

WARMING WORLD, HUNGRY PLANET

Climate change could be the single biggest threat to winning the fight against hunger. Yet some food companies are actually making the problem worse. Use your power as a consumer and tell Kellogg and General Mills to help stop climate change from making people hungry.



OUR FOOD AT RISK

Farmers from California to Cambodia are vulnerable to extreme weather events like droughts, floods, and storms, all of which are occurring with increased frequency and intensity. Even a slight change in overall temperature or rainfall can shrivel plants, flood fields, or unleash crop-eating pests. That means lost harvests and more families facing hunger.

When extreme weather and changing seasons destroy harvests, food prices go up and production goes down. These changes affect our entire food system: the food we eat, the products we buy, and the crops we grow. And what we do to prepare for a warming world today will, to a large extent, determine how many people go hungry over the next two decades.

CLIMATE CHANGE IN YOUR CEREAL?

- Many of us are already making smarter choices in our own lives, yet some of the giant food companies behind the products we buy every day aren't doing their part.
- Kellogg and General Mills (makers of popular breakfast cereals and other well-known brands) are doing less than their peers in the world's top 10 food companies to help cut pollution from their supply chains and stand up for broader climate action.
- In the next 15 years, climate change could more than double the price of ingredients like corn and wheat. That's bad for both companies and consumers.

BY THE NUMBERS

2: Percentage of decline in growth of global food production in the coming decades because of climate change, even as global demand for food rises by 14 percent per decade.

25 million: Additional number of children under 5 who could suffer from malnutrition by 2050, compared with those in a world not experiencing the effects of climate change.

25-27: The estimated percentage of total greenhouse emissions generated by our global food system.

30+: Percentage that the retail price of Kellogg's Corn Flakes could rise in the next 20 years, as a result of the effects of climate change on the world's harvests.

// We don't want this company to operate on our land. //

—Eric Pyne, 31, a farmer and father of five from Komonah, Liberia. A company that supplies palm oil to the biggest food companies is rapidly expanding its operations in Liberia and plans to clear tens of thousands of acres of land to grow palm oil for domestic markets and for export. Local people fear that the company plans to clear forests that they rely on to farm and feed their families. Deforestation and land use change could also potentially release large amounts of greenhouse gas emissions.



THREE THINGS YOU NEED TO KNOW

1. THE BIGGEST FOOD COMPANIES HAVE GLOBAL REACH.

- The world's 10 biggest food and beverage companies are significant emitters of greenhouse gases across their global operations. If they were a single country, these 10 companies would be the 25th most polluting in the world.
- These multibillion-dollar giants are major players in the industry and can influence governments worldwide. If they stepped up to help fight climate change, they could become leaders in protecting the future of our food.

2. THESE COMPANIES COULD BE DOING A LOT MORE TO TACKLE CLIMATE CHANGE.

- Oxfam's Behind the Brands campaign takes a closer look at how the 10 biggest food companies report that they do business. We created an easy-to-use scorecard—a "behind the brands" look—comparing and contrasting companies' policies and commitments.
- Oxfam found that two food giants, Kellogg and General Mills, are failing to cut pollution from their supply chains. They claim to be reducing their emissions, but they don't even measure or fully disclose

them, let alone have targets to reduce them. They do business with companies that worsen climate change by burning down forests to clear land and by over-using polluting fertilizers.

Here's what we're asking Kellogg and General Mills to do:

- **Know and show:** Disclose emissions from their supply chains that contribute to climate change and drive global hunger.
- **Act:** Commit to clear, science-based targets and actions that reduce emissions from their operations and supply chains.
- **Speak up:** Use their power and influence to call on governments and businesses to do what's needed to protect the future of our food.

3. CONSUMERS LIKE YOU CAN CHANGE HOW COMPANIES DO BUSINESS.

Hundreds of thousands have already joined us in calling on the world's biggest food companies to improve their policies on everything from women's equality to land rights. Thanks to you, food giants like PepsiCo and Nestlé have taken concrete steps to improve their policies—and the industry has taken notice.

Even the biggest companies care what customers think. So when you speak, they listen.

WHAT CAN YOU DO TO HELP?

You don't need to stop buying the products you love. Instead, get the facts about the companies behind your favorite brands. Find out what they could be doing to help stop climate change from making people hungry. Then take action: Add your voice at behindthebrands.org.

STAY INFORMED: Behind the Brands will monitor companies' progress on this and other issues. See our scorecard for the latest updates on how your voice is making a difference: behindthebrands.org



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FRONT: A member of the Ehmke family cradles a seedling on the family farm in Healy, Kansas. Fourth-generation farmer Vance Ehmke, whose family grows sorghum, wheat, rye, and triticale on close to 10,000 acres of high plains, says he can hardly remember the last time he had a really good year. By last fall, after nearly three years of drought, farmers in the region wanted rain more than anything. "We've just been crucified," Ehmke says. "In 2013, our grain production was half of normal. It was a horrible year." *Ilene Perlman / Oxfam America*

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