**John Steel:** Hello, and welcome to the Building Better Business Podcast, the podcast that explores how business can shape our world for the better, and how we can all get involved and all help. In this episode, we're here to talk about the world's forests, and their vital importance for us all, and also, how agriculture is a big, big threat to forests and what is being done about it. I am delighted to say we have two fabulous panelists with us today, and so, I’d like to introduce them both. First of all, I’d like to introduce Sarah Wakefield, the head of Food Transformation at WWF. Welcome Sarah.

**Sarah Wakefield:** Hi, John, lovely to be here this morning.

**John Steel:** It's fantastic to have you here. Thank you for your time. And I’d also like to welcome Steven Ripley, and Steven is the Group Responsible Sourcing Manager, focusing on Forests at our biggest retailer, Tesco. So welcome, Steven.

**Steven Ripley:** Hi, John, nice to be here.

**John Steel:** Thank you both, and, as I said, we're going to talk about forests. I think it'd be great to, first of all, focus on the importance of forests, and also the extent of deforestation, I think then chat together about solutions. And I think, thirdly, make sure we're really focusing on how all the different actors can do things together, because it's not one company or one body or one individual's responsibility, but the way we work together is also a key part to how we change things. First of all, sort of, stepping back and starting with some of the basics, I’m quite keen to just have a chat about what is so important about forests. And I wonder if you could start with your perspective, Sarah.

**Sarah Wakefield:** Yeah, so forests are one of the most amazing natural resources that we have in the world, and not only do they provide us individually with a lot of joy and peace and wellbeing when we go into forests, but they are also of vital importance to the balance of the world as it stands, and also home to a huge amount of our [00:02:00] nature and biodiversity. And if we focus on one forest, for example, the Amazon – a forest like the Amazon is important, not just to the local people who depend on it for food, water, wood, and medicines, but also because it helps us to stabilise the climate. And we know that around 76 billion tons of carbon is stored in the Amazon rainforest, so that's all that carbon is captured in there; and the trees in the Amazon also release billions of tons of water into the atmosphere in a day. And that kind of gift that trees and forests give us allow us really to live in the world as it stands, and also has a flourishing of nature and other wonderful wild species. So I think we can all think about the individual importance of local trees and woods to us, but also be really thankful for those amazing places around the world that help us live in the natural environment that we do.

**John Steel:** Steven, do you want to add to this view of how important forests are to us, not only in their locality, but to us as a species, I guess?

**Steven Ripley:** Forests are critical ecosystem service infrastructure for the entire planet, and if forests didn't exist, then we would struggle to carry on as we do – in fact, life would become extremely difficult on this on this planet. So absolutely critical that we keep forests standing, and particularly, the tropical forests, because of their role and their importance in terms of global biodiversity that, you know, their critical role in their transpiration stream, which is kind of a recycling of rainfall, which is a critical ecosystem service that forests provide. And, of course, much of the crop production in the Brazilian agricultural [00:04:00] powerhouses is really dependent on that rainfall being consistently generated by the forest. So it's, yeah, it's critical to our future food supply and wellbeing.

**John Steel:** We've got some great forest fans here, and it's clear, not only are you great fans of forests, but you recognise how overwhelmingly important they are. And I think, I then move us from that to, what the heck's been going on, because deforestation has been, I think, pretty rampant. Again, starting with you, Sarah, what has been happening with deforestation, I guess, how serious is it? How does it happen at such a rate when I hear your passion and commitment, what's going on?

