

Dear KFC Restaurant Manager,

Today, on behalf of myself and concerned customers and citizens across the country, I am delivering this letter to call upon KFC to become an environmental leader in the fast food industry. Your store is one of over 100 across the country that is receiving this same letter as part of a national day of action dubbed "Occupy KFC" organized by North Carolina based, Dogwood Alliance, in which citizens, neighbors, customers and activists are demanding that KFC stop being a part of the problem and instead help forward the solution to environmental destruction and degradation caused by its paper packaging decisions. Even Colonel Sanders came back from the great yonder to support the campaign:
http://youtu.be/GDFzdqsW_rg

As a major consumer of paper and paper packaging, KFC is of course responsible for the significant impacts in the forests of the Southern US, the largest paper production region in the world, resulting from the paper used in its packaging. That's why "Occupy KFC" is calling on KFC to become a better corporate citizen and reduce overall paper and paper packaging consumption, maximize use of recycled paper products, and source virgin fiber paper products from forests managed to a high standard of sustainability.

Right now, paper in KFC's iconic chicken bucket and other packaging is made from trees harvested from important wetland forests in the Green Swamp of southeastern North Carolina. The Green Swamp is endangered, and provides many benefits to local communities: clean drinking water, wildlife habitat, flood control, hunting, and a buffer from climate change. Despite its importance, after years of intensive logging the Green Swamp has been severely degraded by large-scale clearcutting, draining of wetlands, and the conversion of natural forests to sterile pine plantations.

However, it does not have to be this way. KFC could become a green leader in the fast food industry by reducing its overall use of packaging, increasing the use of recycled fiber, and switching to paper products sourced from forests managed to a high standard of sustainability. Earlier this year, McDonald's made a major commitment to reduce the forest impacts of their packaging by dramatically increasing their use of recycled fiber and eliminating paper from forests converted to tree plantations. They also established a preference for paper from forests managed to the gold standard of the Forest Stewardship Council (FSC). KFC, on the other hand, is engaged in a major greenwashing campaign, touting deceptive Sustainable Forestry Initiative (SFI) certification for its paper packing. The SFI is little more than a paper and timber industry marketing tool, which allows the worst of the worst industrial logging practices.

For years, Dogwood Alliance has utilized their expertise in the sustainable sourcing of paper products to be a resource for major companies who are interested reduce the impacts of their paper and packaging on Southern forests, including Staples, McDonald's, and Johnson & Johnson. Today, after more than four years of continued efforts by Dogwood Alliance to communicate with KFC and Yum!, they have demonstrated no meaningful concern for forests and affected communities, and refused to talk substantively about these important issues.

That is why I am delivering this letter today. I ask you to please use your influence within the company to encourage Yum! and KFC to reduce overall consumption of paper, maximize the use of recycled fiber, and ensure the remaining packaging does not come from the destruction of endangered forests nor the worst practices in the woods.

Furthermore, please send this letter on to the appropriate personnel at KFC and Yum! and ask them to engage with environmental organizations that have the expertise to help make meaningful improvements to the sourcing of paper and paper packaging. Finally, please consider that in a market where customers increasingly demand sustainable products, improving packaging is not only good for our forests, it is also good for the corporate bottom line.

Sincerely,

For more information, please visit www.dogwoodalliance.org, or contact Haiz Oppenheimer at haiz@dogwoodalliance.org.

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