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# Food, Nature, Climate Media Insights

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*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.*

*The traffic lights system we use is based on a combination of quantitative and qualitative analysis of media coverage.*

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(↑) = gaining momentum

(-) = no meaningful change

(↓) = losing momentum

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

 Total of 1.2K articles in the media we are monitoring.

 Media interest is up 0.1% compared to the last eight weeks

**WGII: Adaptation is essential but not enough.** The amount of reporting halved compared to WGI, given the Ukraine war, but coverage of food, nature and supply chains got some pick up. The main theme was an “[atlas of human suffering](#)”. [Nature4Climate](#) and [BusinessGreen](#) connected the dots between protecting nature and climate change mitigation. Read more on [Nature and Food in WGII here](#).

### Deforestation is rising and lobbying exposed:

- Amazon emissions are far higher than previously thought, with carbon emissions doubling over the last two decades, according to [new estimates](#). This was mainly caused by agricultural expansion in Africa, the Americas and Asia. The Amazon rainforest is losing its ability to recover from this destruction, and parts of it are [approaching a catastrophic tipping point](#).
- The World Resources Institute shared two new blogs highlighting the [dangers of agricultural expansion](#) and explaining why [land-use mitigation strategies must consider food production impacts](#).
- A [new investigation](#) shows how trade associations of the top five agribusiness companies lobbied against due diligence obligations in Europe, days after their COP26 pledges to reduce

deforestation. Combined with [record breaking deforestation rates in the Amazon](#) this January, this highlights the urgency of halting and reversing deforestation.

**Offset scrutiny accelerating:** SBTi, the rule makers around net zero, are facing increasing media scrutiny and green groups are proposing financial regulation of the offset market. Meanwhile, the media reporting around [cryptocurrencies and offsets](#) is on the rise. Seven banks joined a group to develop a platform they claim could facilitate the trade of high-integrity carbon credits.

**Indian deforestation definitions:** Coverage of [loopholes](#) in the Indian forest goals shows the importance of tight definitions and accountability of countries' forest commitments.

**Bioenergy debate is heating up:** New science shows [US bioethanol from corn](#) is more polluting than oil.

## (↑) Galvanising new leaders & voices on food and natural resources

**Security community engaging on Ukraine and food:** Politico shared an opinion piece from Dr. Ian Ralby and Dr. David Soud on what the US should do to prevent Russia from weaponising food supply chains.

### Businesses engage with Nature:

- The B Team and Business for Nature reported USD 1.8 trillion in public [subsidies](#) are directed towards fossil fuel extraction, agriculture and other activities driving climate change and nature loss every year.
- Maria Mendiluce, CEO of the We Mean Business Coalition, explained the [best ways companies](#) can take action to halt the growth of deforestation.
- [The Consumer Goods Forum](#) shared a blog on three reasons why tackling deforestation is a business priority in 2022 and how companies can prepare to act.
- Teresa Hartmann, Lead for Climate and Nature at the [World Economic Forum](#), wrote how the G20 can step up investment commitments for nature.

### Women working in nature:

- Climate activist and author [Leah Thomas](#) highlighted how ecological feminism can unlock numerous climate solutions and a better relationship with the natural world.
- Indian filmmaker Akanksha Sood Singh [showcased](#) 'the untold stories of women working for science and nature'.

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

 *Media interest is down 41% compared to the last eight weeks.*

**Commodity markets had their biggest week on record** while the Ukrainian war rages on. The media is focusing on the impacts on [fertiliser](#), [wheat](#), [oilseed](#) and [oil prices](#), and [on supply](#). So far, little reporting has focused on the need to diversify food systems, nor on who the winners and losers are. [Bloomberg Opinion](#) looked at the crisis through a food-focused lens, sharing how Russia could use food as a strategic political weapon.

- **Food price spikes:** Even before the Ukraine crisis, a combination of Omicron, extreme weather and general tightening of supply chains due to the pandemic were [pushing up prices](#). Several [outlets](#) warn how the war could be 'catastrophic for global food'.

**Bolsonaro is using the Ukraine crisis to advance a bill that would allow mining in Brazilian indigenous lands:** The law is being rushed because he [argued](#) it was necessary because Brazil needed fertilizer supplies. The [proposal](#) would allow mining of potassium in IP lands for fertilisers production. This is despite the fact, most of the potassium reserves [are out](#) of IP lands, and Brazil has [stock till 2100](#). [Amazon Watch](#) finds areas in the Amazon rainforest - equivalent in size to England - could be threatened by new mining and deforestation. Party whips in the lower house of Congress [didn't agree to rush](#) to a vote, and a working group will be set up to study the bill and report back in 30 days.

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

 *Total of 364 articles in the media we are monitoring*

 *Media interest is up 24% compared to the last eight weeks.*

### Finance and retailers pressuring big meat:

- [Carl Icahn urges McDonalds](#) to reform animal welfare standards
- [BNDES begins its divestment](#) from JBS
- [The IDB loan to Marfrig](#) is scrapped thanks to environmental concerns
- German discount supermarket Aldi is [banning](#) Brazilian beef from its stores due to deforestation.

**Techno-fixes for reducing emissions from agriculture:** Techno-fixes for reducing emissions from agriculture: Technological solutions continue to dominate media stories regarding methane cuts in the EU and Brazil, as [beef lobbyists](#) praise their work around the Global Methane pledge. US Agriculture Secretary Tom Vilsack shared an [optimistic view](#) on reducing emissions from the agriculture sector through soil carbon sequestration and the joint US/UAE-led AIM for Climate initiative's USD 4 billion commitment over the next five years.

**Profiteering from the pandemic:** How the [agribusiness](#) has [profited](#) from the price spikes.

**China's alt protein drive:** China's [Five Year Agricultural Plan](#) was published on 26 January. In addition to the usual focus on food security and land scarcity, a new addition was the [inclusion of cultivated meat](#) as a chosen area of innovation, as [Chinese middle classes are developing a taste for high-end meat](#).

Also worth reading

**Using land to tackle climate change could have “adverse impacts” on global hunger, according to a new** report published in [Nature Food](#). The model analysed how three different types of land-based mitigation strategies could affect prices of agricultural commodities in the decades to come. But it did not include the potential effects of climate change on future food security.

[New analysis](#) finds more than half of Brazilian Amazon deforestation is happening on public lands.

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

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*The GSCC is a global network of communications professionals in the field of climate and energy.*

