TAKING A STAND ON DEFORESTATION: A STEP-BY-STEP LETTER-WRITING GUIDE

Tesco sells industrial meat that is fuelling the destruction of forests. Use this simple letter-writing guide to tell them to stop.

STEP 1: PICK YOUR TARGET

You can write a letter to the manager of your local Tesco store (use the Tesco store locator to find your nearest one). Or you could post it directly to their CEO:

Ken Murphy,
Tesco House,
Shire Park,
Kestrel Way,
Welwyn Garden City,
Hertfordshire, AL7 1GA

STEP 2: WRITE YOUR LETTER

Use the template below to plan your letter. You can add in more facts and information from the Greenpeace website.

STEP 3: POST IT!

Write the address of your chosen target on an envelope. Put a stamp on and take it to your nearest post box.

[your address]
[today's date]

Dear [name of the person you are writing to]

Introduce yourself and what the problem is.
My name is ..... and I am ..... years old.

I am writing to ask Tesco to stop selling meat that is causing deforestation.

Did you know that industrial meat, like you sell in your store, is the single biggest cause of deforestation in the world? Trees are destroyed to clear land for industrial farms and for growing animal feed.

I care about this because .....

Explain what you want them to do.
I would like Tesco to stop selling meat that is causing deforestation straight away. You could replace this with affordable plant-based food options instead.

Conclusion
Please let me know what action you take by sending a reply to .....

I look forward to hearing from you.

Yours sincerely,

[your name]

STEP 4: SHARE IT WITH GREENPEACE

We'd love to hear from you! Send photos of your letters or any replies to getactive.uk@greenpeace.org

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