



Media release
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Fazer joins the Carbon Action project – continuing the work against climate change and the eutrophication of water systems

As a large buyer of grain, Fazer acknowledges its responsibility to develop sustainable grain cultivation. Fazer has, in cooperation with farmers, crafted a Grain Vision and ten principles of sustainable farming to implement it. The Grain Vision aims to curb the eutrophication of water systems and ensure the long-term cultivability of the soil, while promoting the productivity and diversity of grain cultivation in Finland. Fazer has now joined the Carbon Action project and will incorporate the curbing of climate change and carbon sequestration in its Grain Vision.

Soil can store carbon and curb climate change

The soil's capacity to store carbon can be improved by caring for the soil and fields, which helps curb climate change. Fazer has joined the Carbon Action project managed by the Baltic Sea Action Group (BSAG) and the Finnish Meteorological Institute. This project brings together research and its practical application to curb climate change. The Carbon Action project seeks ways to accelerate soil carbon sequestration and to promote carbon-storing farming practices on Finnish farms, while scientifically verifying the results.

The Grain Vision is a part of Fazer's commitment to the Baltic Sea and its continuous sustainability work

Fazer's cooperation with Finnish farmers goes back decades. In 2013, Fazer created the Grain Vision to promote sustainable grain cultivation. The objective is to reduce the eutrophication of inland waters and the Baltic Sea, protect biodiversity and the cultivability of soil, as well as minimise the use of chemicals.

The Grain Vision is implemented through ten principles of sustainable grain farming. The principles are a compilation of good practices already in use, drafted in cooperation with farmers as well as producer and environmental organisations. The principles were published in 2017, and they address, for example, the use of chemicals and taking care of field soil. Initially, they focused on preventing the eutrophication of water bodies. As farming methods evolve continuously, Fazer reviews these principles regularly. The actions taken in the Carbon Action project contribute to Fazer's sustainability core goals and the results of the project will be incorporated in Fazer's Grain Vision.

"The same means and actions can often be used to tackle both eutrophication and climate change. Our goal is, that by 2025, all Finnish grain we use will have been



grown in compliance with the principles of sustainable farming,” explains **Nina Elomaa**, Sustainability Director at Fazer Group.

“It’s wonderful to see our long-term environmental collaboration with Fazer expand to new areas,” says Laura Höijer, content manager at BSAG. “A large actor like Fazer can have a significant impact on matters like the scaling up of carbon sequestration by agricultural soil,” Höijer continues.

Fazer’s approach to sustainability

Sustainability is a key element of Fazer’s strategy, while the company is transforming into a modern sustainable food company. Food production and consumption have a major impact on the environment, society and well-being.

Fazer Group’s four ambitious sustainability core goals are: 1) 50% less emissions; 2) 50% less food waste; 3) 100% sustainably sourced; and 4) more plant-based.

More information about Fazer Group’s four ambitious sustainability goals can be found at: <https://www.fazergroup.com/settings/cision-news/?id=3225090>

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Fazer Group

In 1891, the young Karl Fazer opened his first café with a mission to make food with a purpose—and a passion to create moments of joy for all the people around him. It became Northern Magic. Made Real. Today, Fazer is an international family-owned company offering quality bakery, confectionery, biscuit and grain products, plant-based meals, non-dairy products, on-the-go food and drinks as well as food and café services. The Group operates in nine countries and exports to around 40 countries. The success of Fazer has been built on Karl Fazer’s vision, values and fearless creativity: the best product and service quality, beloved brands, the passion of skilful people and responsible ways of working. In 2018, Fazer Group had net sales of EUR 1.6 billion and more than 15,000 employees. Fazer’s operations comply with ethical principles that are based on the Group’s values and the UN Global Compact.



Northern Magic. Made Real.

Baltic Sea Action Group (officially "Foundation for a Living Baltic Sea") is an independent non-profit foundation established in Finland in 2008. BSAG works to restore the good ecological balance of the Baltic Sea, curb climate change and protect the diversity of wildlife. BSAG's extensive Carbon Action project explores the carbon sequestration potential of agricultural soil in cooperation with Finnish farmers. The Finnish Meteorological Institute coordinates the research, and practical measures are already being taken on a hundred pilot farms. Carbon sequestration in the soil curbs climate change. Healthy soil also efficiently holds water, sediments and nutrients, which reduces nutrient runoff to the Baltic Sea and other water bodies.