



RAIN ACTIVISTS SCALE ICONIC SIX STORY NYC PEPSICO LANDMARK 100-FT BANNER CALLS ON SNACK FOOD GIANT TO CUT CONFLICT PALM OIL

Early one morning in April, activists with RAN scaled the iconic Pepsi sign in Gantry State Park along the East River in Queens and dropped a 100 x 15 foot banner calling on snack food giant PepsiCo to eliminate Conflict Palm Oil from its supply chains. The 1936 sign was declared a New York historical landmark earlier this month.

The action marked an escalation in the three-year campaign to pressure the company to address the egregious human rights abuses and deforestation in its palm oil supply chain and commit to using only responsibly produced palm oil for all its globally branded products. While many of PepsiCo's competitors have adopted aggressive timelines to source only responsible palm oil, PepsiCo has continued with a 'business as usual' timeline of 2020, positioning the company as a laggard among its peers.

Every day Pepsi delays cleaning up its palm oil problem is another day when countless plantation workers continue to suffer under brutal labor conditions, the last Sumatran orangutan and tiger habitat continues to fall and massive carbon emissions continue to pour into the atmosphere from burning rainforests.

Pepsi is a globally influential, multibillion dollar brand. It has both the power and the resources to tackle the palm oil crisis head on to drive real change through its suppliers down to the forest floor where it is so desperately needed. RAN activists will continue to tell PepsiCo, through actions like these and others, that business as usual is simply no longer acceptable.

**READ ON TO FIND OUT MORE ABOUT RAN'S WORK TO
PRESSURE PEPSICO » page 2**

WHAT'S REALLY INSIDE PEPSICO'S PRODUCTS?



In August, Pepsi resurrected its "iconic clear soda from the 90's," Crystal Pepsi, generating waves of nostalgia through social media and launch events to help sell its products. What the company wasn't counting on was RAN activists coming out in force, utilizing the opportunity to remind PepsiCo that its use of Conflict Palm Oil to make its chips and chewy granola bars is fueling rainforest destruction, human rights abuses, and the extinction of orangutans and elephants in Sumatra, Indonesia.

Thousands of RAN supporters barraged PepsiCo on social media with images featuring endangered orangutans, elephants and children forced to work on palm oil plantations trapped inside Crystal Pepsi bottles. In New York, RAN activists joined with the Illuminator Project to stage an 'urban intervention' at their rock concert launch event, projecting massive images showing the impacts of PepsiCo's snack foods on forests, endangered orangutans, elephants and children

forced to work on oil palm plantations in Indonesia on the side of Terminal 5, the entrance to the event.

While PepsiCo has issued repeated revisions to its palm oil procurement policy, the company continues to exempt PepsiCo-branded products produced in Indonesia, made by its joint venture partner Indofood, from being covered by its commitments. Indonesia is the world's largest producer of palm oil and the expansion of palm oil plantations has made Indonesia the global epicenter for deforestation in the world today, as well as one of the planet's largest sources of carbon pollution contributing to climate change.

Add your voice by calling on PepsiCo to eliminate Conflict Palm Oil from its products.

READ MORE AND TAKE ACTION AT » RAN.org/PepsiUnclear

The PANTHER

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Editor / Designer: Toben Dilworth
Contributors: Lindsey Allen, Christopher Herrera, Cyriac Joseph, Virali Modi-Parekh, Jason Opeña Disterhoft, Emma Rae Lierley

For inquiries, comments, suggestions, please email panther@ran.org.

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425 Bush Street, Suite 300 | San Francisco, CA 94108
USA | 415-398-4404 | RAN.org

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FROM the CANOPY

PHOTO: PAUL HILTON

Lindsey Allen, RAN Executive Director



Ramping Up the Pressure on Pepsi

As you know, over the past few years RAN has been focused on shifting the entire palm oil industry. The production of cheap Conflict Palm Oil is wreaking havoc on rainforests, the climate and communities across the planet — and especially in Indonesia and Malaysia.

