



The Consumer Goods  
**FORUM**



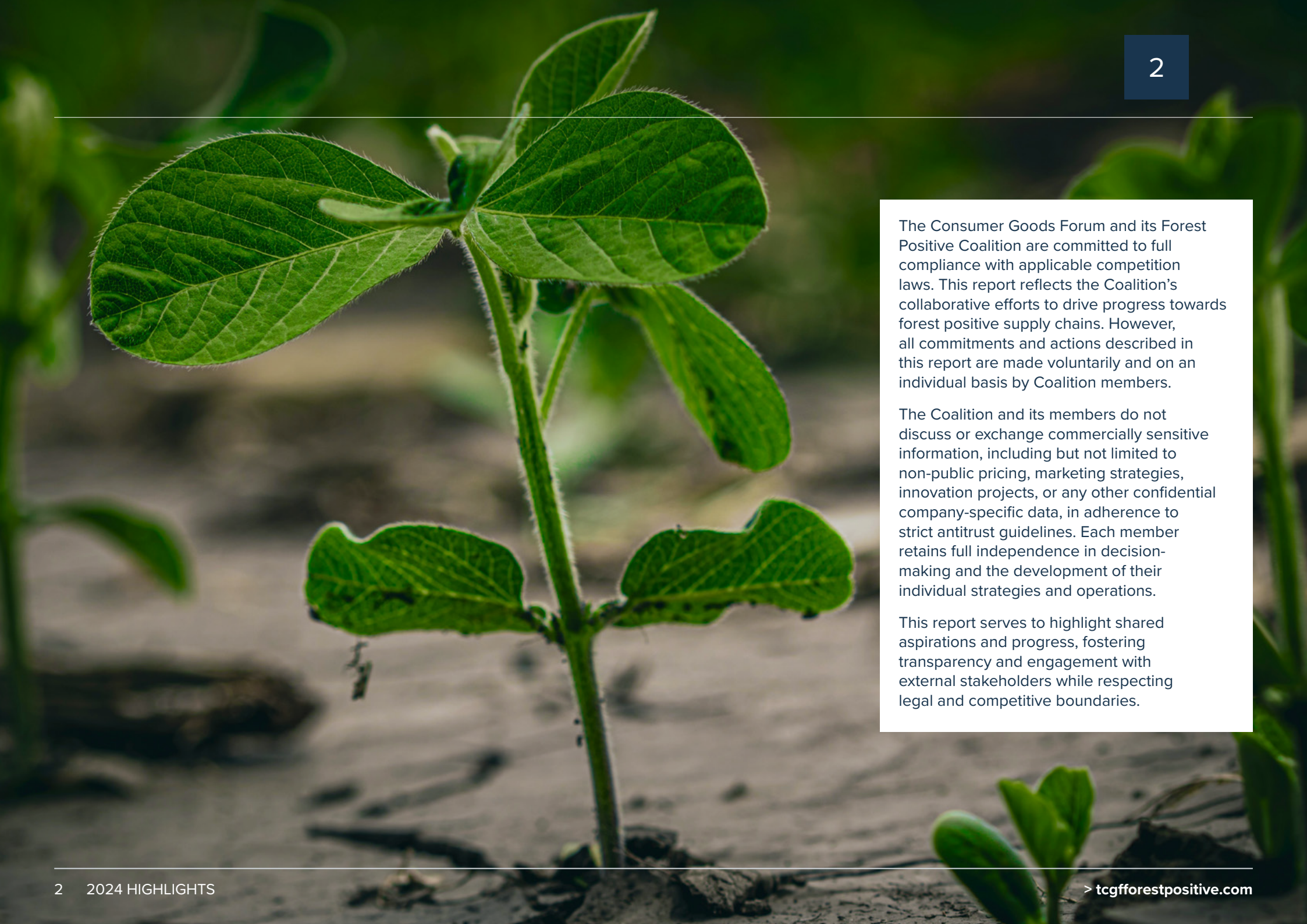
Forest  
Positive

# FOREST POSITIVE COALITION

2024 Highlights Report

> [tcgfforestpositive.com](https://tcgfforestpositive.com)



A young green plant with four leaves growing out of dark soil. The plant is the central focus, with its stem and leaves clearly visible. The background is a blurred green, suggesting a natural setting. The soil is dark and textured.

The Consumer Goods Forum and its Forest Positive Coalition are committed to full compliance with applicable competition laws. This report reflects the Coalition's collaborative efforts to drive progress towards forest positive supply chains. However, all commitments and actions described in this report are made voluntarily and on an individual basis by Coalition members.

The Coalition and its members do not discuss or exchange commercially sensitive information, including but not limited to non-public pricing, marketing strategies, innovation projects, or any other confidential company-specific data, in adherence to strict antitrust guidelines. Each member retains full independence in decision-making and the development of their individual strategies and operations.

This report serves to highlight shared aspirations and progress, fostering transparency and engagement with external stakeholders while respecting legal and competitive boundaries.



## CO-SPONSORS

*“We are determined to build on the momentum we have created and move forward with greater ambition and transformative action. To increase the impact of our initiatives, we call on the wider industry to step up and engage with us in driving systemic change. Join us in supporting Deforestation- and Conversion Free (DCF) supply chains and forest positive landscapes by collaborating on these goals, sharing feedback, and supporting our landscape initiatives.”*



**Alexandre Bompard**  
CEO, Carrefour



**Noel Wallace**  
Chairman, President  
and CEO, Colgate-  
Palmolive

## CO-CHAIRS

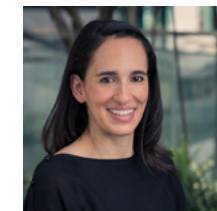
# Change begins with transparency.

