

Dear **XXXX**

I am writing to bring your attention to Friends of the Earth's *Fix the Food Chain* campaign.

Over the last year Friends of the Earth's local group in your area has been working hard to raise awareness of the damaging environmental, social and health impacts of the intensive meat and dairy industry, both in this country and abroad.

As a result **XXX of your potential constituents sent postcards/emails to the current MP in your area, demonstrating the breadth of support for the campaign.**

When you consider the issues at stake it is not surprising that local people want to see action on this issue. The production of soy for animal feed, destined for UK and European markets, has emerged as a major driver of deforestation in South America. This increases the climate-changing gases in the atmosphere, damages the natural systems which provide us with clean water, healthy soil and air that we can breathe, and forces communities from their homes and farmland.

The UK's intensive farming sector that relies on these soy imports is currently subsidised to the tune of £700 million of taxpayer's money per year. We want to see a shift in these subsidies towards a sustainable UK livestock farming sector, in which farmers are encouraged to graze their animals and feed them home-grown produce instead of being rewarded for damaging, intensive production. Research for Friends of the Earth and CIWF shows that abandoning environmentally damaging intensive farming will not jeopardize future world food supplies, especially if people in developed countries adopt healthier, lower-meat diets. That doesn't mean going vegetarian but eating less and better meat and dairy products.

Nationally our campaign has had extraordinary success since its parliamentary launch last year.

259 MPs signed Early Day Motion 845 calling on Government to:

- Assess the scale and impact of intensive livestock farming, and the UK's role in it.
- Gauge whether the UK's livestock industry has become overly dependent on soy-based animal feed.
- Take necessary action to reduce the UK's impact on global greenhouse gas emissions and biodiversity loss from the livestock sector without exporting the impacts overseas and supporting a viable, sustainable and thriving UK farming industry.

Such broad cross-party support ensured this was one of the most-signed EDMs of the entire parliamentary session and massively raised awareness of the issues within Westminster.

And the number of local people sending postcards shows that this is an issue of concern here.

[Details of other local events, notable press coverage etc].

After the election our campaign will focus on securing a new law to reduce the environmental impacts of meat and dairy production. We aim to do this via a Ballot Bill based on EDM 194. We would be delighted to count on your support were you to be elected and urge you to attend the second reading of the Bill that we hope will take place later in the year.

I enclose photos of some actions and events we carried out in 2009, plus copies of local press clippings regarding the campaign.

Should you have any questions about the campaign, please contact **XXXX**.

Please help us make 2010 the year the UK takes real action to fix the food chain and promote planet-friendly farming.

Yours etc