

Question for written answer E-001854/2024

to the Commission

Rule 144

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Subject: Allegations of ‘greenwashing’ concerning JBS

Earlier this year, the New York Attorney General filed a lawsuit against the American subsidiary of JBS, the world’s largest producer of beef products, for misleading the public about its environmental impact. JBS has claimed that it will achieve net zero greenhouse gas emissions by 2040, despite plans to increase production and thereby increase its carbon footprint.

JBS has a well-documented history of environmental degradation, deforestation and unsustainable agricultural practices in the Amazon rainforest and other sensitive ecosystems. JBS has by far the highest emissions of any company in agriculture, and the company’s methane emissions exceed the combined total methane emissions of France, Germany, Canada and New Zealand.

On top of this, there have been a litany of abuses, price manipulation practices and what has been dubbed ‘the largest corruption inquiry in history’ linked with the Batista brothers, who de facto control JBS through a holding company.

Even while interinstitutional negotiations on the ‘green claims’ directive are still ongoing:

1. Can the Commission confirm whether it is aware of ‘greenwashing’ allegations against JBS, and the potential impact of this on EU consumers?
2. What concrete steps will the Commission take to protect EU consumers?

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