We take real encouragement from the fact that members had a 83% public disclosure rate on the DCF KPI. This is a significant baseline. We are on a long road, but a crucial one.

Now is the time to effect real change within the supply chains that sustain us all with essential goods and products. For them to become sustainable – to preserve them for all of our futures – they must respect the planet and people.

Change begins with transparency. That is why we are prioritising the definition of recommended key performance indicators and openness and clarity in public company reporting. This is how we monitor progress and see where the work remains. Closing in on the reporting goals is the crucial foundation for all that we will achieve in the coming years – knowing that efforts are being made, that we share a goal and a vision, and that we can effect change within our businesses for everybody's sake.

These are the pillars upon which our mission stands, and we are confident that in the years to come its member companies will continue to embrace the vision and move consistently towards collaborative methods of production that work for everyone.



**Emily Kunen**  
Senior Director, Positive  
Agriculture Capabilities  
& Forest Risk  
PepsiCo



**Mikel Hancock**  
Senior Director,  
Strategic Initiatives  
Walmart

# Forest positive: aiming high

4

Since 2020 the Consumer Goods Forum's Forest Positive Coalition has driven collaborative action between the world's biggest consumer goods companies towards a forest positive future. With 21 members across manufacturing and retail, we are committed to addressing the urgent issues of deforestation and ecosystem conversion, which threaten nearly 30% of the world's land area and cause around 10% of climate change.

We are growing a highly effective network of engaged companies and stakeholders, who recognise the importance of acting together to overcome some of the toughest challenges facing our sector. By harnessing transparency in public on key performance indicators, we are seeking to ensure consumer goods supply chains are sustained into the future.

Collaborating with the private sector, smallholder farmers, governments, NGOs and local communities, and working with our Human Rights Coalition, our Forest Positive Coalition emphasises the role of each in achieving real change. We urge those across the sector to join us – to engage with our vision, share feedback and be part of this progress. Together we can meet the essential targets to combat global climate change, preserve biodiversity and achieve long-term sustainability.

We understand that collaboration is the key to achieving systemic change in the supply chains of major commodities, particularly palm oil, soy, beef and PPP (paper, pulp and fibre-based packaging), to end their reliance on deforestation and habitat conversion and find a better way forward – together.

▶ With our partners and stakeholders, we are spearheading a movement in which our sector can take pride. We are working towards a sustainable and forest positive future that prioritises the rights of Indigenous Peoples and local communities and integrates these into our commitments, while respecting their social and cultural ties to the land.



**21**

member companies across retail and manufacturing



**3%**

commodity consumption globally



**USD \$1.8 TRILLION**

combined market value

## CO-SPONSORS



## CO-CHAIRS



## MEMBERS



CLICK ON EACH COMPANY LOGO TO VIEW THEIR 2024 PUBLIC REPORTING PROFILE

## Proud to enter our fourth year of reporting with a fresh approach.

As a coalition we are committed to advancing transparency and are proud to enter our fourth year of reporting with a fresh approach. The **enhanced online space** presents a wealth of information in an accessible format with clear graphics for seamless navigation through our performance and results.

This report highlights our key achievements of 2023, and these are explored in greater detail online. It represents a commitment to clear and comprehensive reporting to meet the challenges along the road to sustainability and ensure our work remains accountable for measurable change.

Our aim is for all members to report publicly on 100% of the recommended KPIs in the **commodity roadmaps** relevant to their business, and here we offer an updated measurement of how far that is being met. As proposed methodologies differ across KPIs, we are working to align reporting practices to ensure consistent, quantitative data collection. These efforts are reflected in our work on deforestation- and conversion-free (DCF) proposed methodologies. Beyond holding our members to the highest reporting standards, we continue to introduce new recommended KPIs to ensure they are publicly disclosing their performance against crucial metrics towards forest positive goals.

### What is available online?

**The essential resources are at your fingertips.**

Access detailed graphs, download individual company profiles and explore insightful case studies. Each element is designed to give you a deeper understanding of our performance and impact.

With transparency at the heart of all we do, your feedback is invaluable. That is why we have included space for you to share your thoughts and engage with us directly. Whether you are looking to provide input or explore collaboration opportunities, we are eager to hear from you and work together to drive meaningful change.