Over the past few months, we have turned up the pressure on one of our biggest and most high profile targets ever: PepsiCo.

As the biggest snack food giant on the planet and a company that buys more than 470,000 tons of palm oil each year. PepsiCo's partner IndoFood produces all Pepsi food products in Indonesia and is in fact the biggest food producer in that country. But IndoFood refuses to reform their supply chain and ensure that Conflict Palm Oil is not in their products. RAN has been telling PepsiCo about their IndoFood problem for years — but they refuse to act.

So we upped the ante. Our team launched a Twitter Storm generating more than 20,000 tweets demanding Pepsi cut Conflict Palm Oil; we confronted Pepsi executives at a beverage convention in Chicago demanding they cut Conflict Palm Oil; we met with Pepsi officials at the annual shareholder meeting in North Carolina demanding that they cut Conflict Palm Oil; and we dropped a 100 x 15 foot banner on the iconic landmark Pepsi sign in New York that read "Cut Conflict Palm Oil!"

And as this goes to press, we are going to the source. RAN is unveiling a massive billboard and surgically targeted magazine ads in communities where we know that Pepsi executives will see them — telling them in no uncertain terms that destroying the planet for cheap snack foods is not acceptable. After speaking with executives at the company, we can say with confidence: PepsiCo is hearing our message. But until they act, we will not relent.

Climate Action: The Clock is Ticking

RAN has also continued to pressure this administration to take real action in the fight against climate change. RAN's campaign to Keep It In the Ground is focused on ending the extraction of disastrous fossil fuels from our public lands. The wealthiest companies on the planet are still getting sweetheart deals — such as drilling and fracking leases for as little as \$2 an acre — and we are getting more floods, more contaminated water and more climate change in return.

To make this clear, RAN has been part of committed coalition that has been challenging and disrupting these auctions for public land leases across the country: New Orleans, Colorado, Utah, Washington D.C., Wyoming and Reno to name just a few. In response, the federal government has stopped holding these auctions in person — and have taken them online.

But our Keep It In the Ground coalition is bringing the fight to Washington D.C. — so stay tuned.

This year, I've had the great pleasure to travel more and meet many supporters of RAN in the U.S. and abroad. I am consistently humbled to be the face of an organization that has had such an impact on communities and ecosystems across the globe.

Thank you for your support and partnership. We cannot do this work without you!

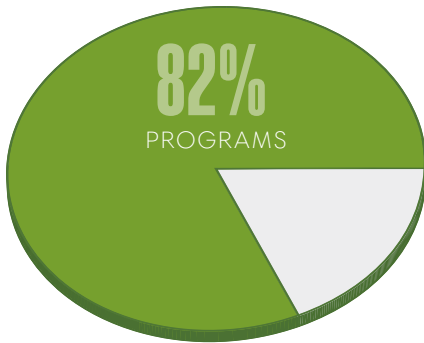
A handwritten signature in black ink, appearing to read "Lindsey Allen".

For people and planet,
Lindsey Allen



Follow Lindsey Allen at » @lrallen

HOW RAN PUTS **YOUR DOLLARS** INTO **ACTION**



BECAUSE OF DONORS LIKE YOU, RAN GETS RESULTS.

Rainforest Action Network devotes more than **82%** (2014-15) of our expenses on programs. That means your continued and consistent support allows us to focus on the real work — pressuring the worst offenders who are destroying vital ecosystems, the profiteers benefiting from climate chaos, and the land grabbers forcing indigenous communities off their ancestral homes. **And here's how we do it!**

FROM THE BARRICADES TO THE BOARDROOM

- » RAN creates external pressure on corporate targets through strategic, collaborative campaigns.
- » We then follow up with high-level corporate negotiations, relentless monitoring, and accountability reviews.
- » All of this is to ensure that promises are kept and that corporate policies translate into on-the-ground and systemic positive change.

