

Bulldozers and broken promises

Is the beef in your
trolley linked to
forest destruction?

SEPTEMBER 2026



AUSTRALIAN
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Nature
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now

We acknowledge the Traditional Owners of Country and their continuing connection to land, waters and community. **We pay respect to their Elders past and present** and to the pivotal role that First Nations Peoples continue to play in **caring for Country across Australia.**

Contents

Introduction	4
Australia’s global beef deforestation hotspot	5
Broken promises – supermarkets failing to meet deforestation commitments	8
ACF investigates 2026 findings	11
Case Studies	13
Deforestation’s negative impact on Australian landscapes	16
Illegal deforestation risk	17
Conclusion	18



Introduction

The world has a deforestation problem and Australia is one of the major contributors to it. Scientists and most governments agree that we cannot achieve the Paris temperature goal, halt biodiversity loss, or reverse land degradation that threatens livelihoods and food security, without ending the destruction of forests and restoring much of what has been destroyed or degraded.

Australia has signed the Glasgow Leaders' Declaration committing to work with other countries to halt and reverse deforestation and land degradation by 2030. Net zero commitments are now standard practice for businesses. For companies exposed to deforestation, such as in the food and agriculture sector, [achieving net zero requires removing commodity-driven deforestation from supply chains](#). And companies are [legally obliged to manage nature-related risks](#).

Australia's biggest supermarkets, Coles and Woolworths, recognise that eliminating deforestation for beef in Australia is a priority if they are to meet their own climate commitments and manage nature-related risks. Accordingly, both companies set targets to eliminate deforestation from their Australian beef supply chains by the end of 2025. But [Coles](#) and [Woolworths](#) have conceded in their 2026 sustainability reports that they have not implemented those targets. In fact, it is not clear that the beef sold in their stores, is any more deforestation-free than it was before they set the targets, nor compared to companies that in fact have no targets.

McDonald's, the largest buyer of Australian beef, has its own commitment to eliminate deforestation. While it is not due to be implemented until 2030, the complexity of McDonald's supply chain suggests they should already be putting in place systems to implement their commitment now, as should Hungry Jack's, which has no target whatsoever.

Deforestation for beef is widespread in Australia. If supermarkets and fast food chains can't trace the beef they sell to deforestation-free properties, they can't know if it's linked to the destruction of koalas' homes or contributing to the erosion that is choking the Great Barrier Reef. Around 400,000 hectares of forest and woodland is bulldozed every year in Australia, most of it for beef.

Australia has no early detection and mapping system for deforestation, so the official data this statistic is based on are released typically two years after the deforestation occurs. That makes it difficult to act upon.

In the absence of effective government monitoring, ACF investigators and thousands of citizen scientists scanned more than 10 million hectares of satellite imagery in 2026, and detected 150 cases of deforestation.

Across the properties, more than 30,000 hectares of forest and woodland was bulldozed, 99% of it for agriculture, most of it grazing land and most often for beef.

Many of these cases involve deforestation that was still ongoing at the time of publication and many have been reported to authorities. The cases below represent just a snapshot of the deforestation that has likely occurred in Australia in the past year.

Having acknowledged the materiality of deforestation in their supply chains, and set targets to eliminate it, the supermarkets are responsible for ensuring that their implementation approach includes the necessary governance, monitoring, and supplier engagement strategies to support the commitments. Doing due diligence on the cases outlined in this report would be a good start.

