



# BEHIND THE BRANDS

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What's this about? 

Select a brand 

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**YOUR  
FAVORITE  
FOOD BRANDS  
CARE WHAT  
YOU THINK!**  
**SO SHOW THEM YOU'RE  
PASSIONATE ABOUT  
SUPPORTING FARMERS AND  
THE PLANET, THEY WILL LISTEN.**

**THE POWER IS IN YOUR HANDS.**

**AFTER  
18 MONTHS  
OF DETECTIVE WORK,  
OXFAM CAN REVEAL HOW  
THE BIGGEST FOOD  
COMPANIES DO  
BUSINESS.**

**THE BOTTOM LINE IS SIMPLE:  
THEY COULD DO BETTER. A LOT  
BETTER.**

**AND THAT'S WHERE  
YOU COME IN.**



**YOU CAN MAKE**

# A DIFFERENCE

You're more powerful than any of the Big Ten food companies. Without you, they won't stay big for long. Use Facebook and Twitter to nudge your favourite brands. Contact the CEO personally and tell them what needs to change. We'll be constantly updating the scorecard so you can see the impact you're having.

**Select a brand** 

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