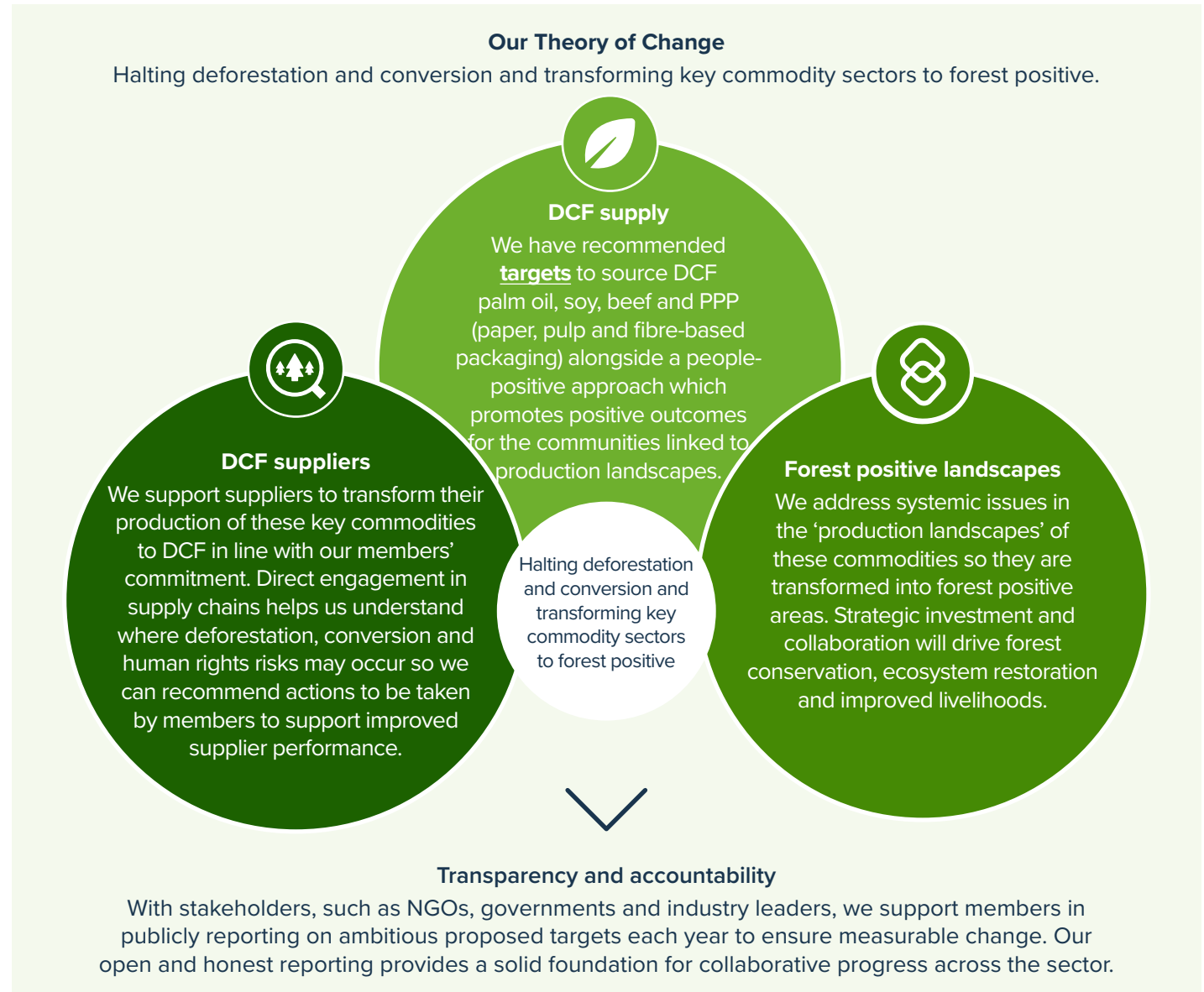




At the heart of our work lies a comprehensive theory of change that guides our work towards a forest positive future.

By recognising the interconnected challenges within commodity supply chains, we can drive meaningful change that not only protects our forests but also enhances the well-being of communities linked to production landscapes.

- ▶ Our approach emphasises collaboration with diverse stakeholders and a commitment to transparency, ensuring that we can effectively address deforestation and promote responsible practices. Through our collaborative efforts, we aim to transform our supply chains and create sustainable outcomes that resonate across the industry.



# How far we've come: public reporting on KPIs

7

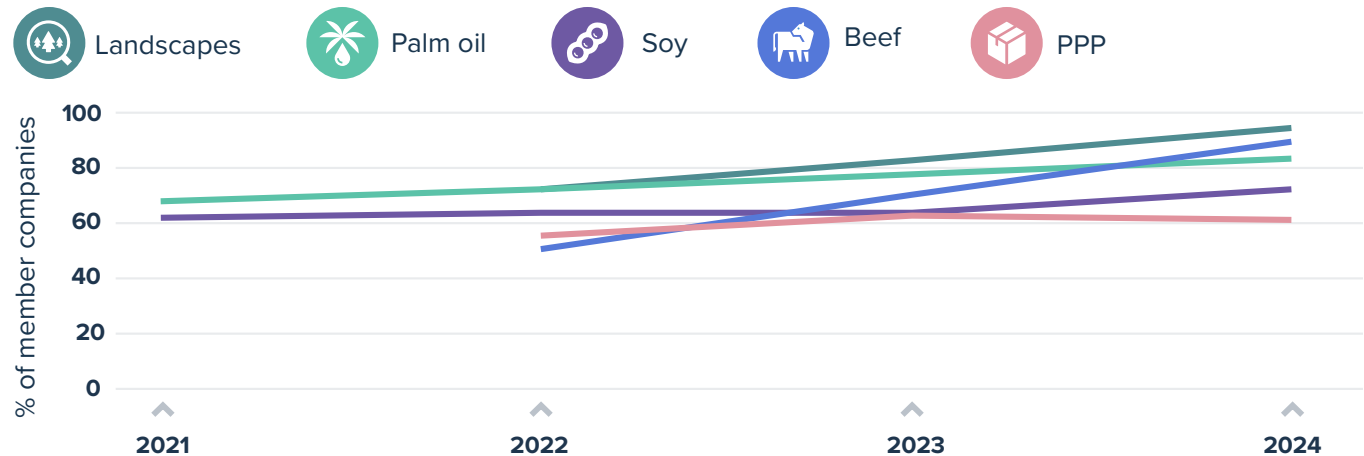
Important advances in public reporting on key performance indicators were made in 2023.