Australia’s global beef deforestation hotspot

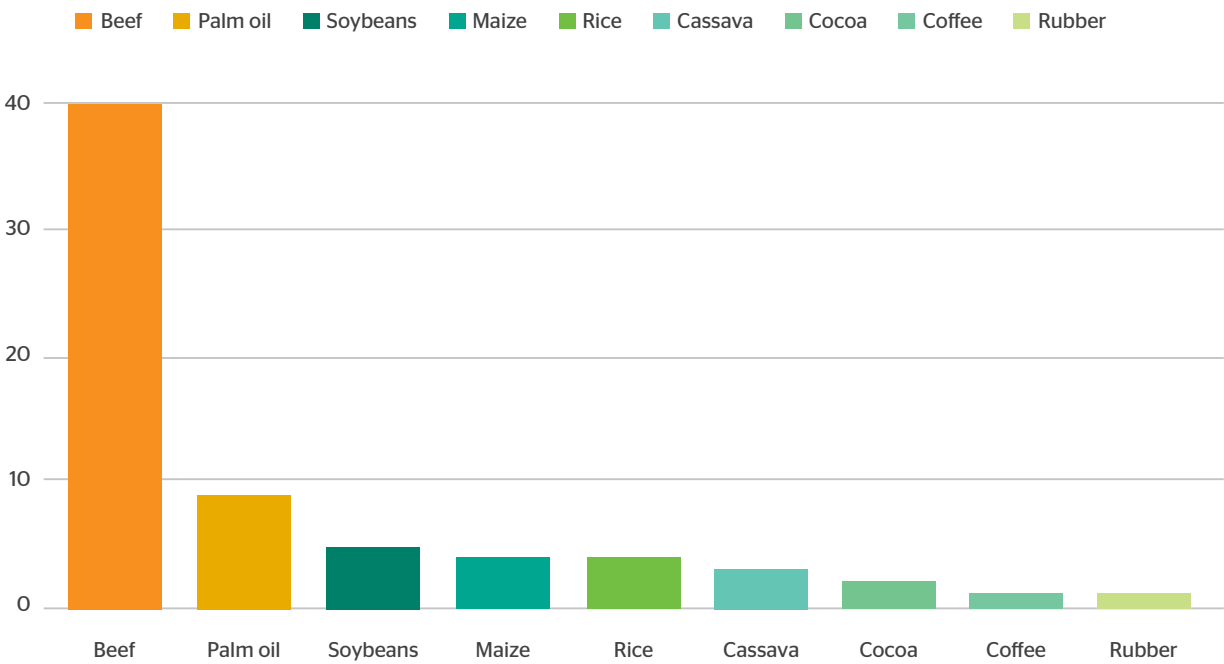
Halting and reversing deforestation is necessary if the world is to achieve the temperature goals of the Paris Agreement, the nature goals of the Kunming Montreal Global Biodiversity Framework (GBF), and the Sustainable Development Goals (SDGs). For its part, Australia supports the global goal of halting and reversing deforestation through its membership of multiple international agreements, including as a founding member of the [Forest and Climate Leaders’ partnership](#). Australia’s support for the goal is crucial because [Eastern Australia has been declared one of 11 global deforestation fronts](#), making Australia the only wealthy country on the list.



Bulldozed habitat at Hervey Range, QLD

Agricultural commodities driving global forest destruction

Contribution of main food production systems to global deforestation as % of total agricultural deforestation



Note. Data related to agriculture-driven deforestation between 2001 and 2022

Beef is by far the biggest driver of deforestation globally, causing 40% of tropical forest deforestation. This has led food businesses with global beef supply chains to set targets to eliminate beef-related deforestation. Companies have focused on the Brazilian Amazon, as Brazil is the world's largest beef exporter, with high rates of deforestation. Australia, the world's second largest exporter of beef, has until recently been largely ignored.

