

# Brazil's president announces plan to protect forest – after plea from Gisele

Michel Temer replies to message from Brazilian supermodel to announce he will veto plans to cut conservation in the Amazon



Gisele Bündchen wrote to Brazil's president: 'It's our job to protect our Mother Earth.' Photograph: Andre Penner/AP

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## **Jonathan Watts** in Rio de Janeiro

Tuesday 20 June 2017 17.58 BST

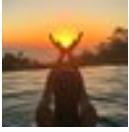
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The Brazilian supermodel Gisele Bündchen appears to have succeeded where conservationists and scientists have failed: by persuading the president, Michel Temer, to veto [legislation that would have slashed protected reserves in the Amazon](#).

[In a Twitter post last week](#), Bündchen urged Temer to block a bill that would have opened up 600,000 hectares (1.5m acres) of forest to development. The model – who has long been a supporter of WWF – tweeted: “It’s our job to protect our Mother

Earth.”

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**Gisele Bündchen**



@giseleofficial

It's our job to protect our Mother Earth. @MichelTemer, please say NO to reducing protection in the Amazon!

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Her intervention apparently made an impact on the president, [who has previously had scant regard for conservation](#), packing his cabinet with agro-business supporters and making deep cuts in the budget of the environment ministry.

In a tweeted response to Bündchen yesterday, [Temer announced that he was vetoing the proposed legislation](#).

This victory for the environment may yet prove short-lived because the pro-business government is considering other plans to reduce forest reserves and indigenous territory.

Meanwhile, many Twitter users asked Bündchen to use her newfound influence and urge the [scandal-plagued president](#) to resign.

“Gisele, please ask for ‘temer Temer out’ with the same trick,” said one user in response to the exchange between the politician and the supermodel. “Who knows, maybe he’ll listen to you on that too?”