

# Open letter to McDonald's: Ensure you are not eating up the Amazon... again

To: Chris Kempczinski, Chairman and CEO of McDonald's Corporation

23 March 2026

Mr. Kempczinski,

We, the undersigned, are writing to you at a moment of profound crisis for the world's largest rainforest.

20 years ago, Greenpeace International [exposed](#) links between McDonald's supply chain and the wholesale destruction of the Amazon rainforest for soy production. When confronted with this ugly reality your company stepped up and played a pivotal role in the establishment of the Amazon Soy Moratorium.

It was a landmark moment of corporate responsibility, resulting in one of the most successful zero-deforestation policies in history. Before the pact was signed, [up to 30% of new soy fields](#) in the Brazilian Amazon were created by clearing primary rainforest. Thanks to the Soy Moratorium, that figure has plummeted to [less than 4%](#) as of July 2025. Today, that legacy of leadership - and the rainforest itself - is under immediate threat.

Cargill, [a corporation with whom you have more than 45 years of partnership](#), is among a number of the world's biggest soy traders now reportedly [backing away from this agreement](#). This is not merely a policy shift; it is a retreat from a mechanism that has been a primary bulwark against ecological collapse. For two decades, the Moratorium has been instrumental in decoupling soy production from the destruction of the Amazon. To allow it to end now would be an unmitigated disaster, with experts [anticipating](#) it could cause a 30% surge in deforestation by 2045.

While we acknowledge McDonald's stated commitment to deforestation-free supply chains, that commitment is only as strong as the actions of your partners. If major suppliers like Cargill abandon the Moratorium, it risks becoming functionally impossible for you to guarantee that your soy supply chains are not linked to new deforestation of the Amazon.

Furthermore, you risk a total breach of public trust. You promise your customers that embedded soy within your products does not come at the cost of the world's most vital rainforest.<sup>1</sup> The Moratorium ensures these promises are meaningful.

The eyes of the world are watching. As one of the world's most recognisable brands and a founding member of the pact, we call on you to do everything within your power to ensure that your partners don't turn their backs on the Amazon. Specifically, we urge you to:

- **Urgently communicate with other fast food chains and retailers to secure a pledge from key soy traders, such as Cargill, Bunge, ADM and Louis Dreyfus Company, that they will stay committed to zero deforestation and the same criteria of the Soy Moratorium.**

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<sup>1</sup> As per [McDonalds UK website](#): "McDonald's [global commitment](#) requires that all soy sourced for the feed of chicken used in McDonald's products is either sourced from low priority regions or, when sourced from high priority regions, including Argentina and Paraguay (Chaco biome) and Brazil (Amazon and Cerrado biomes), must support responsible soy production." (...) "Soy produced in the Amazon biome meeting the Amazon Soy Moratorium requirements is also recognised as compliant when suppliers can provide proof of traceability and assurance."

- **Make it unequivocally clear that McDonald's will cut ties with any suppliers and other business relations that withdraw from or fail to uphold zero deforestation.**

We expect nothing less than the firm leadership you demonstrated two decades ago.

Yours Sincerely,

Greenpeace International

Mighty Earth