PARTNERSHIPS

We partner with frontline communities in remote corners of the planet and develop authentic partnerships with them. These communities see and experience firsthand the impact of profit-driven destruction of Earth's crucial ecosystems.

RAN HAS DEVELOPED A LONG STANDING RELATIONSHIP WITH SEVERAL COMMUNITIES IN

ACEH PROVINCE OF INDONESIA



RESEARCH

All RAN campaigns are built upon impeccable and expert research. Before we go public with any project, there are months of preparation to identify the key drivers of a crisis and the levers of change we want to move — our core campaign targets. This research is frequently published as one of RAN's hallmark reports. Our staff research corporate supply chains and receive feedback from our frontline community partners to carefully collect evidence of rainforest destruction, climate degradation, and related human rights abuses.

RAN HAS IDENTIFIED

CONFLICT PALM OIL PRODUCTION

AS ONE OF THE WORLD'S LEADING CAUSES OF
RAINFOREST DESTRUCTION



BECAUSE OF DONORS LIKE YOU, **RAN GETS RESULTS.**

PUBLIC PRESSURE

RAN's media engagement and digital team coordinate media and social media campaigns. We put the destructive policies and actions of the world's largest corporations into the spotlight. RAN has exposed 20 of most well-known snack food companies in the world for sourcing Conflict Palm Oil and will not stop until it is off the shelves for good.

ENGAGING THE NETWORK

At RAN we take the 'Network' in our name seriously. RAN organizers reach out through our action network to train volunteers in non-violent direct action and digital organizing. We rely on our long-standing and global community to apply direct pressure on corporate wrongdoers.



142,219 PEOPLE

HAVE TAKEN ACTION DURING OUR CAMPAIGNS AGAINST **CONFLICT PALM OIL**



55 TACTICAL ACTIONS

HAVE BEEN TAKEN AT **CORPORATE OFFICES AND PUBLIC SPACES**

CORPORATE NEGOTIATIONS

The resulting media spotlight and consumer feedback force corporations to reach out to negotiate environmentally sustainable policies. RAN conducted numerous meetings with the Snackfood 20, the worst Conflict Palm Oil corporations, to negotiate responsible palm oil sourcing policies.

The results?

12 OUT OF 20 CORPORATIONS

MADE COMMITMENTS TO ADOPT **SUSTAINABLE PALM OIL POLICIES**

RAN IS CONTINUING TO PRESSURE THE REMAINING **8**.

IMPLEMENTATION & FOLLOW-THROUGH

At RAN, we realize that talk is cheap. So thanks to generous donations from supporters, RAN is able follow up on hard-won policies to ensure that promises are kept. Through monitoring the situation on the ground independently with our partners, RAN thus ensures that real change reaches the rainforests.



WITH OUR STAFF AND OUR PARTNERS

IN INDONESIA RAN CONTINUES TO MONITOR THE SITUATION ON THE GROUND.

\$HORTING THE CLIMATE



RAN RELEASES 2016 FOSSIL FUEL FINANCE REPORT CARD

Last December, 195 countries came together in Paris to forge a new path forward on climate change. For the first time in history, the international community agreed to limit global warming to 1.5 degrees Celsius to avoid the most catastrophic effects of climate change.

But as RAN's new report reveals, big banks continue to drive the climate crisis by financing the riskiest, most carbon-intensive sectors of the fossil fuel industry: coal, tar sands, Arctic and ultra-deepwater oil, and liquified natural gas (LNG). *Shorting the Climate*, published in partnership with BankTrack, Sierra Club and Oil Change International, shows that the finance industry now has a stark choice to make: lock the world into a path of runaway climate change, or stop funding climate chaos.

In the last three years, banks like JPMorgan Chase, Citigroup, and Deutsche Bank have pumped hundreds of billions of dollars into extreme fossil fuels. Banks' fees and profits from coal and extreme oil and gas come at the expense of some of the most vulnerable communities on the planet who live in or near fossil fuel "sacrifice zones" around the world. And they lock in global warming for decades to come.