**Sarah Wakefield:** Yeah-no, and I think we should maybe talk about before we get into the scale of it, really, why – why are people cutting down these trees and why are we destroying these forests that we can see all the wonderful benefits from. And I think from a kind of most of the deforestation that happens, particularly on a tropical area is due to agriculture. So a recent FAO report suggests that closer to 90% of deforestation worldwide is driven by agriculture. And part of the reason for that when you first plant on a recently deforested area, it's incredibly fertile. So all the trees and the plants that have been kind of building up the soil mass over time, have actually been creating this wonderful space to grow other plants. And so, the incentive for people that live around an edge of a forest or even for companies that might want to plant in new areas is that if we have, what we call, degraded soils, so made soil less fertile and less possible to grow by potentially [00:06:00] using chemical fertilisers and overexploiting the soil, over-tilling it, sometimes it's easier than rather rebuilding up that soil mass in the areas that we've already been growing in, we can simply cut down trees which give great income for timber, and then, on top of that plant on this really nice fertile ground. So you can understand why if you are incentivised from a financial perspective, this seems to make really good business sense, and potentially as well, for some smallholder farmers around the world, they might have no choice, because this might be the only way that they can subsist in an area. So there's a lot of very complicated drivers behind it, but very simply, the ground beneath our feet in forests is just some of the richest in the world. And so, it does give that incentive for wanting to grow things there. So yeah, I think that that's kind of the foundation of why we are seeing so much destruction from an agricultural perspective. But the last point I maybe make on this is that it obviously is really good for a short term period, but in the long term, you're really messing up those water cycles that we talked about; so there's evidence that you then impact the rainfall that would make the land itself so fertile; and, of course, you are potentially further degrading that lovely soil that we had, and therefore, encroaching on the land that we will have available to grow food and crops in the future. So it is a fairly short term solution to either generating income or generating productive agricultural land.

**John Steel:** Steven on the idea of how deforestation occurs?

**Steven Ripley:** Yeah, again, Sarah is exactly right in what she says, of course, agriculture [00:08:00] is the major driver of deforestation, particularly in the production of beef and soy and palm oil and other forest risk commodities, which, when I say forest risk commodities, it's commodities that are grown with a general risk to forest, and are some of the biggest causes of deforestation. It's an unfortunate reality, I guess, that forest areas often come up against a wall of commercial interests, let's say, which would rather see the land being put into production of crops. But, of course, that's, as Sarah says, that's a very kind of a short term solution. Without the forests, we won't have the rainfall and we won't have the biodiversity which supports that crop production into the future. So we have to find some balance between sustainable crop production, particularly on areas which have already been deforested previously, and have essentially been abandoned, again, as Sarah mentioned, largely due to infertility of the soil, when it's been repeatedly used to grow crops and hasn't been nourished in the way perhaps that it should be. So that's particularly referencing the South American scenario and Southeast Asia deforestation, at the moment, it is a much more complex problem in a lot of ways because it is often small scale family scale sized farmers who maybe they own a few hectares, but, of course, there is millions of them and they're increasing the landholding in relatively small amounts, but collectively, it adds up to a lot of forest loss. Of course, that's [00:10:00] essentially a much more challenging issue to deal with, because you've got to weigh the impacts of, you know, and the needs, the income needs and the development needs of the local populations and balance those against the needs of biodiversity and so on. So it's a very, very challenging area, and there's no – certainly no silver bullets, unfortunately, but lots of interesting initiatives going on.

**John Steel:** It's fascinating how important forests are, but how deforestation occurs and trying to get the balance between the short term and seeing the long term perspective, especially when there are so many different people involved, you say with smallholder farmers, you're talking about millions of families, trying to do the best they can, and be kind of looking after the landscapes they're in. But also, as you aggregate up change, you know, if behaviour is leading to deforestation, you aggregate that up, and it's causing damage in the long term on a huge scale. And is it getting worse? Is it accelerating? How near to the tipping point are we?

**Steven Ripley:** Yeah, it's very difficult to say, I don't think there will be any kind of very clear cut tipping point. Unfortunately, in some ways, it's almost, I guess, preferable that there is something very clean cut a line in the sand, because decisions can be made on that basis. But unfortunately, it's kind of incremental over time, and you kind of only realise we've gone past the tipping point when you see it in the rearview mirror in a lot of cases. So we have to apply the precautionary principle absolutely, and say, fundamentally, as a human species, we do not want to get anywhere near that tipping point, and we have to do everything [00:12:00] we can, pull out all the stops to ensure that agriculture and food production is conducted in a way that is not detrimental to forests, particularly in Brazil, throughout the Bolsonaro administration, we've seen that, unfortunately, the very effective and very good agencies which have so far under previous governments in Brazil have achieved really good progress on protecting forests and decreasing deforestation rates. Unfortunately, in the Bolsonaro, he effectively dismantled many of those agencies and essentially promoted deforestation and development, as we discussed in the shortsighted view of what development consisted of, and therefore, we have seen, as I’m sure many people will have seen quite a few stories in the press recently about the Amazon potentially reaching or even passing a tipping point whereby it becomes a source of carbon dioxide emission rather than a huge absorber of carbon, which it's been in the past. So yeah, really critical that we're all laser focused on this issue, and that we turn the tide on deforestation in the very near term.

