

# FOOD, NATURE, CLIMATE MEDIA ANALYSIS INSIGHTS

## *Indigenous Peoples heard loud and clear*

*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 9% compared to the last 7 weeks.*

- **The launch of the IPCC AR6 [sounded the alarm to the world](#):**

It's code red for climate change, and media uptick from the IPCC report tripled in comparison to its last on 1.5 degrees, according to our internal analysis. Whilst nature and food weren't the [main headlines](#), [some](#) articles [showed](#) how [land](#) can become less effective at taking up emissions in the future, and connection between [methane](#) emissions and animal farming and the need to [change diets](#) featured in a [few articles](#). In Brazil, the coverage highlighted how [climate change is](#) and [will continue to be](#) a threat to agrobusiness.

- **"Coal, cash, cars and trees" are now part of COP26:**

UK's Prime Minister coined this new slogan for the UK's priorities for COP26, [promising](#) new domestic pledges and plans to garner international commitments on these areas.

- **Forests on fire:**

Extreme heat and long droughts led to the worst fires in almost a decade across [Europe](#) and [North America](#), and the list of [countries](#) suffering is growing [everyday](#). The Brazilian forest fires have already [started](#) and are expected to have the same [high levels of destruction](#) as the past two years as [deforestation](#) remains [high](#). Meanwhile, the Brazilian embassy in Washington shared a text that spreads [misinformations](#) about forest fires.

- **Companies and governments push tree planting while experts urge caution:**

- [China](#) and [Pakistan](#) are planning to plant more trees to combat climate change.
- Amazon and The Nature Conservancy [launched](#) an initiative to help farmers restore pastures to forests.
- Oxfam's [report](#) shows the tensions between food security and climate in net zero commitments. It estimates that if reforestation plans are carried out, food prices could go up by [80%](#) by 2050 and lead to [mass hunger](#).
- The coverage was accompanied by numerous [stories](#) on how [tree planting initiatives](#) are not a silver-bullet [climate solution](#) and how some of these companies are not [doing enough](#) to disclose and reduce emissions.

- **Biodiversity and conservation under spotlight:**

As the CBD high level summit is now scheduled for mid-October, media [attention](#) is growing. China's [draft](#) 'Kunming Declaration' to be agreed at the UN Convention on Biological Diversity (COP15) has been deemed [woefully inadequate](#) in reversing biodiversity loss. At the same time, China and African nations are pushing for a [global biodiversity fund](#) to help developing countries meet goals agreed at the COP15.

- **The EU's Forest Strategy is watered down from drafts:**

Some member states [worry that](#) the draft forest strategy was too skewed towards environmental protection over "economic concerns". They [secured some changes](#) in the final text, but some countries, including [Finland](#), still think the strategy threatens their commercial forest harvesting. Mongabay [explains](#) how the EU's strategy is bad for the climate.

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

- **Indigenous Peoples heard loud and clear:**

- For the first time, Indigenous Peoples [got a seat](#) at the table at the world congress of the International Union for Conservation of Nature (IUCN). Their [motion](#) to protect 80% of the Amazon by 2025 was [passed](#) with 61 country members voted in favour, whilst not legally binding, it demonstrates the value governments now place on the role of Indigenous Peoples to protect nature.

- In Brazil, Indigenous Peoples [camped](#) out in Brasilia in one of the [largest-ever](#) native protests against [a bill](#) that can legalise land grabbing of their lands. They also [accused](#) Bolsonaro of genocide at the Hague.
- In North America, resistance by Indigenous Peoples to fossil fuel projects have stopped or delayed greenhouse gas pollution equivalent to at least [25%](#) of annual US and Canadian emissions.

- **Religious voices ask for change in food systems:**

African faith leaders [delivered a message](#) to the Gates Foundation and other donors to stop promoting industrial agriculture and to stop pushing a [green “revolution”](#) that imposes technologies and seeds that are controlled by companies with vested interests. Instead, they asked for investments in agroecology. Catholic faith leaders are also saying [God wants people to fix food systems](#). Meanwhile, the Church Commissioners for England are developing a [net zero carbon strategy](#) for its land investments.

- **Nature has more coverage in financial media outlets:**

For the first time the FT [editorial board published a commentary](#) on biodiversity politics. FT has also been sharing more [opinion pieces](#) about the need to integrate biodiversity in investment strategies.

