

# PLANT-FOR-THE-PLANET FOUNDATION REFORESTATION PROJECT



# WHAT IS PLANT FOR LIFE?

PLANT FOR LIFE is an initiative of GreenFood Iberica.

For every ton of fresh produce sold under the Daily Greens brand, the company will donate one tree.

The donation will go to a **Plant-for-the-Planet foundation** that will plant, breed and care them.



ABOUT

# PLANT-FOR-THE-PLANET FOUNDATION

## **Plant-for-the-Planet**

plants trees and  
empowers children all  
over the world



## **Reforestation projects**

Help closing the gap to stay below the  
crucial +2° C limit!



## **Empowerment and support of children and youth**

Enable young people to make impact!



# ABOUT PLANT-FOR-THE-PLANET FOUNDATION

14 billion trees  
already planted  
in 193 countries



Founder  
**Felix  
Finkbeiner.**

Their current  
goal is **to plant  
1 trillion trees  
worldwide**



More than **75,000 children**  
from **71 countries** are  
already participating.

They teach and empower  
others to become **Climate  
Justice Ambassadors**



# WANT TO KNOW MORE ABOUT THE REFORESTATION PROJECT?



## WHERE ARE THE TREES PLANTED?

The trees will be planted in the land named Rancho Las Américas, located in Campeche State in the Peninsula del Yucatán, Mexico.

This land has currently an extension of more of 33.000 hectares owned by Plant for the Planet Foundation.

They also plan to add during the following years more surrounding fields with the idea to reach around 100.000 hectares by the end of 2025.

On this fields they plant one tree each 15 seconds with the aim to plant around 10 million trees by the end of 2025 as well.

## WHO OWNS THE LAND?

Plant for the Planet Foundation owns the land and will take care of it and the trees planted.

The funds to acquire those land come from donations of different companies and individuals who want to offset their emissions or as part of their CSR policies.





## HOW ARE THE TREES PLANTED?

All the trees are planted by their staff in Rancho Las Americas. The staff (2019) is currently composed for 140 people coming from the local villages around the area who are trained to plant and to maintain the plantation in a sustainable way.

The workers plant an average of 5,500 seedlings per day. A new tree is added every 15 seconds.

The **Crowtherlab at ETH Zürich** accompanies the reforestation project scientifically and investigates how much CO<sub>2</sub> every tree captures.

## WHAT KIND OF TREES ARE PLANTED?

All the trees planted in Rancho Las Americas are from 8 different natives species grown at their own tree nursery based in Rancho Las Americas as well and directly managed by their own staff.

- Rosy trumpet tree (*Tabebuia rosea*)
- Mahogany (*Swietenia humilis*)
- Moringa (*Moringa oleifera*)
- Cedar (*Cedrela odorata*)
- Black Sapote (*Diospyros digyna*)
- Gumbo-limbo (*Bursera simaruba*)
- Jocote (*Spondias mombin*)
- Calabash (*Crescentia cujete*)



## **HOW ARE THE TREES TAKING CARE OF IN THE BECOMING YEARS?**

The Plant for the Planet staff in Rancho Las Americas will take care of those trees planted for their complete lifetime.

After planting, the workers take great care of the trees: a tree has to be freed from proliferating weeds up to 20 times, wearing out 250 machetes a year.

The care pays off: With 94% the Plant-for-the-Planet plantation workers achieve a survival rate that is more than four times as high as is usual for the region (around 20%).

## **IS THE PLANTING MADE ETHICALLY? AND HOW ABOUT THE WATER FOOTPRINT?**

The plantation is made ethically and in a sustainable way.

All the planting workers are people from local communities and also the suppliers are local and promoting local products.

They do not measure yet the water footprint but they're measuring the capture of CO<sub>2</sub> of the plantations made and certify it through the Gold Standard Certification.



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**the more Daily Greens,**  
the better impact we can  
have for our planet and  
our future

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PLANT FOR LIFE is aligned with two of the **United Nations' Sustainable Development Goals:**

Goal 13 for Climate Actions and  
Goal 15 for Life on Land, which pledge to address  
global warming, and to reduce the loss of natural  
habitats and biodiversity, respectively.



