GREEN CENTURY

Invest in a Green Future

Saving our Forests

Green Century helps stop companies from bulldozing and burning forests across the globe.

Problem

- Tropical forests are biodiversity hotspots, providing a home to 90% of the world's rare species such as jaguars, giant otters and orangutans.
- Unfortunately, our forests are threatened by corporate and government efforts to destroy and replace them, largely for agriculture.
- Destruction of wild lands for beef, soy, palm oil and wood cultivation in particular accounts for more than 70% of global deforestation.

Green Century's Solution

Urging companies to use technology, expertise, and land to produce food without harming natural forests.

- Source deforestation-free beef, soy, palm oil, and timber.
- Adopt forest-friendly supply chains to drive demand for these sustainably-sourced products.



Photo Credit: Snaptitude, Adobe Stock

We are losing our forests at an alarming rate, erasing habitats for many endangered species like this giant otter. See back side for more examples.

Key Successes

Green Century is dedicated to saving our forests, reaching 23 new deforestation commitments since 2022. These successes followed dialogue, shareholder proposals, and negotiations with Green Century.

Protecting Forests - Bank of America, the second-largest bank in the United States, released new forest protection standards for its clients around the world after two years of dialogue and a shareholder proposal from Green Century. These new standards require clients in the beef, soy, palm oil and forestry sectors to have or be pursuing deforestation-free operations and supply chains. Our work with Bank of America builds on recent agreements between Green Century and JPMorgan Chase, Citigroup and Morgan Stanley to similarly strengthen their forest protection standards. Together, beef, soy, palm oil and wood products are responsible for approximately 75% of global deforestation.



Photo Credit: Joseph Kellerer, Unsplash

Costco - The third largest retailer in the world published a comprehensive assessment and action plan in 2025 to reduce deforestation in its Kirkland Signature brand products. The revenues from these brand products is greater than many large companies, including Nike, Coca-Cola, and United Airlines. The company's action plan includes reducing deforestation linked to beef, soy, paper products and palm oil, helping to protect threatened species such as the jaguar, giant otter, and caribou.



Photo Credit: Shelby Murphy Figueroa, Unsplash

J.M. Smucker - The parent company of Folgers, Café Bustelo and Dunkin' at Home coffee products agreed in 2025 to review its forest protection policies. The company committed to assessing the steps needed to source coffee, palm oil, soy, cocoa, and fiber packaging from deforestation-free supplies, and has publicly stated an ambition to transition to deforestation-free sourcing by the end of 2029. The company will publish annual updates on its progress toward deforestation-free products.



Photo Credit: Mariola Grobelska, Unsplash

Bloomin' Brands - In 2025, Outback Steakhouse's parent company Bloomin' Brands agreed to strengthen its commitment to protect forests when sourcing ingredients for its 1,480 restaurants around the world. Bloomin' will also improve the traceability of its palm oil products and agreed to include biodiversity impacts in its 2025 sustainability assessment, which will be included in its next sustainability report.



Photo Credit: Nicola Pavan, Unsplash

Kraft Heinz - In response to a shareholder resolution from Green Century, Kraft Heinz committed to eliminating deforestation and land conversion from the sourcing of key ingredients. These actions are important steps in curbing global warming and reducing nature loss. The policy covers commodities including beef and soy that are linked to deforestation in the Amazon, which is home to 10% of all known species and among the last refuges for endangered species including jaguars and pink river dolphins.

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