Europastry is committed to using sustainable wheat

- The company wants to lead the transformation of the baking sector to fight climate change by using 100% sustainable raw materials.
- Europastry aims to reduce its carbon footprint by 36%, its water consumption by 28% and its gas consumption by 8% by 2021.
- The company currently uses only electricity from renewable sources.

Barcelona, 10 November 2020.- At Europastry, we are convinced that, to fight climate change, the future of food has to be sustainable. So, we are implementing actions that will allow us to transform the baking sector and make it even more sustainable. This is a sector in which sustainability is closely linked to good practices in the planting, growing and milling of grains (70% of the CO2 emissions come from wheat planting and growing).

One of these is the commitment to using 100% sustainable flours. What does this mean? The implementation of good practices with local farmers, the use of certified seeds, reduced use of fertilizers, crop rotation and field-to-table traceability. To identify the products made on this basis, we have created the “Responsible Flours” seal. In fact, today we are already harvesting 5,300 hectares under these principles, and we are committed to expanding this to 20,000 hectares by 2025.

But our commitment doesn’t stop there. We want to be involved in the sustainable transformation of the planet and, to do so, we have set important targets for 2021: reducing
our carbon footprint by 36%. water consumption by 28% and gas consumption by 8% with respect to this year.

This sustainable transformation is based on our company mission. In the words of Jordi Gallés, the CEO of Europastry: “All the actors in the food chain have to collaborate and do their part to ensure that the planet is inhabitable for our children. What will coming generations say about us if we go beyond the point of no return when we still have the means to avoid it? Together with our suppliers and customers, we want to lead this change.”

WE ARE WORKING FOR THE SUSTAINABLE FUTURE OF FOOD

For years, we have been working to find solutions that will enable us to operate more sustainably.

We promote collaboration between farmers, mills, manufacturers and distributors to add transparency to everything that happens between the field and the consumer’s table. By working closely with local suppliers, we are already reducing food miles and the resulting environmental impact, and we exercise exhaustive control over the traceability of our products.

In addition, at Europastry we are actively fighting climate change. Our products are made with 100% natural ingredients and processes that use 100% green energy from renewable sources. Thanks to our commitment to green energy at all our production plants, we are avoiding the emission of 50,000 tonnes of CO2 a year.

Lastly, we use recyclable packaging for our products and distribute them under sustainability criteria through sustainable fleets which include electric bicycles, natural gas-powered trucks and mega-trucks with a larger freight capacity, optimisation of logistical routes, the use of less polluting fuels and intermodal transport.

It is worth noting that we have held various sustainability certificates for years, such as the Organic Farming Certificate for the Bio range, and the UTZ cacao certificate for the chocolate we use for fillings and frostings.
ABOUT EUROPASTRY

Europastry is a global leading baked goods company. Founded in 1987, it has established itself as one of the most expert and state-of-the-art baked goods companies in the sector of frozen dough for bread, rolls, pastries and snacks. With 22 production plants and 26 sales offices the world, Europastry is currently present in more than 70 countries. In 2019, Europastry reached 851 million euros in turnover and launched more than 400 new products to the market.

www.europastry.com

FOR MORE INFORMATION
Europastry Communication Department
communication@europastry.com
900,118,888