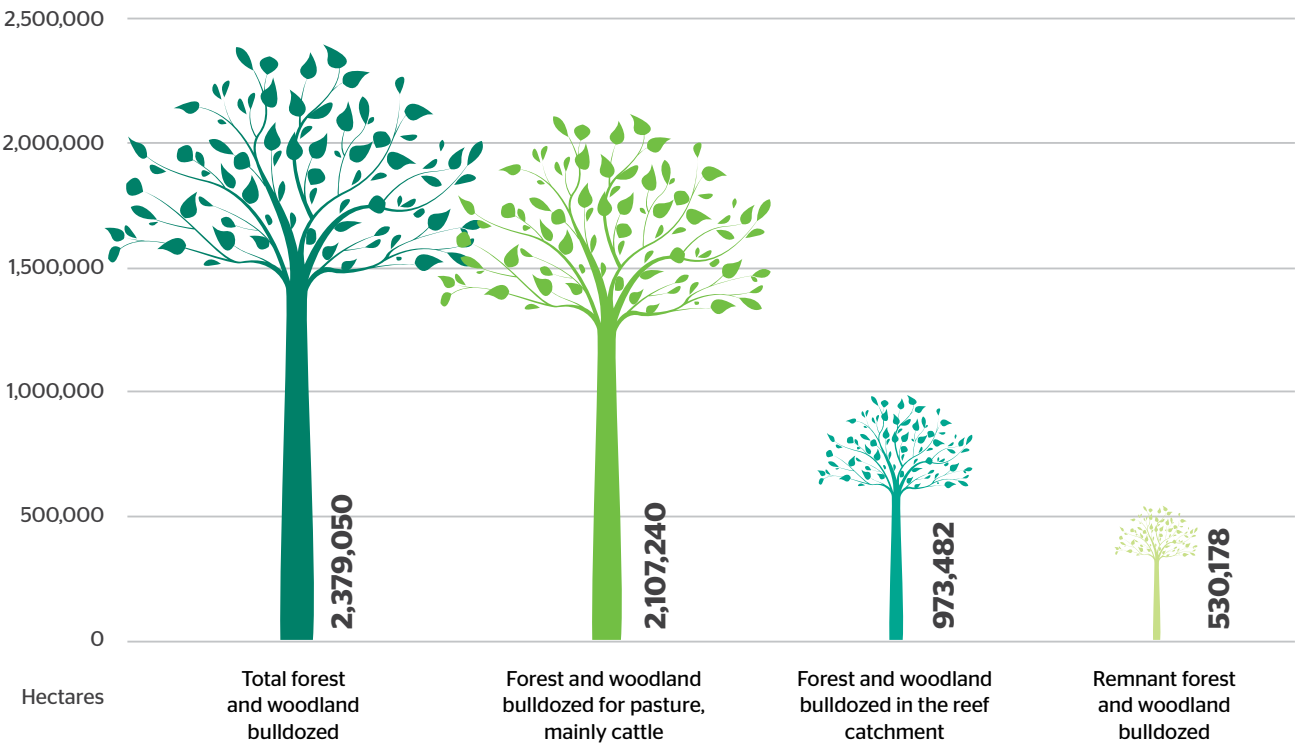
In Australia, the relative contribution of the beef sector, compared with other sources of deforestation, is far higher than it is globally. Queensland has the most deforestation, the most cattle, and fortunately the best deforestation data of any Australian state. The data makes clear that, perhaps contrary to perceptions, more forest is destroyed in Queensland for beef than for [palm oil in Indonesia](#).¹ [According to the Queensland Statewide Landcover and Tree Study \(SLATS\), 2,379,050 hectares of forest and woodland was bulldozed in Queensland from 2018-2024.](#) Of that, 2,107,240 hectares

(89%) replaced forest and woodland with pasture, mainly for cattle. More than 500,000 hectares of the forest and woodland destroyed was remnant forest and the majority of bulldozed forest and woodland in Queensland is over 15 years of age* (67% in 2023).

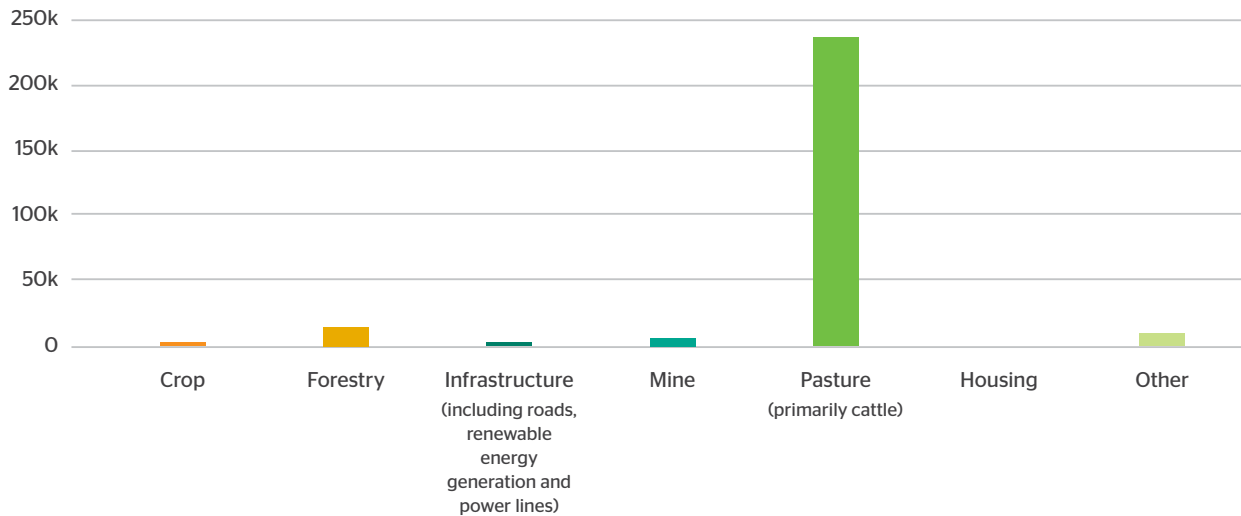
***Fifteen years is generally the age-threshold after which regrowing forest is likely to: resemble a natural forest, provide valuable habitat for more Australian threatened species, require federal approval before clearing, and trigger international forest frameworks such as the Science-based Targets Initiative and Greenhouse Gas Protocol. The majority of forest and woodland cleared in QLD is over 15 years of age.**

