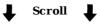


## BEHIND THE BRANDS

Actions taken so far 7 0 6 4 9 9

 $\underline{\textbf{What's this about?}} \ \ \textcircled{\textbf{4}}$ 

 $\underline{\textbf{Select a brand}} \ \underline{\odot}$ 



# YOUR FAVORITE FOOD BRANDS CARE WHAT SYSOU THINK! PASSIONATE ABOUT SUPPORTING FARMERS AND

THE PLANET, THEY WILL LISTEN.

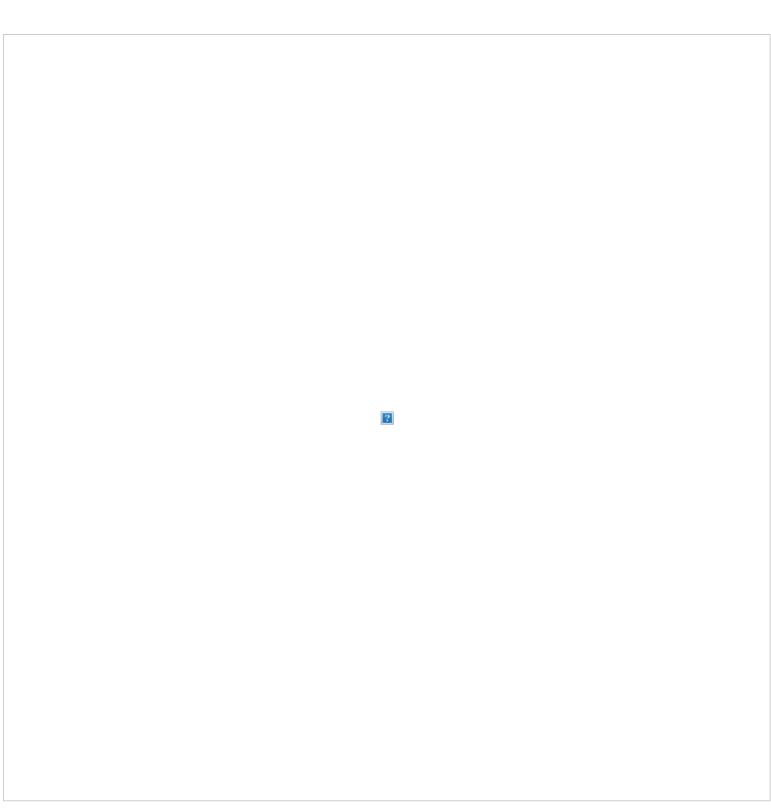
#### THE POWER IS IN YOUR HANDS.

## 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.



#### **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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