Stakeholder Map **Brazilian farmers** are resentful towards conservation agenda of the Amazon and Cerrado forest, as they claim that it This map follows the journey of Soy stemming from Brazil, particularly is their right to deforest.(Guerrero et al. focusing on the Cerrado forest, to it being exported into Switzerland 2018, CFA output 4.2) through the different stakeholders before it reaches the consumer. The map is exhibits the flow of materials, the diverse stakeholders Environmental policymakers attempt to involved in the soy supply chain, the interactions they have with one preserve the natural environment of Brazil from the expansion of soy farm INDIRECT another, dependencies and initiatives that shape the system. frontier through policies like the Soy Swiss **farmers** are protected by import moratorium and the deforestation free restrictions and state subsidies and policy (Samora, 2019) The map also includes "What if" scenarios. direct payment from the Swiss Brazilian traders Feed companies government. Bolsonaro has long advocated for more Brazilian soy Livestock producers development of the Amazon, the farmers world's largest tropical rainforest; Legend / farmers additionally, he declared that his administration will not recognize any Environmental Upstream - Production of soy additional inch of property claimed by policymakers indigenous groups. (Boadle, 2022) Downstream - Processing and manufacturing Meat processing DIRECT companies Global trade Indigenous populations are being pushed out of the Brazilian Non-governmental organization (NGO) Retailers Cerrado forest as a result of soy expansion and President development. Many of these indigenous tribes have (Coop, Migros, Aldi, Soy associations (Promoting sustainable (Jair Bolsonaro) never been able to get official land titles, making them soy production) Denner) vulnerable to land grabbers, who are either regional elites or national businessmen who claim the property Goals & perceptions by force. For the growth of large-scale agricultural commodity production, mainly for animal feed. Local and CORE (Hertzler, n.d.) indigenous communities Major supermarkets like **Coop** and **Degree of interaction & influence** Migros have been making the effort to support the sustainable and responsible soy cultivation. At the same time the topic of soy sustainability isn't **MEAT** Public eye communicated to consumers. (Swiss NGO) **CONSUMERS** European commodity/ trader firms Public Eye investigates into agricultural commodity traders in Switzerland on if they are conducting business ethically Commodity traders often have largeand if there are human rights violation scale land ownership in the country of Importers along the supply chains production thus making them influential players in the global soy value chain Soy Network Switzerland (SNS) The SNS promotes the production, Round table on purchasing, and consumption of certified and sustainably farmed soy. sustainable soy Proterra The network's goal is for at least 90% of (RTRS) foundation soy produced for the Swiss market to be grown sustainably. RTRS and Proterra foundation are associations that promote their sustainable soy standards. Theystrive to contribute to sustainable and responsible soy production practices. (Heron et al., 2018)