¹ Indonesian palm oil is an example of a success story in halting and reversing commodity-linked deforestation, with palm oil-driven deforestation reduced to less than a fifth of the rate seen in in the late 2010s. See for example: <https://www.sei.org/features/indonesian-palm-oil-exports-and-deforestation/>

Queensland deforestation 2018-2024



Queensland deforestation by industry sector.



While Queensland has by far the largest share of deforestation in Australia, forest destruction is not an exclusively Queensland problem. NSW also has worrying levels of deforestation, with 208,747 hectares of forest and woodland cleared in the last six years. While this is only equivalent to one-tenth of Queensland's nature destruction by area, the ongoing bulldozing in NSW is concerning because [NSW has less than half of its pre-colonisation forest and woodland remaining](#). 29 million hectares of NSW forest and woodland has been cleared since 1788 – an area the size of New Zealand – and only 16 million hectares left intact.

ACF's investigations also pick up occasional cases of agricultural deforestation in Tasmania and increasingly in the Northern Territory, which currently supports the world's largest area of intact tropical savannah, but where [state-based approvals for bulldozing forest have surged 300% in the past 4 years](#).



Deforestation for beef, Warwick, QLD

Broken promises – supermarkets failing to meet deforestation commitments

Although they were slower to act on it than, for example, Indonesian palm oil, most major food companies with beef supply chains in Australia recognise Australian beef-related deforestation as a material problem and are setting targets to eliminate it.



Top left. Community members demand Coles set a target to end deforestation at the 2024 Annual General Meeting. Photo. © Greenpeace / Toby Davidson

Top right. ACF campaign banners outside Hungry Jack's headquarters in Sydney, April 2026 Photo. Streetfighter

Above. Advertising campaign in South Korea targets McDonald's over its link to beef sourced from Queensland's Great Barrier Reef catchment area, a hotspot for deforestation. Photo. Mighty Earth

Deforestation commitments of Australia's biggest beef buyers

Company	Commitment	Best-practice AFI-aligned deforestation definition	Progress
	Deforestation-free beef by 2025 (applied to own brand, directly sourced beef only)	YES	Target not met
	Deforestation-free beef by 2025	YES	Target not met
	Deforestation and conversion-free beef by 2030	YES	Too early to tell
	No target	N/A	N/A
	Deforestation and conversion-free beef by 2025	YES	Unknown

McDonald's, the largest single customer of Australian beef, has identified Australia – alongside Brazil, Argentina and Paraguay – as a priority country for addressing deforestation in its supply chain. McDonald's set a target to eliminate deforestation, and conversion of non-forest ecosystems, from its supply chains by 2030. Australian beef is used in 70% of McDonald's restaurants globally, so ongoing deforestation by Australian beef producers is a material risk to McDonald's goal. Since setting the target, McDonald's has reconfirmed its commitment and sent a delegation to Australia in early 2026 to investigate progress on its sustainability commitments. However, without full lifecycle traceability of beef products in Australia it remains unclear how much progress McDonald's has made.

All three major supermarkets in Australia – Coles, Woolworths and ALDI – which collectively sell the majority of fresh beef to Australian consumers, also set targets to eliminate deforestation from their Australian beef supply chains. The deadline proposed for implementing their target was December 31, 2025.

In their 2026 sustainability reports, [Woolworths](#) and [Coles](#), which are the second and third largest purchasers of Australian beef after McDonald's, admit that they have not met their target.

The beef in Coles and Woolworths fridges may be no more deforestation-free now, than it was before they made their commitment, even though it was meant to be implemented nine months ago.