Our commitment to forest positive supply saw **83%** of members disclosing on the DCF supply KPI for the first time across commodities.

Member companies continued to improve public disclosure on the Coalition's KPIs compared to previous years.



Correspondingly, for each commodity, companies are providing more data on KPIs year on year.



For PPP, great progress has been made through Coalition engagement with certification schemes to continue to drive and strengthen delivery of DCF and Sustainable Forest Management (SFM). However, some challenges remain for member disclosure on wider PPP recommended KPIs, particularly on supplier engagement. Challenges include limited traceability and data access through long supply chains and a large number of small suppliers, particularly in the case of retailers. Members are working to progress on engaging suppliers to ensure they also implement forest positive commitments across their entire PPP business.

# Driving sector-wide transformation: our DCF roadmaps for sustainable commodities

8

Our commodity roadmaps include individual company commitments for clear and ambitious DCF strategies and targets, **consistent with AFi**. As a Coalition, we position DCF supply as the first pillar of our theory of change.

This year we developed, **commodity-specific recommended DCF methodologies** and updated our recommended DCF KPIs for palm oil, soy, beef and PPP with support from **Proforest**. These build on the proposed **AFi Common DCF Methodology** and **CDP's standardised approach to DCF disclosure**.

We are publicly sharing our anonymised results with the goal of enhancing consistency and transparency among our members and beyond. As we progress individually consistent with our recommended DCF methodology, this can alter previously reported DCF figures, due to changes in approach used to bring consistency and increased robustness across

reporting. We are also working with our suppliers to support consistency, as significant variation in reporting exists across the sector, including limited publicly available information.

We are further promoting transparency through recommended KPIs within DCF reporting. Our strategic approach focuses on ensuring DCF across our full scope of key commodities, even within complex supply chains which face limited traceability as a result of multiple intermediaries.

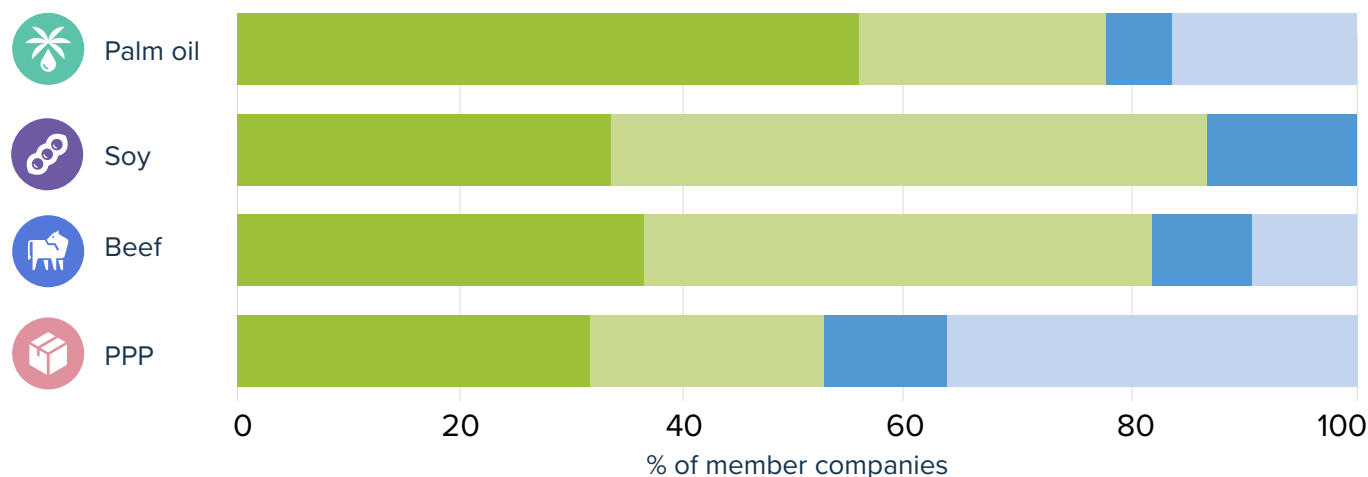
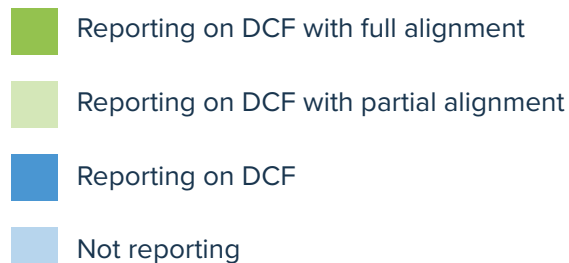
Complex supply chains can include embedded soy, volumes from independent smallholders, palm derivatives and the indirect cattle supply chain. To address these complexities, we are working collaboratively with other key actors on effective approaches and metrics to encourage sector-wide action to accelerate progress.

