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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.*

*If you would like to add people to the distribution list, [click here](#).*

(↑) = gaining momentum

(-) = no meaningful change

(↓) = losing momentum

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

 Total of 864 articles in the media we are monitoring.

 Media interest is down 74% compared to the last 6 weeks.

**Nature became central to climate action in 2021.** Media and commentary reflections highlighted it was the year in which the [link between the climate and biodiversity crises](#) and the [importance of rainforests](#) in the climate fight became clear. However, [agriculture & food systems](#) still remain an afterthought on climate diplomacy agendas.

**Demand for carbon credits rising.** [Prices for carbon credits have tripled](#) since June 2021 as demand rises and supply is squeezed. In [Scotland](#), investors are profiteering over the unregulated land market, buying land for conservation and squeezing local owners. Meanwhile in [Brazil](#), owners are illegally acquiring public land or indigenous territory to set conservation requirements. [Bloomberg](#) has some new articles regarding the [need for regulation](#) in the voluntary market.

**Brazil stops tracking deforestation in Cerrado.** Despite deforestation in the Cerrado savannah reaching a [six year high](#) in 2021, the Brazilian government has [stopped](#) monitoring deforestation and fires because of lack of funds.

**Rich nations could see “double climate dividend” by switching to plant-based foods.** A new study has found that rich countries could cut their agricultural emissions by almost two-thirds and free up an area of land larger than the EU. If this land were to **revert to its natural state**, it would capture ~100bn tonnes of carbon, which is equal to 14 years of global agricultural emissions.

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

**Two thirds of young people in the EU think current food systems are destroying the planet.**

A **survey** of over 2,000 members of Gen Z (18 to 24-year olds) in France, Germany, Poland, Spain and the UK found that 78% of respondents agree that society needs to take “urgent action to make the ways in which we produce and consume food more sustainable.”


**Alberto Garzón, Spanish Consumer Minister said eating less meat will play a key role** in helping Spain mitigate the effects of climate change.

### Veganuary - voices:

- John Pallagi, an **online butcher** in the UK, advocates for people to choose better meat as part of a balanced, sustainable diet
- Dr Shireen Kassam, who founded the **Plant Based Health Professionals** network, says **going vegan could save the cash-strapped NHS billions**
- The Agricultural and Horticultural Development Board (AHDB) - a farmer-funded levy body - **launches a new counter-campaign to promote eating meat during Veganuary** as it wants to counter “misinformation and false truths”.

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

 Total of 67 articles in the media we are monitoring.

 Media interest is down 50% compared to the last 6 weeks.


### Food prices and Supply-chain disruptions:

- **Food prices begin declining from record highs**, but prices are likely to **remain high** in 2022 due to extreme weather and ongoing volatility
- US meat packers' profit margins jump **300%** during the pandemic
- Supply chain disruptions are still **dominating our daily lives**, noticeably so at Christmas in many western countries. They are unlikely to clear up in 2022.

**New diseases jumping from animals to humans.** Bird Flu is on the rise in Europe and Asia and has a **higher risk of spreading to humans** thanks to variants.

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

 Total of 203 articles in the media we are monitoring.

 Media interest is down 33% compared to the last 6 weeks.

**Veganuary set to pass two million milestone in the UK.** A [record number](#) of people are expected to try to eat only plant-based foods this month as [veganism](#) continues to grow in the UK, with [large employers](#), such as Harrods, Superdrug and Volkswagen, planning to promote it among their staff. In Norway, people are buying less red meat after carbon footprints were added to [weekly shop receipts](#).

**New climate solutions?** Impossible Foods is talking to UK farmers about [swapping livestock for trees](#) to fight climate change. A [long read](#) in The Guardian argues that cellular agriculture could only improve the industrial meat industry if it protects workers, consumers and the environment.

**Government pressure grows on the livestock industry.** Biden is [going after](#) the largest [US meat producers](#); the Netherlands announces a EUR 25bn plan to [radically reduce the number of livestock](#); [USDA approves certification](#) for [low-carbon beef](#); France and Austria [want](#) the EU to develop a plant-based protein strategy.

**Largest EU supermarkets drop Brazilian beef linked to deforestation.** Sainsbury's, Carrefour and Ahold Delhaize [will stop selling](#) several Brazilian meat products after an investigation found they contributed to the [destruction of the Amazon rainforest](#). JBS responded by [blaming](#) its complex supply-chains.

### Also worth reading

**Public money for public goods?** England's [new farming subsidies](#) are criticised for lacking ambition.

**Nature's role in climate action explained.** Carbon brief [examines](#) the history of the term 'nature-based solutions' and their place in global climate negotiations. [New science](#) around the contribution of forests to regulating regional and local temperature, and as an adaptation method, is also being published.

**Pesticides cost double the amount they yield.** A new [study](#) finds pesticide producers cost the EU EUR 2.3bn in subsidies. At the same time, the sector makes about EUR 900m in profits.

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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

[Enter Dashboard](#)

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

