



Press release  
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## **Fazer renews its farming programme and promotes the adoption of sustainable farming practices in Finland and Sweden**

**Fazer is renewing its grain farming programme, which was initially launched in 2013, to promote sustainable farming in Finland and Sweden. The farming principles of the revised programme include concrete measures that aim to reduce the impact of grain production on the environment, to reduce emissions and to support biodiversity. As part of the programme, Fazer initiates cooperation with the fertiliser manufacturer Yara to promote the use of low-carbon fertilisers.**

Fazer is committed to the Science Based Targets initiative (SBTi) and aims for significant emission reductions by 2030. The company's goal is to reduce greenhouse gas emissions by 42% compared to the 2020 level. Most of Fazer's emissions originate from indirect emissions in the value chain (scope 3), especially from the production of grain and cocoa. Accordingly, close cooperation with farmers and producers plays a key role in reducing emissions.

### **Success in the farming programme would significantly support achieving the emission reduction targets**

Fazer's renewed farming programme supports Finnish and Swedish farmers in adopting and implementing sustainable farming practices and promotes the use of sustainably produced grain. The programme's principles for sustainable farming have been updated and reviewed in the light of current knowledge and research. Fazer has collaborated with experts representing several different parties in the development of its farming programme.

Farmers participating in the programme commit to following six farming principles with the aim to reduce the impact of grain production on the environment, to reduce emissions and to support biodiversity. The farmers commit to using low-carbon fertilisers and to participate in regular audits. The farming principles have been defined in such a way that the results can be verified. In addition, various trainings will be organised for farmers before sowing, and audits and other measures related to verification will be carried out during the growing season.

"Grain is one of Fazer's most used raw materials, and the emissions caused by grain farming form a significant part of Fazer's total emissions. With this farming programme, we will closely link concrete measures taken on farms to supporting emission reductions, which helps the achievement of Fazer Group's emission reduction targets," says **Joséphine Mickwitz**, Executive Vice President, Communications & Sustainability at Fazer Group.



## **Fazer pays its contract farmers a price premium for grain produced according to the principles of the programme**

Fazer is committed to its farming programme and will invest in it in the coming years. Contract farmers participating in the programme will be paid a price premium if the grain has been grown in accordance with the principles of the programme. In addition, Fazer will cover part of the costs of low-carbon fertilisers. The farming programme will be piloted in Finland in 2025, and the goal is to significantly expand the scope of the programme, from 2026 onwards also to Sweden.

"We want to ensure that the financial incentive offered to farmers is competitive in relation to the measures taken. In the first year, our renewed programme includes 20 Finnish farmers. They are offered a new, concrete farming agreement model for spring wheat farming for the coming harvest season," says **Tero Hirvi**, Director, Grain Logistics and Purchasing at Fazer Mills.

## **The collaboration between Fazer and Yara is a further step towards lower-emission food production**

A significant part of the emissions from grain farming is generated by fertilisers, and their manufacture and use have a major impact on the total emissions. Fazer and Yara have made a long-term cooperation agreement, with Yara's low-carbon fertilisers as a part of Fazer's farming programme. The production of low-carbon fertilisers is more expensive than of traditional fertilisers, but Fazer will cover the additional costs, so there will be no additional costs for farmers.

Yara's low-carbon fertilisers have a 75% lower carbon footprint than current mineral fertilisers. The amount of low-carbon fertilisers is monitored with a mass balance system, which is audited by a third party, Den Norske Veritas.

In addition, the farmers in the programme will use Yara's Atfarm and N-tester precision fertilisation tools, which allow the plants to be given just the right amount of nutrients at the right time. The benefits of using the equipment are more accurate fertilisation, more even crops, better yields and lower emissions.

"Cooperation between different actors plays a key role in promoting the emission reduction targets of the food chain. We are pleased with this newly initiated collaboration, where Yara's low-carbon fertilisers constitute a part of Fazer's farming programme," says **Roland Westerberg**, Commercial Director of Yara Finland.

### **Further information:**

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### **Fazer Group**

Fazer, The Food Experience Company, enables people to enjoy the best moments of their day. Our mission, Food with a purpose, builds on our strong more than 130-year heritage, consumer first approach and innovations to create the sustainable food solutions of the future. With our dedicated team of approximately 5,000 professionals, we focus on fast-moving consumer goods and our direct-to-consumer business in Northern Europe, and beyond with exports to more than 40 countries. Fazer's operations comply with its Code of Conduct that is based on the Group's values and the UN Global Compact. In 2024, Fazer Group had net sales of 1,200 million euros.

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