
Food, Nature, Climate Media Insights

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

New Ukraine food crisis briefing

This briefing is an unbranded collection of stats and facts to reinforce key points around the food crisis.

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

 Total of 1.4K articles in the media we are monitoring.

 Media interest is up 6.9% compared to the last eight weeks.

Scrutiny of carbon markets continues:

- **Indigenous people (IP) struggle to get a voice** in voluntary markets rule-making institutions.
- The **rise of crypto offsets**, **scandals** showing companies selling dubious **offsets** and **concerns about misuse** are raising **questions** about the need to improve the integrity of the market.
- **The UN secretary general launches a net-zero expert panel** to monitor and scrutinise the industry, including offsets, while **Mark Carney talks about the need for a regulated market**.
- Carbon standard Verra plans a **shift in how land-based offset projects calculate emissions savings**, a move expected to quickly boost supply. This shift is dividing experts over its

complexity and ability to secure climate benefits long into the future.

CBD talks are at a standstill: Pressure is growing for governments to reach an agreement, but NGOs express disappointment and propose a plan for the way forward.

Nature and adaptation: Recent coverage focuses on the role of forests in regulating weather, reducing flooding in both cities and in rural areas.

Agriculture is still ignored in Nationally Determined Contributions (NDCs), according to a new report. A shift to "more nature-positive, agro-ecological food systems" could contribute over 20% of the emission cuts required to meet 2050 net-zero targets globally, it says.

The IPCC reinforces the need for action on food and nature: The new IPCC WG3 report confirms that we can't avoid the worst of climate impacts without action in the land sector. Contributions such as reforestation and agroecology can play huge roles in slashing emissions, in addition to benefiting biodiversity and climate adaptation. But nature should not be used for offsetting emissions that cause sectors of the economy to move too slowly to decarbonise.

Protecting forests and IP's rights:

- Biden signs a new executive order to protect old forests.
- Analysis shows that IP practices are essential to protect forests and contribute towards reaching climate targets.
- The Thomson Reuters Foundation reports on the difficulties of getting big sums of money to IP.
- Former Brazilian President and current candidate Luiz Inacio Lula da Silva promises Brazil's IP that he will stop illegal mining on their land and recognise their rights if he wins the presidential election in October.
- Meanwhile, IP are feeling threatened by the Russian invasion of Ukraine because of President Bolsonaro's claims that the fertiliser crisis justifies more mining on indigenous lands.
- Producers of wood-based fuels are lobbying to water down proposed EU rules that would increase protection for forests.

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

- Business leaders, EU Commissioner Timmermans, Jeremy Grantham, the World Bank, the WTO and the Egyptian climate envoy are all calling for more sustainable food systems
- Germany argues strongly that more sustainable food systems must be higher up the domestic and G7 agenda.
- The UN secretary general announces a global crisis group on food, energy and finance in response to the war in Ukraine.

(-) Food / Nature as part of the of the mainstream media debate

The ongoing Ukraine war is “deepening” the food price crisis across the world:

- A new report by [Chatham House](#) warns that a supply disruption and the imposition of unprecedented economic sanctions, trade restrictions and policy interventions are causing prices of commodities to skyrocket.
- Indonesia, the world’s largest exporter of palm oil, [waters down an export ban](#), and now only plans to ban the export of cooking oil, [sending shocks through the market](#).
- [Thought and business leaders](#) are focusing on immediate concerns and risks posed by knee-jerk policy that would lead to more land expansion.
- [Scientists](#) are calling for a reduction in demand for land and a shift to more sustainable diets.
- As COP27 host, [Egypt applies to the IMF](#) to help cope with soaring food prices.

Food vs Biofuels: The US [lifts](#) a waiver on the sale of higher-ethanol gasoline over the summer to offset rising energy costs, which could increase corn prices. Meanwhile, [sceptics of biofuels](#) point to their potential to increase food prices and how [biofuels cannot replace Russian fossil fuels](#). The EU biofuels industry [rejects claims](#) that producers are pushing for higher targets and demanding biofuels replace fossil fuels in response to the Ukraine crisis. Countries including [Malaysia are urging a focus on food not fuel](#).

Dig for victory? [New analysis](#) shows expanding onto fallow land in the EU is unlikely to deliver reductions in food prices, [despite intense](#) pressure to row back on the [EU’s farm to fork policy](#) and a [split within the EU](#) on suspending Green Deal goals in farming due to food security fears.

Fertiliser price effect:

- As highlighted by the FT, [concentration in the fertiliser](#) industry is hurting farmers, and there is more [reporting](#) on how farmers can reduce their reliance on fertilisers.
- Concern about growing fertiliser prices is also leading to several [headlines about how manure can](#) be used as an alternative.
- A [new ECIU analysis](#) shows that the UK paid Russia £4m a week for fertilisers in 2020. In 2021, British farmers may face an additional £160 million on their fertiliser bill.
- Meanwhile, [financial institutions are monitoring](#) the situation, saying the crisis will not have an immediate impact on food prices and/or food production.

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



Total of 369 articles in the media we are monitoring.



Media interest is up 25.5% compared to the last eight weeks.

Livestock industry getting a free pass:

- [JBS](#) is under fire over a 50% emissions rise and questions are being asked about the wider [livestock industry’s](#) efforts to measure emissions.
- A [report](#) by scientists in the UK suggests the [meat industry](#) uses similar tactics to the fossil fuel and tobacco industries to underplay the health and environmental damage of its products. Farmers and industry groups slam scientists for ['reckless'](#) claims.

Big Ag keeps profiteering: Cargill, commodity traders, fertiliser companies and supermarkets all stand to make massive gains from the food price crisis.

Diet wars:

- There is a mix of [scepticism](#) and [excitement](#) about the role of alternative proteins in protecting nature and reducing emissions.
- Fast food veganism is becoming mainstream, with [Burger King](#) launching a trial vegan branch in London.
- A [new study](#) shows eating [meat](#) is less morally acceptable for kids than adults.
- A [report](#) by the [International Panel of Experts on Sustainable Food Systems](#) finds that debates around meat are full of “misleading statements and over-generalisations”. But the report received [pushback](#) from [proponents](#) of alternative proteins and others who disagree with the report’s framing.

Global Methane Hub: It will mostly focus on fossil fuel emissions and [doesn’t have a clear plan on how to reduce livestock](#) emissions.

Sri Lanka’s organic experiment: Despite news on this emerging in Jan 2022, this story is [becoming mainstream](#).

Also worth reading

[The Guardian](#) covers the first [report](#) to analyse and assign responsibility for the ecological damage caused by 160 countries over the last half century. It finds that the US is the biggest culprit (27% of the world’s excess material use), followed by the EU (25%), including the UK.

Climate change in the Brazilian mind: New [research](#) by Yale shows that 96% of 2,600 Brazilians say climate change is happening and 77% identified human activity as its primary cause. When asked if protecting the environment is more important than economic growth, a majority of Brazilians (77%) said yes, even if this means lower economic growth and job creation.

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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Global Strategic Communications Council (GSCC)

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