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

*Total of 167 articles in the media we are monitoring. Media interest is down 51.6% compared to the last 7 weeks.*

- **Studies [debunk the ‘nature is healing’](#) narrative from COVID-19 lockdowns:**

New research showed that the lowering of greenhouse gas emissions was temporary. It also showed that lockdowns had more negative impacts for the environment, such as a surge in the use of plastic packaging and PPE.

- **Pandemic impacts are increasing food prices worldwide, accelerating hunger & famine in low income nations.**

COVID-19's economic impacts and [supply-chain disruptions](#) are [pushing](#) food insecure people over the edge in [poor](#) and [rich countries](#). In Brazil, food prices are at their [highest levels](#) due to rising inflation and droughts. In the US, the government plans to invest [USD 69 million](#) to address food insecurity as [farmers](#) struggle to keep food [production](#) up due to increasing [droughts](#).

- **UN calls on governments to repurpose farming subsidies towards health and environment outcomes:**

UNEP and FAO new analysis shows that [90% of farming subsidies](#) are damaging people and planet, with many measures skewed towards polluting and industrial activities.

- **WHO and COVID Origins:**

The head of the WHO team investigating the [origins](#) of the pandemic has called for a closer look at China's lab, but the WHO denies [shifting its stance](#).

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

*Total of 260 articles in the media we are monitoring. Media interest is down 16% compared to the last 7 weeks.*

- **Pesticides ban:**

The US [ban](#) of chlorpyrifos represents a huge milestone in [combating pesticide use](#) on food. Montreal has also committed to [banning](#) sale of pesticides for domestic use. At the same time, two NGOs are accusing the French government of [failing](#) to halt the use and marketing of pesticides, threatening to go to court.

- **Twenty livestock companies emit more greenhouse gas than some European Countries:**

According to a new report, these companies received more than USD 478 billion of financing between 2015 and 2020. This could [increase meat](#) production to hit 366m tonnes of meat a year, and risks pushing sustainable models out of the market.

- **Mad cow disease is back:**

Brazil [halted](#) beef exports to China, its largest market, after confirming two cases of the disease in the country. But, the ministry said there was no risk to health.

- **UN Food System Summit could fail to achieve its goals:**

Despite progress on food waste and sustainable agriculture, world leaders failed to [make healthy and sustainable diets a priority](#) at the UNFSS pre-summit. Health experts are [concerned](#) about the corporate influence over the summit.

- **Retailers vs. big food brands:**

Major EU supermarkets [launched](#) a new alliance to negotiate better prices from food makers. Retail lobby group EuroCommerce said in the statement that this alliance can help address the impact of manufacturers' fragmentation of the market that costs consumers at least 14 billion a year.

- **Meatpackers takeovers under scrutiny:**

While the monopoly of top meatpackers continues to grow as [Tyson](#) and [JBS](#) take over poultry industry competitors, the US government is [taking aim](#) at them. At a press briefing, a White House representative said that few meatpackers are "pandemic profiteering" and squeezing out consumers. The comments [slumped](#) shares of major meatpackers. Washington is now preparing strong measures to crack down on [illegal pricing, enforce antitrust laws, and bring more transparency to the meat processing industry](#).

- **Surge in lawsuits over deceptive marketing by big US food companies:**

Advocacy groups are [filing](#) lawsuits against food giants' labels that mislead consumers into thinking that they are buying environmentally friendly products. These litigations represent a [new front](#) in the effort to increase corporate transparency, name and shame companies and to prod them to change to less harmful practices.

- **Russia's wheat diplomacy:**

Russia's [self-sufficiency](#) in production of many grains, particularly wheat, has enabled it to use it to reduce its reliance on oil, expand to new markets and extend its global diplomatic reach. Some anticipate that wheat can become the Kremlin's new oil — a commodity to keep some countries dependent on its resources.

## NEW AND/OR INTERESTING

- [The State of the World's Trees report](#) found that **between a third and half of the world's wild trees are threatened with extinction**, risking wider ecosystem collapse. Farming is the biggest culprit.
- New Harvard [study](#) links wildfire smoke in the US to increase in COVID-19 cases and deaths.

---

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](#)