In its 2025 annual report, Coles acknowledged that shortcomings with Australia's National Livestock Identification System meant that, for most of the beef it sells, it is unable to "trace cattle between properties and verify their movements." Supermarkets and fast food chains, including international buyers of Australian beef, either need reform of the Australian traceability system, which is opposed by influential and intransigent lobby group Cattle Australia, or they need to develop their own traceability systems in partnership with their suppliers.

Both Coles and Woolworths have indicated their intent to engage further with industry with the aim of delivering on their deforestation commitments. However, neither has outlined any specific steps they will take, or reforms they advocate for, and have declined to provide an updated timeline for when their unmet targets will be implemented. Without disclosing specifics, it cannot be assumed that they are taking meaningful action to deliver on the promise they made to consumers, investors, and the community.

Given the high rates of deforestation persisting in the Australian beef industry, albeit carried out by a minority of producers, the lack of a traceability system that can verify beef is deforestation-free at either retailer means that any of the beef in Coles and Woolworths fridges could be linked to deforestation, including potentially the examples laid out below.

Indeed, these conditions mean that any buyers of Australian beef without direct supplier relationships and the ability to conduct due diligence, including the majority of overseas buyers of Australian beef such as McDonald's and Burger King and retailers in China, Japan, and South Korea are themselves exposed to the same risk of deforestation in their Australian supply chains.



Woolworths set a target for its beef to be deforestation-free by 2025 but has not been able to meet that target. Photo. Annica Schoo

ACF Investigates 2026 findings

In the 2026 financial year, ACF's investigations team identified 150 cases of deforestation, mainly through the citizen-science-led crowd-sourced investigations program, ACF Investigates. Across those 150 cases, 32,488 hectares of native bushland was cleared, equivalent to ten Sydney Harbours. Of that, 25,520 hectares involved the removal of forest, consistent with deforestation.

By far, the biggest driver of habitat destruction was agriculture, which accounted for 130 of the cases (99% or 25,211 hectares of deforestation), most often for grazing. Most of the deforestation occurred in 2025 and the first half of 2026, but on some properties we recorded deforestation dating as far back as 2022. 14 cases involved ongoing deforestation as of July 2026.

Of the 150 properties, 127 appear to be grazing properties. 119 properties are classified in ABARES data as primarily or in part grazing, while a further eight properties are classified as primarily conservation or "other minimal use", which is defined as non-intensively used land in a mostly natural state, but were found by ACF to be used for beef or dairy farming. Only 20 locations appeared to have been cleared for non-agricultural uses, including industrial and residential developments.

Of the 150 properties, 64 could be definitively linked to cattle farming. This is almost certainly an underestimation with a further 63 properties linked to unknown livestock (classified as grazing properties in ABARES data).

This forest and woodland destruction represents just a snapshot of the hundreds of thousands of hectares of Australian bush that were likely bulldozed in the past year despite the largest beef buyers making their deforestation-free beef commitments.

The largest case of beef-related deforestation exceeded 1700 hectares, equivalent to 5.7 Sydney CBDs across a single property, and a third of cases cleared more than 100 hectares.

Every case resulted in loss of habitat for a federally listed threatened species or destroyed vegetation mapped consistently with a threatened ecological community and 11 cases involved clearing in the Great Barrier Reef catchment. Every case involved clearing of forest and woodland over 15 years of age.

Habitat destroyed by bulldozing for beef ranged from Gondwana-era rainforest to vegetation mapped consistently with threatened ecological communities like White Box-Yellow Box Grassy Woodlands and Brigalow forest, of which less than 5% still remains intact.

The bulldozing destroyed 12,750 hectares of endangered koala habitat across 111 of the properties. This puts the iconic species at even greater risk of extinction, which could happen as early as 2050 without urgent action to protect and restore its remaining habitat. Endangered spotted-tailed (*tiger*) quolls were one of the most impacted mammal species in this sample of habitat destruction. Quolls face the triple threat of severe habitat loss and fragmentation caused by land clearing, predation by cats and foxes which is exacerbated by land clearing, and now the severe risk of contracting H5N1 bird flu through their scavenging behaviour.