Despite making significant progress, challenges

remain, particularly for complex supply chains. We recognise the importance of continuing to improve our systems and processes to address these gaps. There is a recognition that there may be a need for longer timelines to fully achieve DCF across these complex commodities, as well as differentiated reporting recommendations. Sectoral collaboration is crucial to develop common solutions. Our commitment includes engaging in collaborative efforts with other industry players, supporting the inclusion of smallholders and promoting practices that lead to forest positive outcomes.

By focusing on action in high-priority areas, we aim to drive meaningful change and support sustainable development across our supply chains. Our landscape strategy is central to achieving DCF for complex supply chains, ensuring that while we make progress on traceability and DCF action for our own supply chains, we invest in sectoral transformation in parallel.

## Coalition reporting on DCF supply KPIs by commodity and methodology alignment





# Towards DCF supply chains: a focus on progressing soy

9

The challenge to achieve DCF in complex supply chains is illustrated by the case of embedded soy – a critical commodity in [global supply chains](#).

Deforestation and conversion in soy-producing areas, notably the Amazon and Cerrado, poses serious environmental risks. Overcoming limited traceability and multiple intermediaries is key to supporting sustainable practices among producers and maintaining supply chain efficiency.

## A transition pathway

The Coalition is committed to tackling the intricate challenges of DCF, compliance for both embedded and highly transformed soy. We use the KPI on 'volumes progressing towards DCF to demonstrate this.

We recognise that longer timelines are needed to achieve a level of traceability that enables members to ascertain DCF status of purchased volumes. However, this should not be an excuse to delay action on the ground that helps promote and reward DCF production.

Progressing on traceability while supporting DCF production on the ground offers a transition pathway to achieve and sustain DCF supply chains. Our approach for embedded soy provides guidance on how companies can map their supply chains to improve traceability to soy origin while combining these efforts with different types of at-scale action in high-priority origins, from certification credits to landscape initiatives. They can combine these efforts with different types of at-scale action in high-priority origins, from certification credits to landscape initiatives.

This approach was developed and consulted with multiple key stakeholders and initiatives.



## The takeaways

Transitioning complex commodities towards DCF supply requires:



**Innovative approaches:** recognising the challenges while offering impact solutions



**Stakeholder collaboration:** crucial for setting and implementing industry-wide standards



**Advanced traceability:** essential for transparency and accountability in complex supply chains



**Collaborative efforts:** combining traceability with landscape actions for sustainability and community inclusion

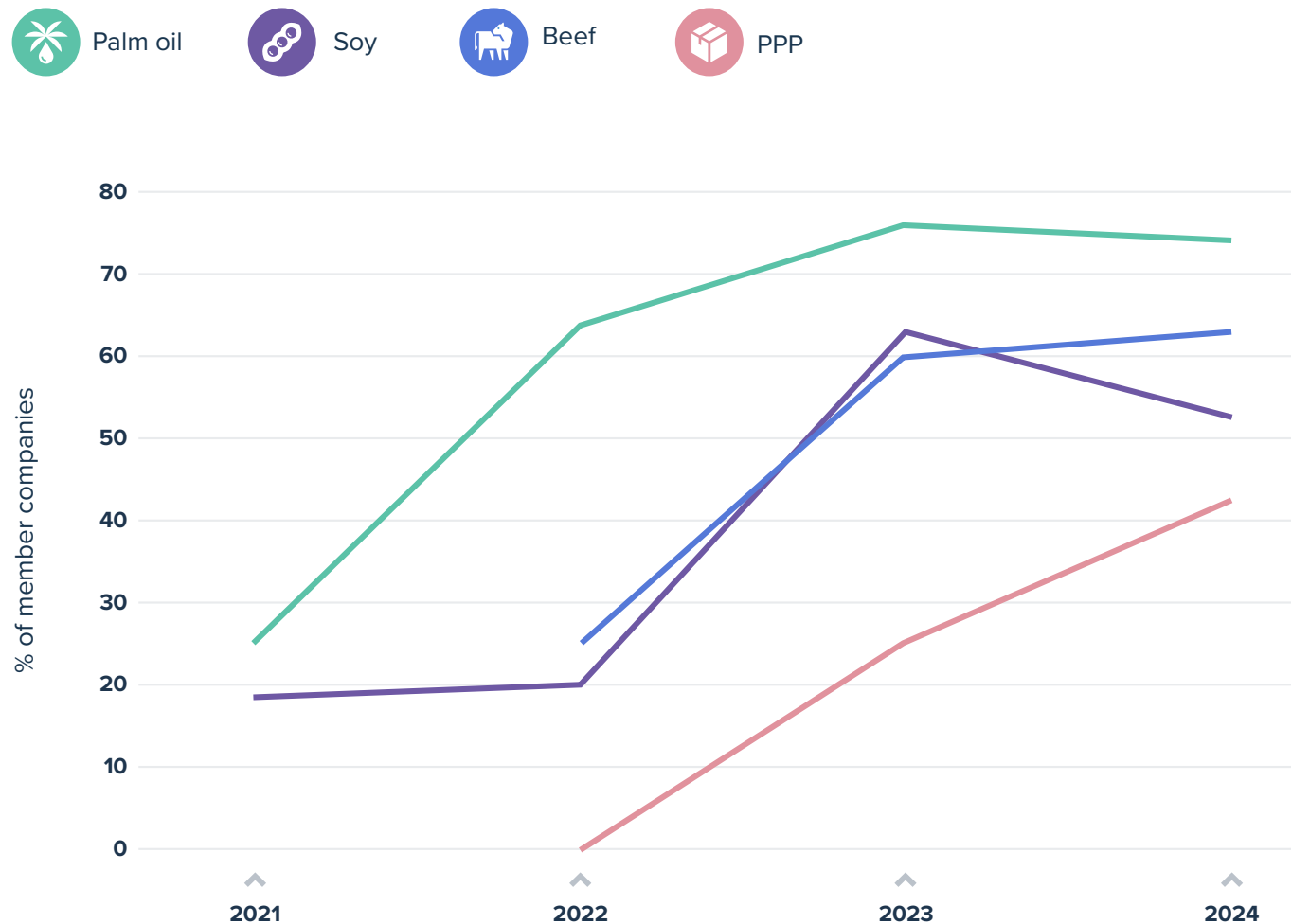
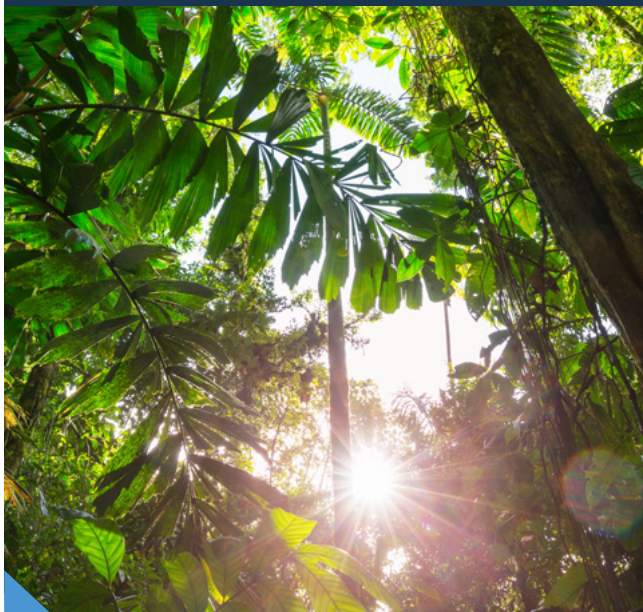
Achieving full DCF recommendations within the complex supply chain of soy remains a long-term goal that relies on increasing traceable volumes through substantial investments at scale, and this remains our focus. The Coalition continues to support companies in demonstrating progress toward DCF and forest positive production. Building on feedback from stakeholders such as the AFi and CDP we have updated our [Soy Roadmap Guidance](#), developing a model that can be used by other industries facing similar challenges and advancing global sustainability goals.

