

CONTACT THE COMPANIES USING SOCIAL MEDIA

JOIN OXFAM'S DIGITAL CAMPAIGN

Oxfam is asking Coke, Pepsi and ABF to sign on to a policy that guarantees their sugar procurement won't lead to land grabs:

Help Oxfam put pressure on these companies by taking these steps:

- 1- Print out the images on the following pages
- 2- Find a Coke or Pepsi vending machine in your community or a sign showing where Coke, Pepsi or ABF products are sold
- 3- Take a photo holding your printed image in front of the company logo
- 4- Use the samples below to contact the companies online using social media

FACEBOOK

Coca-Cola, PepsiCo and Associated British Foods: Caution – ingredients in products may cause land grabs! Take action with Oxfam to stop land grabs: www.behindthebrands.org #BehindTheBrands (insert picture)

TWITTER

@CocaColaCo, @PepsiCo and #ABF: Caution - ingredients from may cause #LandGrabs! www.behindthebrands.org #BehindTheBrands (insert tweetpic)

With thousands of messages being sent to the companies at the same time, from around the globe this issue will be impossible to ignore. That's why we're asking you to store up your tweets, posts and shares on social media, and release them on World Food Day, Wednesday, October 16th.

Your action will help to protect farmers like Mon Yorm, who was kicked off her land to make way for a sugar plantation in south-west Cambodia. The land grab has left her with no way to buy food, send her children to school or pay her medical bills.

[Donate an extra tweet to Oxfam's Thunderclap and send a wake-up call to Coke, Pepsi and ABF](#)

Note: Please continue to send more messages after October 16 until Coke, Pepsi and ABF agree to ensure their sugar procurement won't lead to land grabs.

OWNED BY
COCA-COLA

CAUTION:
INGREDIENTS
MAY CAUSE
LAND GRABS



OXFAM

behindthebrands.org

CAUTION: Ingredients may cause
#LandGrabs! @CocaColaCo
www.behindthebrands.org
#BehindTheBrands via @oxfamcanada

OWNED BY
PEPSICO

CAUTION:
INGREDIENTS
MAY CAUSE
LAND GRABS



OXFAM

behindthebrands.org

CAUTION: Ingredients may cause
#LandGrabs! @PepsiCo
www.behindthebrands.org
#BehindTheBrands via @oxfamcanada

OWNED BY
ASSOCIATED BRITISH FOODS

CAUTION:
INGREDIENTS
MAY CAUSE
LAND GRABS



OXFAM

behindthebrands.org

CAUTION: Ingredients may cause

#LandGrabs! #ABF

www.behindthebrands.org

#BehindTheBrands via @oxfamcanada