

From tiny acorns mighty profits grow

Your article "Film stars ease their consciences with trees" (News, September 14) misses the key point regarding tree planting and carbon sequestration – which is **additionality**. Trees are only valid as carbon offsets if they are additional – they cannot be trees that already exist or that someone else is paying to plant, otherwise the whole exercise is merely *marketing hype*.

Future Forests, a profit-seeking private company that was featured in your article, does not physically plant trees and it recently offered my organisation around 50p to plant a tree and look after it for 99 years. The real cost for this would be at least £5 per tree, meaning that

Future Forests was offering us at best 10 per cent of the real cost. It would then sell on the tree that we plant, paid for largely through charity donations that we have raised, for around £5 to £10 to the likes of Leonardo DiCaprio, Working Title, Avis and O2 to badge and claim as their "tree". This clearly is not additional.

We rejected Future Forests' offer of 50p per tree because we have no intention of using our charitable donations to subsidise its business.

Graham Simmonds

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