# From the ground up: engaging with suppliers

10

We continue to advance the forest positive approach with suppliers and, crucially, the expectation that they are DCF across their business. However, challenges continue to be presented by the complexities within supply chains, including a lack of transparency and traceability and disparities in targets and metrics.

Nonetheless, our strategic focus on DCF suppliers has laid a strong foundation for future advancements in sustainable commodity sourcing. Our next steps will address the remaining obstacles to drive progress through a comprehensive approach to DCF supply chains.



Members making public their individual supplier engagement across each commodity on an anonymised and aggregated basis between 2021-2024. Note, in 2021, these recommended KPIs were not yet established for PPP and Beef. See recommended [methodology](#) for more detail behind these figures.



Effective supplier collaboration is crucial to overcoming sectoral obstacles and obtaining DCF commodities. As individual members continue to engage with suppliers we will evaluate their progress over time, ensuring that our collaborative efforts lead to meaningful and measurable improvements in DCF practices.

We have developed guidance materials, held workshops and provided capacity-building opportunities to help suppliers advance their forest positive ambitions. With a common barrier persisting across our four commodities of inconsistent information between supply chain partners, we are developing proposed strategies to engage indirect suppliers along the chain and evaluate progress in the transition to DCF production.

To begin addressing this barrier and promote more transparent discussions about sectoral DCF challenges, we evaluated the commitments and progress of key suppliers using entirely public information. We made significant strides on our DCF suppliers strategy by assessing the performance of companies responsible for the majority of our members' supply. Looking at the results at an aggregate level, we have a better idea of sectoral trends on DCF for suppliers, which will allow more targeted engagement.

Lessons can also be drawn from segments of suppliers demonstrating good progress to DCF. For example, palm oil suppliers are performing relatively well thanks to a strong uptake of recommended No Deforestation, No Peat and No Exploitation (NDPE) commitments and clear mechanisms for public DCF

reporting, including the [NDPE Implementation Reporting Framework](#) and certification.

## We will use these findings to:



Encourage public suppliers towards more transparent reporting on individual DCF commitments and progress