ACF 2026 deforestation investigation findings



150

individual cases of deforestation



32,488

hectares of bushland bulldozed



99%

of deforestation linked to agriculture



127

cases on grazing properties, mostly beef

Species and ecosystems impacted by deforestation in ACF's 2026 investigation

Top ten threatened native animal species impacted by deforestation	Ten threatened ecological communities impacted by deforestation
Koala	White Box-Yellow Box-Blakely's Red Gum Grassy Woodland and Derived Native Grassland
Greater Glider (including Southern Greater Glider)	Grey Box Grassy Woodlands and Derived Native Grasslands of South-eastern Australia
Diamond Firetail	Brigalow (Acacia harpophylla dominant and co-dominant)
Latham's Snipe	Poplar Box Grassy Woodland on Alluvial Plains
Pink Cockatoo	Weeping Myall Woodlands
South-eastern Glossy Black-Cockatoo	New England Peppermint Grassy Woodlands
White-throated Needletail	Coastal Swamp Oak (Casuarina glauca) Forest of NSW and South East Queensland
Spot-tailed Quoll	Coolibah-Black Box Woodlands of the Darling Riverine Plains and Brigalow Belt South Bioregions
Superb Parrot	Lowland Rainforest of Subtropical Australia
Grey Falcon	Natural grasslands on basalt and fine-textured alluvial plains of northern NSW and southern Queensland

Case study 1:

Beef deforestation cases in Great Barrier Reef catchment areas findings

ACF identified 11 cases of deforestation on beef properties in the Great Barrier Reef catchment, including 1,790 hectares on a single property, Wombinoo Station, at Minamoolka, near Cairns. Across the 11 properties, 4,156 hectares was bulldozed, with clearing still ongoing in July 2026 on at least one property. It appears EPBC approvals were not in place for any of the properties.

The bulldozing destroyed hundreds of hectares of remnant vegetation that provided habitat for threatened species including the koala, greater glider, glossy black cockatoo, and southern black-throated finch.

The deforestation occurred within the [Fitzroy, Burdekin, and Herbert River catchments, which collectively export more than 5 million tonnes of sediment into the Great Barrier Reef](#) each year, most of it deriving from cleared grazing land. The Fitzroy and Burdekin regions contain the two largest cattle herds anywhere in Australia, and among the highest rates of deforestation, making them exceptionally material to companies seeking to avoid exposure to deforestation via their beef supply chains but which may source from those areas.

The owners of Wombinoo station, a property near the Herbert River, had previously referred the proposed clearing to the federal environment department. In recognition of the impacts the clearing would likely have on threatened species and the Great Barrier Reef due to erosion, the Department determined that the clearing could not proceed without a federal assessment and approval. The landholder then withdrew their application but, in 2025, proceeded to bulldoze 1,790 hectares of bushland without federal approval.

In another case, at Hervey Range, west of Townsville, more than 100 hectares of remnant eucalypt forest has been cleared in the last few months, much of it mapped as habitat for the endangered southern black-throated finch.

Here, the bulldozing pushes right up against waterways that flow towards the Great Barrier Reef. It crosses a first-order stream and occurs within 20 metres of two larger streams which flow into the Black River, Halifax Bay, and ultimately the Great Barrier Reef lagoon.

As of December 2025 when 'continuous-use' exemptions were clarified, the destruction of vegetation over 15 years or within 50 metres of a watercourse, wetland or drainage line in the Great Barrier Reef catchment area requires EPBC approval, if the clearing could significantly impact threatened species' habitat or the Great Barrier Reef, meaning the clearing was potentially unlawful.



A muddy sediment plume from the Burdekin River catchment after heavy rain covers Old Reef on the Great Barrier Reef, 2019. Photo. Matt Curnock/TropWATER

Case study 2: Habitat for vulnerable and endangered species cleared in the Cobar region on a property generating millions in ‘avoided deforestation’ carbon credits.

In 2025 and 2026, 796 hectares of native vegetation were bulldozed on a grazing property 200 km west of Dubbo. All of the vegetation that was destroyed is mapped as habitat for the koala, Corben’s long-eared bat, south-eastern hooded robin and pink cockatoo – species listed as vulnerable and endangered that are known to occur in this part of the Cobar Peneplain.

While the clearing amounted to 693 hectares of deforestation, the landholder has generated over 600,000 Australian carbon credit units (ACCUs) for avoiding deforestation on other sections of the same property.