**John Steel:** Right, sounds like the long term is becoming a short term priority, which, I guess, in a way is a good thing, but it feels slightly terrifying as well.

**Sarah Wakefield:** One study I know I’ve seen is that some scientists are estimating if we lose just 5% more of the Amazon rainforest, it will trigger that tipping point that Steven was referring to. So the Amazon will no longer be able to sustain itself as a tropical rainforest, so this is back to the importance of transpiration and the rainfall, and it will become a much drier [00:14:00] and more degraded landscape. But I think maybe one point of context, and one point of, I guess, hope, to throw into the conversation is, contextually, it's also worth recognising that we are talking a lot about tropical rainforests today, and kind of that I always call it, like, the equatorial band where we have that really rich kind of rainforest, and we get a lot of those commodities that Steven is referring to, so palm oil, cocoa, coffee, and soy, all these kind of really rich, wonderful product coming from that lush, ground that's recently deforested; but as well saying that we used to be a very forested nation in the UK, and, of course, Europe used to be a lot more forested as well. And to your question, John, about, are we seeing things speeding up, well, this is actually a process that's been happening around the world for many centuries and beyond, as humans have settled and chosen to use the land for agriculture. So although we might think of ourselves as, kind of, well, at least, we're not deforesting, and we're trying to plant back at 11% tree cover, we're one of the most poorly forested nations in the world, and that has come about through active deforestation that we and our ancestors did over many hundreds of years, whether it was to build ships in the Elizabethan era, and then clear it for the land for sheep. We also have that history, and it's worth recognising that, because we really have to be careful about how we are framing these things. So one contextual point, and then, I guess, the point for hope is that, sometimes people I think that work in the environment movement can feel that they are the only ones that care and the only ones that really understand it, and they feel very frustrating and very emotional. But actually, there is a groundswell of people around the world, and certainly from a WWF perspective, we work really hard with businesses, with indigenous people, and the traditional people that call the Amazon home to really fight [00:16:00] for their voice, and their livelihoods as well. And I think it's in that coming together, that we will really see the change and reversal of fortunes happen.

**John Steel:** That's a great kind of move into what can be done and what is being done, because, as you say, it's not just a small group of environmentalists concerning themselves, there is an acceleration in terms of the kind of things that have been done and the kind of collaborations that can make a difference. I wonder if we could talk about some specific initiatives at all. Steven, you clearly see the situation very clearly. Talk a little bit about some of the initiatives that you think can make a difference and that other people should join.

**Steven Ripley:** It's pretty clear that Tesco is squarely aimed at deforestation free commodities, and deforestation free meat, which is often where the commodities are embedded, particularly, soy. So, meat, fish, poultry, egg, basically, most animal products, which are fed on soy as part of their diet, are part of this global supply chain, which has the kind of a deforestation challenge to deal with. Now, it’s very difficult and even more so than palm oil, which in itself is extremely challenging, but – and particularly in soy, because it is an embedded product, i.e., it's not a product that is directly included as an ingredient, but rather, it's something that the animal has it, while it's been growing, we have a particular challenge with transparency in the industry, and neither Tesco nor any retailer in the UK, and generally on an even wider scale in Europe and worldwide, can necessarily see the origin of all the soy which is in their supply chain. And this is something we've really got to [00:18:00] change – change the way the system works. At the moment, commodity trade is facilitated by a certain level of [inaudible 00:18:08] commoditisation, of course, that's the name on the tin as it were, whereby all soy and all of these other forest risk commodities are traded as if they're identical, traded as a commodity. But, of course, when the commodity is associated with deforestation in this case, we can't maintain that level of commoditisation of opaqueness in the supply chain, we need to see where it came from, where it was grown, how it was grown, potentially even who grew it, and where they grew it, in terms of a map of the farm, and the farmer's name, and so on. We don't necessarily need all of that level of detail for every soybean that comes into Tesco supply chain, but in some cases, we're probably going to require something roughly in that ballpark, that level of data, that level of detail. So we're working very hard with WWF, UK, and other industry peers and other organisations to really focus on this transparency and drive the transparency in the sector. And one of the initiatives that we came up with a couple of years ago and developed and launched in November last year – in fact, the Tesco CEO launched it in November, and that's the UK Soy Manifesto. And this basically sets an agenda for sustainable soy in the UK. Our target is that this is going to be met by the entire supply chain by then, the entire sector by 2025, and the important point to realise here is that the manifesto [00:20:00] represents around 60% of soy consumption coming into the UK. So it's a very big chunk of the market, but the only way, even at that scale, the way that the manifesto and all the people who have signed up to all the companies, have signed up to it, the only way that it's powerful is by working together, that's the only way we can achieve any change. Because even Tesco, as big as it is, is a very, very small proportion of global soya consumption. And even the UK is only I think around a percent or a few percent of global soya consumption. So we are very leveraged in terms of our political impact, and we're trying to be as coordinated as we can be to drive this message across the entire supply chain, and even, right back to the farmers, right back to the traders, right back to everybody else who is involved in the supply chain to say that we can't go on with this current lack of transparency. We need to take a step forward now on supply chains, need to firmly establish themselves of decoupled from deforestation, so that we can say, hand on hearts, soy is no longer linked to deforestation and neither are the other forest risk commodities.