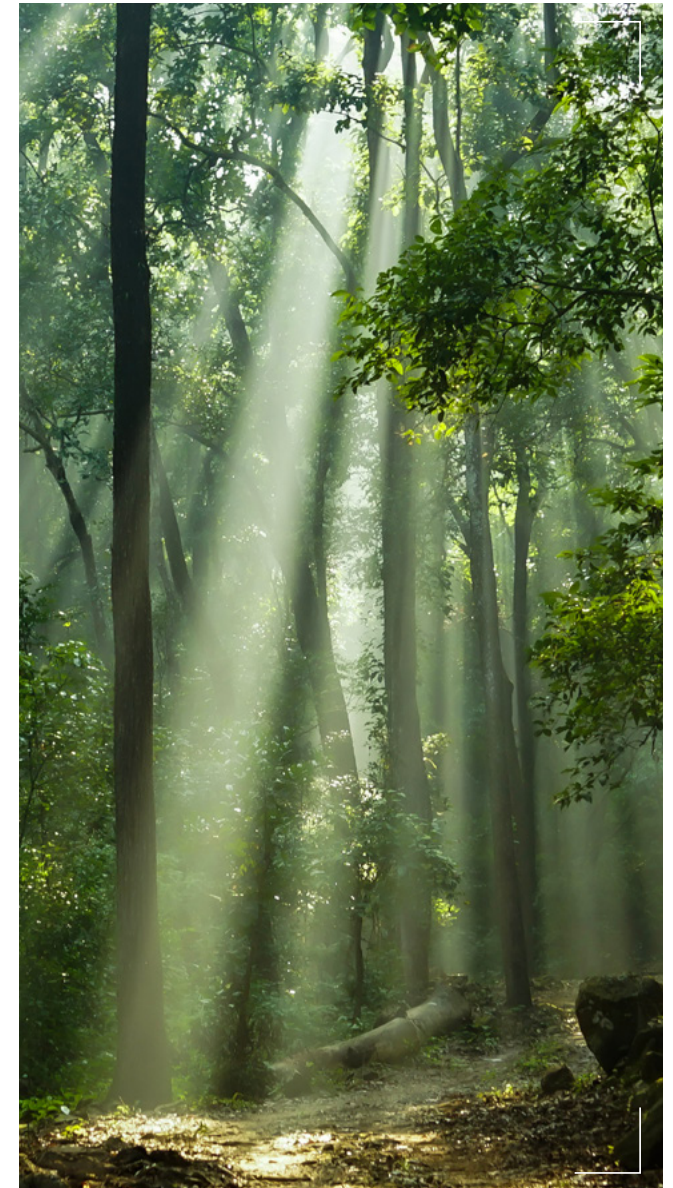
Engage the broader industry to address obstacles to DCF practices

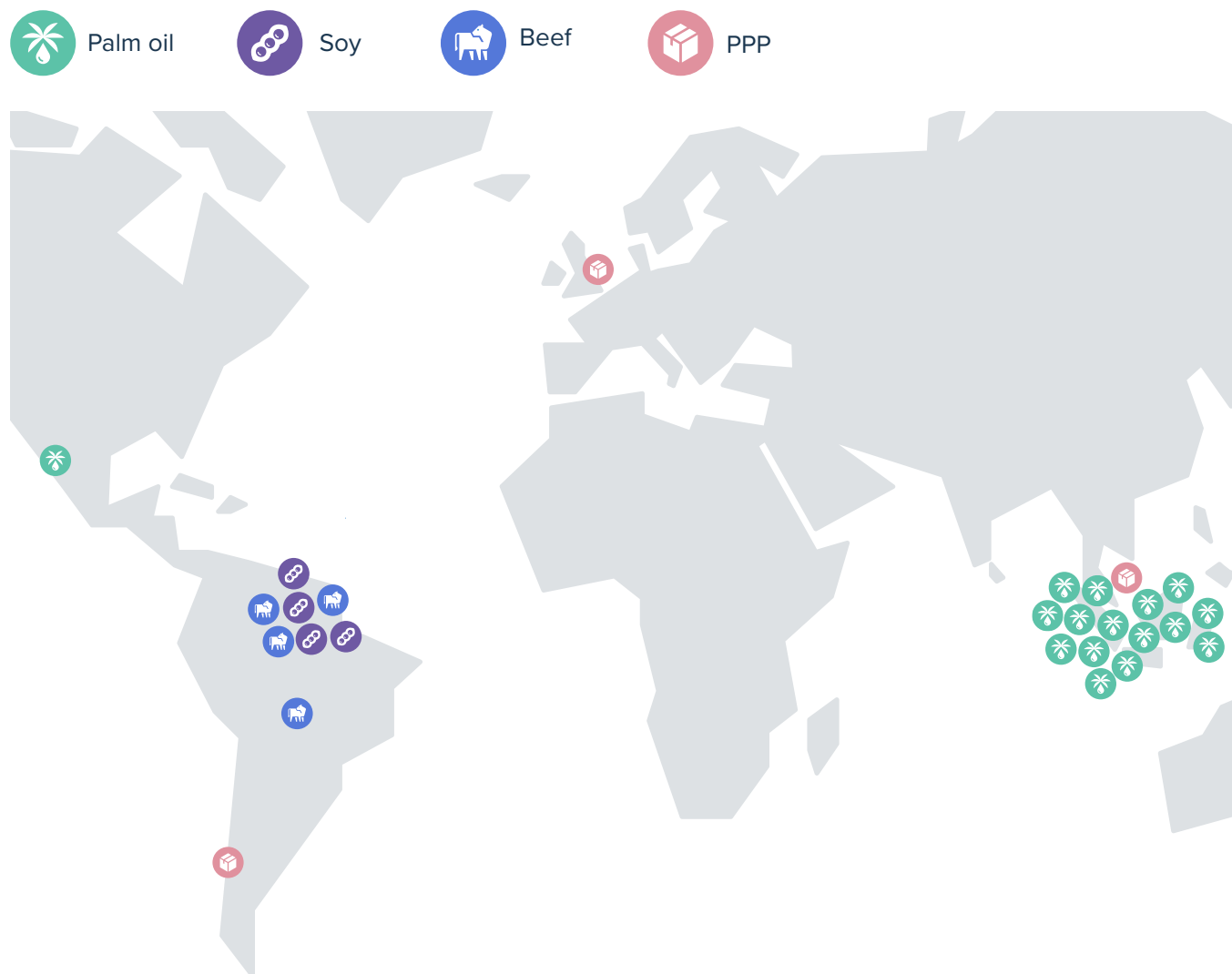


Work to advance ability of certification schemes and other frameworks to deliver credible DCF claims

