

# Stakeholder Map

This map follows the journey of Soy stemming from Brazil, particularly focusing on the Cerrado forest, to it being exported into Switzerland through the different stakeholders before it reaches the consumer.

The map exhibits the flow of materials, the diverse stakeholders involved in the soy supply chain, the interactions they have with one another, dependencies and initiatives that shape the system.

The map also includes "What if" scenarios.

## Legend

- Upstream - Production of soy
- Downstream - Processing and manufacturing
- Global trade
- Non-governmental organization (NGO)
- Soy associations (Promoting sustainable soy production)
- Goals & perceptions