**John Steel:** Sarah, is the collaboration working beyond the UK, is there work internationally that brings the best actors together, and what kind of work is that in the area of transparency?

**Sarah Wakefield:** Yeah, it's a really great question, and we're really lucky in WWF to be part of a global network of offices. So we obviously work with colleagues around the world, particularly in the case of soy with WWF Brazil, and other big, what we would call, market countries, so places like the US and other countries [00:22:00] in Europe to kind of work out what the best solutions are on the ground that will really drive that change. And it’s really interesting, because when you start talking about some of the collaborative forums that Steven refers to, and that is kind of replicated, there's forums up at UN level, and there's a lot of global commitments that have been made. In fact, the traders, so people who buy and sell soya and these commodities, made a commitment at COP last year to halt deforestation really, really significant, and that is kind of coming through in this year's COP as well to see what has actually happened. So there’s a huge amount of forums and discussion that is going on, but I think where we are really focused is where can we actually make change, because there's also always a risk that we sit around, and we talk about how difficult it is, and we scratch our heads, and we try and find solutions. And then, we all leave a meeting feeling like we've done a really great job. But actually, if it's not impacting change on the ground, we're not making real progress. And I think that's where some of the work that Steven's referring to is really positive, because it is all about kind of taking those incremental steps, and if there was a silver bullet for this solution, my goodness, someone would have been shooting it, it's definitely not easy. So it's going to take a myriad of actors working not just to get what we would call clean deforestation supply chains into markets like the UK, but also to transform the hallway that those organisations involved in agriculture actually think about this and think about how acceptable it is to have deforestation in their supply chains, and what that then means for working constructively with farmers on the ground. Because at the end of all of this, [00:24:00] my organization can do a lot of work, Tesco, other market actors can do a lot of work, but the power of this lies with the farmers and those who are clearing the land as well, and that is where actually legislation plays an incredibly powerful part. So Steven referred earlier to the part of the big challenge we've been seeing in Brazil has been particularly with the current government over that, sometimes you do need government intervention to protect wild spaces to make sure that people on that land are treated fairly and made sure that they can still have a livelihood, but just to ensure that those boundaries are set. And here in the UK, there is a piece of legislation that we're waiting to see the kind of final outputs of called the due diligence legislation which will mandate all companies in the UK over a certain size to be reporting on their deforestation risk, and to be transparent about their supply chains. There's a lot of different activity happening, and really it's a case of laddering it all up, sticking it together, and making sure we can really focus on what's important which is ultimately allowing those trees to stay in the ground, stay rooted, keep delivering for us and for nature.

**John Steel:** To here, I mean, it's the practical behaviour change, and the incentives and structural changes that enable that, that is, I guess, the point you're making, so important, otherwise it is, if you're not careful people talking about the issue and feeling good about talking about it, but not actually changing things on the ground. I joined Cafédirect 10 years ago and Cafédirect has been working on a reforestation project for 12 years, I think it is now in Peru. And the thing that always struck me about that piece of work was, it wasn't even in the supply chain, it was deforestation for adjacent distance farmers who needed the word, and it was in the impact of that deforestation, effectively [00:26:00] further up the mountain, that meant the soil for coffee cultivation was inadequate. So it's impacting on our supply chain, it wasn't actually in our supply chain. And the amount of thought and consideration to help a community outside of your supply chain stop cutting down wood was astonishing. I know the people on the ground, you had local communities thinking you're there to take their land from them, not to help them change, and then, working out a way of creating financial incentives so that as a subsistence farmer, you can have an income without cutting down the wood and the livelihood was incredibly challenging. But I think we've got to the point now, where that's successful enough that we're now rolling that out across Peru, and so, hopefully, we found a way of making some kind of difference at a level. But it’s quite ingrained in people's behaviour, isn't it, to, as you say, over many, many centuries and generations, to see the role of wood in a different way. What can we do as people on the streets of the UK visiting our supermarkets and so on and so forth, what can we all do as individuals to help?

