **The US bets on climate-friendly farming:**

The USDA announced a [USD 3 billion investment](#) in agriculture, animal health and nutrition, with a focus on the controversial 'climate smart' frame. The US Congress also unveiled the [FOREST Act](#), a [bipartisan](#) bill that will prohibit imports of agricultural commodities like palm oil, beef and soybeans if they have contributed to illegal deforestation.

- **The UN Food System Summit fails to reach its goals:**

Many countries [made voluntary commitments](#) and several [coalitions](#) were [announced](#), but critics said the [solutions](#) proposed were [not enough to deal](#) with the systemic [transformations](#) necessary and would only [increase](#) corporate [control](#). Moreover, more than 500 civil society groups and NGOs [boycotted](#) the summit because of corporate influence, especially from [livestock companies](#).

- **Is growing food in a lab an effective climate solution?**

[FT](#) investigates the progress so far of producing meat in a lab, while [The Counter](#) delves through the science, showing it may not be economic, scalable nor help to tackle the climate crisis. Civil Eats' [op-ed](#) shows how big livestock companies are dominating this new alternative protein market and how their lab-grown meat could cause more harm than good to the environment.

- **Agrifoodtech is the top destination for climate funding in the past year:**

Investors [looking to invest](#) in technology to tackle climate change have preferred to channel their money to startups in the food and water sector, mainly to agri-tech companies. Meanwhile, in Brazil, the number of agri-tech startups [has grown 40%](#) as the agri-sector tries to show its commitment to sustainability.

## NEW AND/OR INTERESTING

- The first [assessment](#) of the entire food value chain found that **123 of 350 of the largest food companies have not set targets for reducing their GHG emissions**. Only 26 are trying to reduce emissions from their direct activities (scope 1 and 2).

---

This dashboard shows statistics and top articles in the climate, food and nature nexus in relation to three benchmarks of success

[Enter Dashboard](#)

---

This newsletter was produced by the **Food, Nature, Climate team**:  
*Liz Gallagher, Isadora Ferreira, Ioana Matei, Andrijana Nikolovska and Carla Gonzalez*

**Global Strategic Communications Council (GSCC)**  
*The GSCC is a global network of communications professionals in the field of climate and energy.*

[Unsubscribe](#)