The nearest feedlot to this site is Frampton Flat Feedlot, 2017 Woolworths Red Meat Supplier of the Year. Frampton Feedlot’s managing director has claimed to be a Woolworths supplier as recently as 2024. There is no suggestion that cattle from this property entered Frampton’s Feedlot or found its way into Woolworth’s supply chain but without a credible traceability system neither we, or the big supermarkets, truly know and that’s a big part of the problem

The Cobar peneplain is one of the absolute hotspots for deforestation in NSW, consistently ranking among the top districts for vegetation clearing, according to [official NSW data](#). A number of landholders in the area have also recently faced [compliance actions for unlawful clearing](#), making it important that companies sourcing beef from the region perform due diligence and establish lifecycle cattle traceability to avoid exposure to potentially illegal deforestation.



Pink cockatoo Photo. Rixipix / iStock

Case study 3:

35 SCGs worth of quoll habitat bulldozed in the New England Tablelands

In early 2026 after the EPBC Act was reformed the previous year, ACF uncovered 25 hectares of habitat destruction at a property in the New England Tablelands. The property is a few kilometers from a national park that is home to seven threatened animal species, including the spotted-tailed quoll, greater glider, and koala, as well as the New England Peppermint Grassy Woodlands – an ecological community listed as critically endangered under both state and federal law. Satellite imagery revealed a further 115 hectares had been cleared at the property in the preceding few years.

Within a 5km radius of the clearing, ACF found 29 records of spotted-tailed quolls, greater gliders, and koalas. Vegetation mapping indicates the bulldozed bushland contained suitable habitat for all three species, including large, mature trees that may have contained the hollows essential to greater glider habitat.

[The national recovery plan](#) for the spotted-tailed quoll states that nearby Glenn Innes and Armidale contain stronghold populations that are “considered to be of particular importance to the long-term survival of the spotted-tailed quoll”. The recovery plan states the species is “significantly prone to threatening processes that reduce, degrade and fragment” large, relatively intact patches of forest and that “habitat loss and modification is probably the greatest threat” to the species’ survival. Because they are carnivores and scavengers, quolls are one of the main native mammal species at risk from H5N1, making protection of their habitat all the more important for them.

This clearing did not have federal approval under the EPBC Act.

The property produces Angus and Wagyu cattle that media reports suggest have recently been sent to the Ranger Valley Feedlot, now owned by Stanbroke Beef.



Spotted quoll Photo. Wirestock / Deposit photos

Deforestation's negative impact on Australian landscapes

The bulldozing of native vegetation is a major cause of habitat loss and fragmentation, heritage and biodiversity decline, and has been implicated in 60% of the federal listings of Australia's threatened species. According to the federal government's threatened species scientific committee, 'land clearance has been the most significant threatening process in Australia since European settlement.'

Land clearing can also lead to processes that degrade soils. Erosion, salinisation, loss of organic matter and soil carbon, and depleted soil fertility compounds impacts on biodiversity and, according to the Productivity Commission, reduces the productive capacity of agricultural land over time. Broad-scale clearing of native vegetation, especially forests, increase temperature and reduces rainfall.

It increases sediment and chemical pollutant loads in freshwater streams and ultimately marine environments, including the Great Barrier Reef. And it exacerbates the impacts of invasive predators like cats and foxes, and harms important pollinators like bees.

Finally, deforestation has serious climate implications. Greenhouse gas emissions from the bulldozing of forest ecosystems alone (not including non-forest ecosystems) has contributed on average 55 million tonnes of CO₂e per year since 2000. Destroying healthy and mature forests also removes important carbon sinks needed to mitigate climate change, while regrowing forests store less carbon and importantly are more susceptible to fire, burning hotter and more frequently than mature forests.

How deforestation for beef impacts the Great Barrier Reef

Almost half of Queensland deforestation - almost 1million hectares cleared from 2018-2024 - occurs in the Great Barrier Reef catchment area - the majority of that is linked to beef pasture expansion.

Every year 7.6 million tonnes of fine sediment, equivalent to 600,000 dump trucks, washes into the Great Barrier Reef's lagoon. That's more than four times the estimated pre-1788 rate.

When vegetation is cleared, it increases erosion and runoff of soil sediment and farm chemicals, including pesticides and nutrients, into rivers that flow into the Great Barrier Reef lagoon. During heavy rain, three times as much soil runs off even a well-managed grazing pasture compared with remnant forested land – a poorly managed or overgrazed pasture can export nine times as much mud into river systems and ultimately the Great Barrier Reef. Fine sediment runoff causes turbidity (cloudiness), blocking the light needed for corals and seagrasses to grow. It also causes tissue damage to corals and can affect the reproductive cycles of corals and fish, and even damage fish gills.