**Steven Ripley:** Yeah, I think there's a lot we can do as individuals, certainly, the solution is not going to rise because of the actions of one person, one company, one government, one NGO, it's all of us working together. From Tesco's perspective, we certainly got a big role to play, and we recognise that responsibility and take it very seriously. At Tesco, we don't think that sustainability should really come at a cost to customers. So we want to ensure that all our customers have, for example, access to affordable, healthy, and sustainable food. But, of course, that requires transformational change across the food system. So we're doing all we can to help customers make better choices in store, and an example [00:28:00] is our recent Better Baskets campaign with WWF. Here we provided customers with healthy and sustainable meals, and some exciting new products like the meat and veg range, in order to reduce the impact of the average shopping basket – in the UK, of course, it's very important to bring it back to kind of metrics or measurements or contexts which the average person entering a supermarket can understand, and not have to spend hours studying to actually understand the process that needs to be very simple, very straightforward, very clear. So we've also set a target to increase our sales of plant based meat alternatives by 300%, and we're the only major supermarket that publicly supported a transition to less meat and dairy consumption by 2030. So I think all of these collectively can play a huge role, but again, we do need all of the stakeholders in the supply chain from the retailers, so the manufacturers, to the traders, to the feed manufacturers, to the right back to the farmers, to play their role in this, what is really fundamentally a systemic change in the system. It's not just kind of one little thing here or there, it's a complete overhaul of how the system, how the food system operates.

**John Steel:** And Sarah, can you build on these points of systemic change and helping me as well to think about what I should be doing when I go into my supermarket?

**Sarah Wakefield:** Yeah, absolutely, and I think it's really worth recognising that it’s really hard, as a citizen, and obviously as a customer, as we're perceived when we go into retailers to know what to do, and I think Steven is absolutely right, in that we go into these big brands because we trust them, [00:30:00] and we trust them to be making the sustainable choice, just the standard choice. So I do think that is something that people quite often rightly expect. But there are differences that individuals can make in behaviour change, as we know, through things like kind of green travel, and we can take analogies from there, to apply that to what we eat as well. And it's really important to recognise that retailers are there too, and serve their customers, and to give us as their customers what we want. And so, if we start changing just a few things in our shopping basket to indicate that actually we do want healthier, more sustainable food, it does make a real difference, and I know particularly in a cost of living crisis that can feel very, very challenging for a lot of people. But the simplicity of eating a healthier sustainable diet, and one that is at lower risk of kind of some of these deforestation issues is the good news is it's all about what a healthier diet is as well. So it’s getting those beans, pulses, and lentils in as your protein sources. It's fresh fruits and vegetables and where you can afford them, and it's really about having that rainbow plates that is good for you and good for the planet. It is about kind of finding a route through to making those choices easy, which in both a cost pressured environment, and a time pressured environment that we all find ourselves in, can be very hard. But I would encourage people that even one or two different choices in a week really stuck up, and we often get asked as an organization, do you think everyone should go vegan and we go, well, actually, it's about that balance in the system, animal agriculture has a role to play in the nutrient cycle and in the healthy food system. But what we definitely do know is that we are all consuming a little bit too much protein, just from a dietary guidelines perspective, and so, getting that down a little bit, getting some more of what we could call [00:32:00] plant based sources into your diet, it can either be some of those kind of fake meats, or it can be the beans and pulses and lentils, and really will start to make a difference. So I would encourage everyone in that. And then, the second thing I would encourage everyone to think about is I'm acting as a citizen and in a political space as well, because some of the legislation that we've seen coming through, for example, on deforestation has been because people have shown they care about it; and therefore, politicians are acting and making a difference, and there's different things they can do to help protect, and make it easier for companies like Tesco to do the right thing. So whether it's setting, what we would call, core environmental standards for all food that's sold in the UK, and that makes a real difference, and the way you influence that as an individual is by talking to your politicians, is by using your vote in a particular way, and a lot of this can be done on a local level too. So city councils have a big role to play in their procurement standards – what did your child get instead, in school? These are all tools we have at our fingertips. So it's about making those changes where you can, not beating yourself up if you're not absolutely perfect in living the ideal lifestyle. Because if we all make those changes, we will see a shift in direction, and that's really what this is all about.

