

Saving our Forests

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

Problem

- Forests are the lungs of the earth, critical to ecosystem balance and a stable climate. Tropical forests are also 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.
- Losing wild lands to beef, soy, palm oil and wood cultivation in particular accounts for more than 70% of global deforestation.

Green Century's Solution

Green Century works to safeguard forests by urging companies to:

- Recognize we have the technology, expertise, and land to produce food without harming natural forests.
- Prioritize sourcing deforestation-free beef, soy, palm oil, and timber.
- Adopt forest-friendly supply chains in their agribusiness and restaurants to create demand for these products.



Photo Credit: Bob Brewer, Unsplash

Every day, forests are cleared at alarming rates, wiping out critical habitats for for endangered species. See back side for more examples.

Key Successes

Green Century is dedicated to saving our forests, reaching seven new deforestation committments since 2022.

Costco - The third largest retailer in the world will publish a comprehensive assessment and action plan in 2025 to reduce deforestation in its Kirkland Signature brand products – from beef and soy to paper products and palm oil – protecting threatened species such as the jaguar, giant otter and caribou. Costco's commitment came after dialogue and the withdrawal of a related shareholder proposal from Green Century. The revenues of Costco Signature brand is equivalent to those of some other companies, such as Nike, Coca-Cola, and United Airlines.



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J.M. Smucker - The parent company of Folgers, Café Bustelo and Dunkin' at Home coffee products has agreed to review its forest protection policies with an ambition of eventually sourcing all of its ingredients without any collateral deforestation. The move came in 2025 in response to a shareholder proposal from Green Century, which requested the company to assess and ensure it uses deforesta-tion-free supplies of coffee, palm, soy and cocoa, as well as wood pulp used in packaging. The company intends to follow the assessment with a transition to supplies free of deforestation impacts in 2026.

Bloomin' Brands - In early 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. The company acted after Green Century filed a shareholder proposal asking the company to assess its impact on biodiversity and nature loss. Bloomin' also will improve the traceability of its palm oil products and agreed to include biodiversity impacts in the double-materiality assessment it is undertaking in 2025.

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

Morgan Stanley - One of the largest banks in the United States, Morgan Stanley committed to strengthening its deforestation policies for clients around the world because of Green Century's negotiations with the company. The bank strengthened its standards for palm oil and forestry clients to reflect best practices and created new requirements for soy and beef clients operating in regions with high deforestation risk.

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