The nutrients in runoff can contribute to algal blooms that smother corals, can lead to coral disease, and increase outbreaks of crown of thorn starfish which eat the corals.



Great Barrier Reef Photo. AndriiSlonchak / iStock

Risk of exposure to illegal deforestation peaking

Reforms to Australia's national nature protection law, the EPBC Act, which started to come into effect from December 2025, have increased the exposure of food companies to potentially illegal deforestation via their Australian beef supply chains.

The reforms changed how deforestation for agriculture is regulated by limiting a previous 'continuous use' exemption that allowed landowners to continue ongoing lawful clearing activities that predated the introduction of the EPBC Act. Now, where there is the possibility of a significant impact on a threatened species or ecosystem, the destruction of vegetation over 15 years of age requires a federal approval. Similarly, where clearing could have a significant impact on the Reef, and is within 50 metres of a watercourse, wetland or drainage line in the Great Barrier Reef catchment area, it must also be referred and approved first.

The new rules and the establishment of a National Environmental Protection Authority to enforce them, along with the commitment the rules apply equally to all sectors, substantially increases the likelihood that clearing by cattle producers, including some of the cases catalogued in this report, are in breach of the law. In turn, the risk that firms sourcing beef from Australian supply chains without adequate traceability or due diligence procedures in place may be trading beef produced on illegally deforested land has increased.

As of May 2026, there were 107 open cases of suspected unlawful land clearing under the EPBC Act.²

² The Hon. Senator Murray Watt, Minister for the Environment and Water, response to questions on notice, June 2026.



Deforestation on a cattle property at Hervey Range near Townsville removes hundreds of hectares of forest with clearing ongoing as of July 2026'. The bulldozing removed vegetation right up to the banks of streams that flow into the Great Barrier Reef lagoon via Black River.

Conclusion

The cases of deforestation presented here amount to a significant impact on Australia's environment in their own right. Indeed at over 30,000 hectares, the area of clearing across just 150 properties amounts to a similar area to [the forest destroyed for palm oil in Indonesia](#) annually.

Sadly, based on recent land clearing statistics, they likely represent only a fraction of the total forest bulldozing that is likely occurring out of sight along the east coast of Australia. Concerted action from state and federal governments as well as retailers like Coles and Woolworths, McDonald's and Hungry Jack's, is urgently required to ensure compliance with Australia's nature protection laws, achieve our global climate and nature targets, and to meet the commitments businesses have made to their customers and investors. Most Australian beef producers are likely deforestation-free. But unless businesses like Coles and Woolworths put systems in place to ensure they are only sourcing beef from those responsible land managers, consumers can not be sure the burgers they pick up from the drive through or the steaks on their barbecue are not contributing to the destruction of habitat for native species or polluting the Great Barrier Reef. For the beef industry, the risk is that a relatively few laggards put the entire sector's reputation at risk in overseas markets that are alive to the global scourge of deforestation for beef, but as yet have not associated it with Australia.

The cases outlined in this report have been provided to Coles, Woolworths, McDonald's and Hungry Jack's. Those companies should investigate whether any of the cases are linked to their supply chains and disclose what actions will be taken if they are. Having fallen short of their deforestation-free implementation targets, Coles and Woolworths must disclose to the public and to their investors the specific steps they are taking to overcome any barriers and implement their commitment, including providing a deadline.

McDonald's should also clarify how it plans to close the traceability gap and meet its deforestation-free target for Australian beef. Hungry Jack's and its associated companies, which lack any target at all, must urgently set one and explain how they will deliver on it.

Changes to Australia's beef traceability system would make deforestation-free supply chains more readily achievable across the beef value chain. These changes would benefit the majority of beef farmers, who are deforestation-free. Food companies should strongly advocate for those changes.

Australians and people from across the globe who consume Australian beef should be able to feed their families without worrying about contributing to nature destruction. Right now, any of us who shop at the big supermarkets and burger chains are in the dark.



Angus, wagyu and murray grey beef bulls and cows, being grass fed on a hill in Australia Photo. William Edge / Shutterstock

Nature needs us, now



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