**John Steel:** Is there anything else you'd like to cover you're sitting there thinking, oh, we haven't got to that yet?

**Steven Ripley:** Yeah, I was just going to touch on a couple of the multi stakeholder initiatives that Tesco participates in, one of which is the Consumer Goods Forum Forest Positive Coalition. And this coalition is a coalition of some of the biggest retailers and manufacturers, food manufacturers in the world. So Nestle, Unilever, PepsiCo, Tesco, Sainsbury's, Carrefour, etc., etc., [00:34:00] and what we're doing collectively, we meet very frequently, it's a huge, it's very demanding on my time and all of our time, of all the people who are involved. But I think it's very important that we're trying to drive this kind of international consensus on what sustainable supply chains look like. Again, we're trying to coordinate across entire supply chains, trying to drive really clean suppliers in a clean supply chain, so completely decoupling deforestation from those supply chains. And a couple of the working groups which Tesco co-chairs, firstly, myself, I co-chair the Soy Working Group, and there we're focusing on methodologies, for example, working with the traders to focus on methodologies for growing area risk classifications, so trying to divide up, source regions where these commodities have grown, where soy is grown in particular, and to lower or higher risk areas, so we can have the appropriate level of detail of origin information, which I touched upon earlier. And also, the other working group, which Tesco co-chairs is a Landscape Working Group, and here, it's very interesting that we've managed to develop this kind of collaborative model for landscape scale investment; and just as you were referring to, John, earlier on, these are really where we need to go, it's the direction we need to travel, because, often, the impact on your supply chain will not be directly within your supply chain, as it were, not directly on the farmers, as you mentioned, it was farmers outside of your conceptual supply chain who were deforesting but that was having a direct impact on your business, and on the provision of commodity. [00:36:00] So it's very important that we develop this model for all these huge companies to collectively identify landscapes, priority landscapes, and say, look, we need a coordinated approach, we need to engage governments and farmers and traders and everybody working in this landscape to figure out the best investment strategy. And the final thing I was just going to touch on is an initiative called the Responsible Commodities Facility. Now, Tesco along with Sainsbury's and Waitrose have been the kind of founding investors for this facility, and what it intends to do is, is to make loans to farmers, loans at an attractive interest rate. So in terms of the interest that farmers have to pay back, it's an attractive rate of interest. And these loans are made to the farmers but only after the farmer has signed up contractually to zero deforestation, zero conversion of natural habitat, and also to be monitored on a regular basis to demonstrate that they are fulfilling that contractual commitment. So it is very much a financial mechanism, it's designed to provide incentives directly to the farmers, so they can see another alternative way of increasing their income rather than going into the forest again. And we certainly hope that it can achieve significant scale over the coming years and possibly be even applied to other commodities. But yeah, so Tesco and the other UK retailers are very, very optimistic about that, and I know that WWF also participates in that and are equally, I think, enthusiastic about the potential for these kind of direct incentives from the supply chain to the producers. Because, [00:38:00] of course, the producers shouldn't necessarily be left alone to deliver these public goods, we all need to support production landscapes and farms and farmers at the start of the supply chain.

**Sarah Wakefield:** I think in terms of final wrap-up comments for me, what I would say is, if you're listening to this and you're part of a food business, you might be surprised about where you can make a difference on deforestation. So if you are fortunate enough to have a sustainability team, do seek them out, and ask them what you could be doing in your role, because this is an issue that is going to take all of us to solve, as I think you've heard loud and clear today. And if you're not in the food system, do think about some of those actions that we've talked about taking as a citizen, whether it's small changes in your diet, or getting involved locally in food groups with your local council, with procurement standards, or also at a national level, deforestation is really tricky issue but it is something that we can all make a difference on and by working together we are going to make that change.