



we wearSM sustainability

1/13/12

Representative Marco Maia
Praça dos Três Poderes - Câmara dos Deputados
Gabinete: 14 - Anexo: II
ZIP CODE: 70160-900
Brasília - DF

Dear Representative Maia,

On behalf of the American Apparel & Footwear Association (AAFA) – the national trade association representing U.S. apparel, footwear and other sewn products companies and their suppliers – I am writing to voice concerns over proposed changes to the Forest Code. We are concerned that the changes could inadvertently hasten deforestation of sensitive rainforest acreage.

As you may know, our member companies manufacture all types of apparel and footwear and are located in virtually every state in the United States and around the world, including Brazil. In short, they source and distribute products worldwide.

One of the major goals of AAFA is to promote sustainable and appropriate environmental business practices within the apparel, footwear, and fashion accessory industry. Transparency in the supply chain plays a significant part in this process.

As leather is a large component of the industry supply chain, particularly for footwear and accessories, AAFA has been closely monitoring efforts to stop deforestation in Brazil caused by cattle ranching on illegally cleared land. Members of our industry are concerned about the availability of leather on the market from illegally cleared rainforest land. Once the leather is placed on the market it is extremely difficult for members of our industry to be certain that the leather was not produced from lands illegally cleared. This makes it all the more difficult for our members to be good corporate citizens.

We understand that a number of changes to the Forest Code are proposed in Brazil. It is our belief that these changes may encourage further deforestation and run contrary to the best efforts of our industry to preserve the environment while maintaining a responsible supply chain. For example we are concerned that the proposed changes could threaten the regulation that requires land owners to keep 80% of their land forested. It is also our understanding that the changes to the code could also allow those who have illegally deforested in the past to escape punishment. It is our belief that both of these changes to the Forest Code are not consistent with the sustainability efforts of our industry and actually undermine some of the best efforts of stakeholders in our industry. The unfortunate result of this situation is that companies in our industry may decide to reexamine their leather sourcing policies rather than face the uncertainty of buying leather from Brazil.

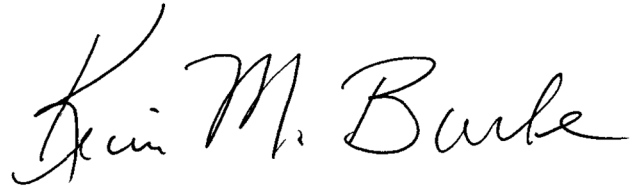
AAFA encourages governmental and local authorities in Brazil to continue their leadership role in protecting the Amazon rainforest. It is with this in mind that we urge appropriate Brazilian government agencies to provide clear legal guidance and an effective enforcement process for the programs currently in place. Moreover, we

1601 North Kent Street
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Arlington, VA 22209

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(800) 520-2262
(703) 522-6741 fax
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implore the government to consider the potentially significant negative impact of the proposed changes to the Forest Code.

Sincerely,

A handwritten signature in black ink that reads "Kevin M. Burke". The signature is written in a cursive style with a large, prominent initial "K".

Kevin M. Burke
President & CEO
American Apparel & Footwear Association



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Senator José Sarney
Senado Federal
Praça dos Três Poderes
Brasília DF – ZIP CODE 70165-900
Anexo I, 6^a andar

Dear Senator Sarney,

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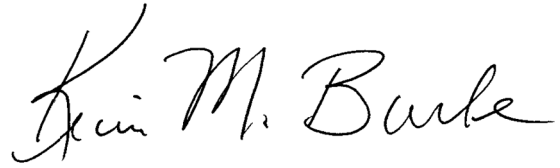
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