

Lobbying by chocolate giant Mondelez threatens landmark EU deforestation law

Contacts

New analysis of lobbying documents reveals the extent of the chocolate giant's attempts to undermine the European Union Deforestation Regulation (EUDR), a landmark law designed to stop products of deforestation from entering the EU market.

This includes, in June 2026, a meeting between Mondelez CEO Dick Van de Put and US Ambassador to the EU Andrew Puzder, who alongside US President Donald Trump is known to be a fierce opponent of the EUDR. This week, the EU Parliament and Member States will decide whether to formally object to the Commission's proposed Delegated Act.

Ahead of this critical moment for what has been celebrated by climate campaigners as "game-changing" regulation to protect the world's forests, Global Witness found that Mondelez has aggressively pursued a pan-European EUDR lobbying strategy, including:

- Meeting with key Brussels powerbrokers every other month since July 2025, as well as governments and policymakers in Paris, Berlin, Dublin and Luxembourg
- Spending between €1.2-€1.5 million lobbying the EU since the EUDR was passed in 2023, and between €570,000 and €680,000 lobbying France and Germany in 2025, with evidence suggesting the EUDR was likely a focus of meetings
- A senior Mondelez representative became a board member of the American Chamber of Commerce to the EU (AmChamEU) in June 2025 – one month before it first publicly requested a delay to the EUDR
- Targeting conservative MEPs in key roles on agricultural and environment committees

Charlie Hammans, Senior Investigator from Global Witness said:

“At a critical moment for the EU's landmark deforestation law, this investigation reveals that Mondelez has been pursuing aggressive efforts to delay and ultimately dismantle legislation designed to protect the world's forests.

“It's appalling that Mondelez has continued to push back against this game-changing law, despite its potential to prevent catastrophic biodiversity loss and reduce carbon emissions. It also comes despite broad support from other major chocolate brands like Mars, Nestlé and Ferrero, who have been calling for regulatory certainty.

“It is critical that the EUDR moves to the next stage, and that this landmark regulation becomes a reality as swiftly as possible.”

How cocoa fuels deforestation

Mondelez – a US company – is one of the world's largest food players and the second largest chocolate company by market share.

One of the largest cocoa buyers in the world, Mondelez chocolates have previously been linked by NGOs, including Global Witness, to deforestation and human rights abuses. Europe consumes the most chocolate per capita in the world, importing more cocoa than the US and Asia combined.

Unsustainable cocoa sourcing is a key driver of deforestation and has seen forests in Ghana and Ivory Coast almost disappear, and Mondelez has been identified as one of the key companies driving these clearances.

Deforestation has catastrophic consequences for both biodiversity loss and the climate, with forest loss estimated to contribute between 13%-21% of global emissions, more than sectors such as aviation and shipping.

Responding to a request for comment, a Mondelez spokesperson said that they *“fully support the objectives of the EU Deforestation Regulation and remain committed to deforestation-free supply chains and responsible sourcing across our operations and value chain.”*

The company also said that it did lobby, but that its focus is *“making sure the Regulation works effectively in practice.”*

A spokesperson from AmChamEU also denied efforts to undermine the EUDR, saying it supported the law’s objectives.

The trade body added that while it has called for implementation to be delayed, this was so the EU and companies could “address outstanding implementation challenges.”