If governments follow through on the Paris Agreement and limit warming to 1.5 degrees Celsius, investments in coal infrastructure, LNG export terminals, and extreme oil projects will be largely unprofitable. These investments would only pay off if the international community fails to rein in global warming. So big extreme fossil fuel investments are making massive bets that governments won't stop climate change.

In financial terms, "shorting" is doing a deal in which an investor profits if a company or asset declines in value. In other words, it means betting on failure. After the Paris climate agreement, funding extreme fossil fuels amounts to shorting the climate. And it's diametrically opposed to the goal of limiting global warming to 1.5 degrees Celsius.

Instead, we must rapidly decarbonize our energy system, starting now. In the last year, we've seen nine of the biggest US and European banks commit to reduce funding for coal mining, following pressure from global civil society, with RAN playing a major role. So big banks are capable of getting out of extreme fossil fuels — if they feel enough heat. This fall, we'll be leveraging our new findings from this report to push banks on new policies that signify real action to stem climate change.

TOP IMAGE: ISAAC CORDAL / CEMENTCLIPSES.COM



READ MORE AT » www.RAN.org/shortingthecimate



PHOTO: AMANDA STARBUCK / RAN

KEEP IT IN THE GROUND

BREAKING AMERICA'S ADDICTION BY STOPPING THE SALE OF FEDERAL COAL, OIL & GAS

As the climate crisis deepens, people are taking bold action to push our leaders for meaningful change. In August, four protesters were arrested when they refused to move from a federal office, demanding an end to offshore drilling in the Gulf of Mexico - especially in light of the "1,000 year" flood that has ravaged Louisiana. This coincided with action on the other side of the country, where Indigenous leaders are uniting in unprecedented numbers to fight a fossil fuel pipeline at the Standing Rock reservation in North Dakota.

The Keep It in the Ground movement is growing strong, deep and wide throughout the nation. As part of this larger movement to end fossil fuel extraction, the campaign to end new fossil fuel development on U.S. public lands and waters launched in September 2015. Environmental, Indigenous, frontline and grassroots organizations converged on Washington D.C. to call on President Obama to end this practice on public lands, and in the process, eliminate fully one fourth of all US climate change emissions.

After this kickoff, RAN has played a critical role in galvanizing actions with hundreds of leaders in Wyoming, Colorado, Utah, Washington D.C., Montana, Wisconsin, Nevada, Louisiana, and Idaho to protest the sale of leases for fossil fuel extraction, directly challenging federal agencies and President Obama, who are supposed to manage these resources in the public interest. In part due to this momentum, eight lease sales have been cancelled to date and President Obama froze new coal

leasing and closed off drilling in the Atlantic Ocean.

The campaign to end federal fossil fuel leases on public lands has been featured in national media including *Rolling Stone*, *USA Today*, *Time*, *The Hill*, *Politico*, with Op Eds in the *NY Times* and the *Huffington Post*.

The campaign to end US federal fossil fuel leasing onshore and offshore has also helped connect regional and local fights with a national demand focused on President Obama's last days in office. As Obama's presidency continues to sunset, the campaign will be escalating efforts to push the President to take this meaningful step on climate change in the coming days, weeks & months.

LEARN MORE AT » www.RAN.org/keepitintheground



PHOTO: PAUL CORBIT BROWN



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R E V E L

Thursday, October 13, 2016
City View | San Francisco

Rainforest Action Network invites you to celebrate another year of victories for the planet at REVEL! Enjoy a gourmet vegan dinner, a live auction, and special guests to be announced, and live music by **Afrolicious!**

Dinner tickets are \$500 and Sponsorships start at \$2,500.

Visit RAN.org/revel for more information!

Don't Miss it for the World!

RAN.org/revel