Our initial evaluation was based solely on publicly available information, and it can be assumed that suppliers are also progressing towards DCF in other ways. Continuing to evaluate and engage suppliers on transparency through public data will mean FPC members can track supplier improvement over time and monitor the effectiveness of their efforts. Indeed, critical trends and gaps towards DCF have been identified, enabling us to direct efforts more effectively.

- ▶ As a coalition, our collective commodity consumption represents 3% of global production. Therefore, driving sectoral progress beyond the FPC is key to achieving our goal. By addressing these challenges head on, we are leading the industry towards a truly forest positive future.





Achieving lasting change means going beyond individual value chains to impact the broader regions and ecosystems linked to our key commodities. This holistic yet strategic approach supports sustainable agriculture, forest protection, human rights and local livelihoods.

We have accelerated our efforts to transform priority production areas into forest positive landscapes by engaging with local implementers, governments, traders, producers and other stakeholders to promote conservation, restoration and improved production practices, while supporting producers and local communities with a people positive approach.

All our members are involved in landscape-level initiatives aiming to transform an area equivalent to our combined production footprint into a forest positive landscape by 2030.



To date we have grown the portfolio to  
**26 INITIATIVES**



The next phase of our strategy will be built on the insights already gained from our work with landscape initiatives as we push towards our 2030 ambition. Our engagement with these initiatives will be deepened, for example by leveraging external co-funding to priority landscapes.

The Coalition's landscape blueprint will be implemented in such a way as to bring the initiatives we support to maturity, ensuring they meet the core criteria for sustained forest positive impact. This includes multistakeholder partnership and governance, action plans to deliver on shared goals, monitoring and reporting, and a funding strategy. The blueprint is being trialled in Indonesia and Brazil, where local stakeholders are convened within pilot jurisdictions to give first-hand feedback on each element and identify further proposed action to drive progress at landscape scale.

To facilitate the credible monitoring and public reporting that will underpin this work we have partnered with [SourceUp](#) – a platform that links agri-commodity companies with multistakeholder initiatives in producing regions. This partnership allows those involved in our initiatives to publicly demonstrate progress against recommended landscape goals, including the Coalition's recommended [KPIs for landscapes](#). Company pages show how members are supporting landscape initiatives.

Unlocking additional investment across the sector from suppliers, donors and governments is key to meeting our 2030 ambition, and the SourceUp platform will highlight these collaboration opportunities.

*Lingkar Temu Kabupaten Lestari's (LTKL) approach, as a forum for district governments, emphasises the importance of multistakeholder collaboration, particularly the role of the private sector, in driving district transformation. By advancing the 'Landscape Blueprint', member districts like Aceh Tamiang, Siak and Sintang are developing collaborative models that highlight the role of collaborative platforms as key drivers of impactful change. These models can serve as a blueprint for other regions or as a guiding 'north star' for the districts themselves.*

**Ristika Putri Istanti**, Head of Secretariat, Sustainable District Association (LTKL).



## Collaboration with stakeholders like you is essential for achieving a forest positive future.

In 2024 we have deepened our engagement with over 250 stakeholders in-person and virtually, including governments, Indigenous communities, NGOs, and business leaders.

Our ongoing partnership with the Human Rights Coalition remains a cornerstone of our work, as we continue to focus on driving progress through transparency and collaboration.

This year, we've made significant strides in improving transparency. With 83% of our member companies now publicly reporting on their individual DCF commitments, we are holding ourselves to a higher standard. But we recognise that transparency is just the beginning. We've worked closely with key stakeholders, including soy traders and meatpackers, who wish to individually adopt practices consistent with DCF goals, tackling challenges in high-risk sectors

like embedded soy and indirect cattle suppliers. These efforts require continuous engagement from all of us to ensure real, lasting change.

We've also invested in 26 landscape initiatives, focusing on transforming key production areas into forest positive landscapes. Through partnerships with organisations like Proforest, the Tropical Forest Alliance, and SourceUp, we are scaling our efforts to maximise impact at the landscape level. But we can't do this alone – we need your ongoing collaboration and your challenge to ensure these initiatives reach their full potential and set a strong example for the broader industry.

- ▶ We invite you to hold us accountable and challenge us to go further, faster. Stay informed about our progress and explore opportunities for collaboration by visiting [tcgfforestpositive.com](https://tcgfforestpositive.com) where you can learn how to contribute to achieving DCF commodities and support forest positive landscapes by 2030.



As we continue to navigate this complex landscape we are more determined than ever to elevate our ambitions and drive the transformative change that our world urgently needs.

Your collaboration is essential to this mission, and we welcome your participation as we work together to create a more sustainable, forest positive future.





Forest  
Positive

# CONTACT US

> [tcgfforestpositive.com](https://tcgfforestpositive.com)

> [forestpositive@theconsumergoodsforum.com](mailto:forestpositive@theconsumergoodsforum.com)