



Thanks to your hard work, companies responsible for the climate crisis, tropical deforestation and human rights abuses are buckling under pressure!

Rainforest Action Network's (RAN) current campaign is targeting Oreo Cookies, and Oreo's parent company Mondelez International. On its face this is a campaign about one of the world's most beloved cookies, but at the heart of the issue we are supporting Indigenous and local communities in Indonesia, who struggle against violence, intimidation, and criminalization as they fight to protect their peoples' lands from deforestation, plantation development, and other extractive industry.

Forest defenders do more than protect the land — their efforts are crucial for stabilizing climate chaos. So as they fight for their people and way of life, they are also protecting our climate. There is no climate solution that doesn't include keeping forests standing and protecting community land rights. This includes the right to say No to development, which is among the most effective ways to prevent deforestation. Recognizing land rights reduces deforestation, increases carbon storage, and protects biodiversity.

The reckless, irresponsible pursuit of profits — regardless of forest destruction and human rights violations — must end. We must shift the labor and production practices behind commodities that produce things like "America's favorite cookie." RAN pushes global companies to raise their standards and stop doing business with producers that violate rights and destroy forests. When these global giants move, they make a lot of waves and can help set new global standards but they won't make those moves without pressure from us.

WHAT: Oreo Day of Action

WHEN: March 6th, 2026

SIGNUP: RAN.org/oreo-day

MARCH 6TH OREO DAY OF ACTION CALL TO ACTION:

Did you know that “*milk’s favorite cookie*” might be forest’s worst nightmare? Oreo, and other snacks made by Mondeléz use ingredients tied to forest and peatland destruction. But this isn’t just about forests and snacks — it’s about Indigenous and local community land rights, protections for forest defenders, and climate justice!

On March 6th, “National Oreo Day” we are declaring International STOP Oreo Day of Action to disrupt the status quo. Join Us! And expose the ugly truths hidden behind huge marketing budgets.

We are calling on supporters and allies around the world to **join us to Stop Oreo.**

- **STOP THE LAND GRABS!**
- **STOP THE DESTRUCTION!**
- **STOP VIOLENCE AGAINST FOREST DEFENDERS!**
- **ADOPT A HUMAN RIGHTS DEFENDER POLICY AND STOP DOING BUSINESS WITH DIRTY PRODUCERS!**

We have a variety of ways to take action including: online action from the comfort of your home; to calls and letter writing; to showing up to your local grocery to call out Oreo.

Sign up to take action on March 6th and we’ll get you everything you need to let the makers of Oreo know we demand a Human Rights Defender Policy Now!

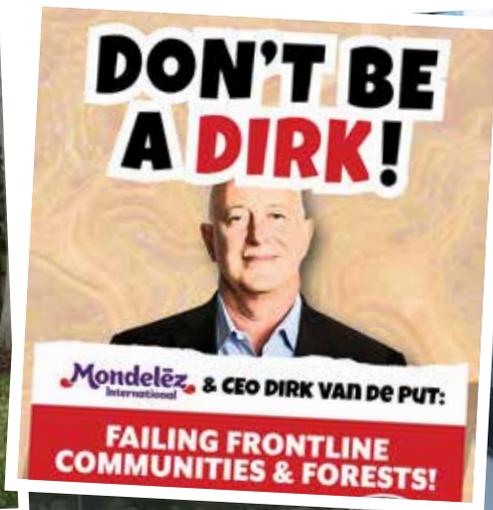
TARGETS:

- 1. Mondeléz** and its Decision-Makers, including **CEO Dirk Van de Put**
- 2. Oreo branded locations**
- 3. Corporate grocery stores** carrying **Oreo products.**

WAYS TO TAKE ACTION OFFLINE AND IN-PERSON

- 1. Place a sign on Oreo display (get a photo to share back with us!).** Go into a grocery store, find the cookie section and where the Oreos are, and snap a picture while holding one of our brand jam signs.
- 2. Organize a Snack-Free Protest:** like a picket, handing out flyers or organizing a protest outside of a Mondelez/Oreo office or grocery store. As you are picketing outside of the office/branch, holding banners and handheld signs, you can hand out flyers to people as they pass by.
- 3. Want to be creative? Try posterizing and wheat pasting.** Put up posters around your neighborhood, near grocery stores selling Oreo products or near a Mondelez office or bakery.

We will update this with a link for uploading your pictures and videos :). Or email them to info@ran.org.



STEPS TO PLANNING YOUR ACTION

1. Registering your Action

Sign Up here: [RAN.org/oreo-day](https://ran.org/oreo-day)

2. Gathering your people

Your action can include as many people as you'd like

3. Setting your goals

It's important to have clear achievable goals like getting a photo with your protest signs or speaking to the purchasing manager. Keep it clear and keep it simple.

4. Choosing your tactic

We've provided a list of three tactics. Choose which one seems within your organizing hub's capacity.

5. Making a plan



SAMPLE WORK PLAN

- › Create a Day of Check List
- › Outreach to get attendance at your event
- › Develop a speakers list if you plan on having speakers
- › Create or order art for the event including: flyers, banners, posters, or whatever you plan on using
- › Assign roles for your event (we can walk you through which roles you might need if you are not certain)
- › Gather on March 6th and take action!

DAY OF ACTION CHECKLIST

- › Materials like posters, flyers, speaking equipment like a bullhorn if you need amplified sound
- › Speakers if you're going to have a speak out about the day of action
- › Roles for safety
- › Snack and water

POST-ACTION CHECK-IN

- › Find a nearby park or coffee shop to debrief the event with your organizing team
- › Send us your photos and videos and let us know how the day went

FOLLOW UP

➤ **The fight is far from over.** And this fight isn't just about stopping one company, it's about ending harmful deforestation and land grabs, standing up for Indigenous sovereignty, and fighting for a better future. It's about stopping rampant, destructive corporate greed. We encourage you to find out more about local and international Indigenous led resistance movements, and other ways you can work to uphold treaties, support the land back movement, and ensure we move towards justice and equity.

➤ **Absorption:** After our Coordinated Day of Action, all of us will find ourselves working to help more people engage with our movement and get involved with our respective organizations to create a just, equitable, and livable future. That is where absorption, how we work to allow new people into our movement, comes in. Creating space for the people you activated to come into your ongoing work is essential. Building community, forging relationships, and continuing to create a shared vision for the future can create stronger movements for change and enhance local resiliency. It takes time, but the intention we put towards absorption and ongoing engagement is well worth the effort.

➤ **Mark these important dates** for action takers and action hosts:

Oreo Day of Action Briefing Webinar- On February 25, we'll hold a special briefing webinar to talk about how junk food like Oreos affects frontline communities, the basics of the corporate pressure campaigns and why it is so important to climate justice and how you can take action in your local community.

Know Your Rights Webinar- On March 3rd, we'll hold a virtual know your rights training with lawyers from the Civil Liberties Defense Center and organizers with Rainforest Action Network. In this training, we'll offer a view on the legal landscape for activists, and provide a clear, practical understanding of how to keep yourself and your friends safe(r).

MARCH 6TH DAY OF ACTION - THE BIG DAY!

