

# THE BIG PICTURE STARTS SMALL

GROW TOGETHER – SUSTAINABLY.



## What is our understanding of sustainability?

Sustainability means being fair to nature, to farmers, to suppliers and to everyone who is taking part of creating our products. We work together with our employees, suppliers and customers for developing a sustainable strategy to protect the climate and treat our resources with care.



# BEE HAPPY – STEIRERKRAFT HELPS WILD BEES



Wild bees are in danger. Their natural habits are about to vanish and so every 10th species is threatened with extinction. However wild bees have an irreplaceable role in the ecosystem and humankind.

## Protecting wild bees is important

Styria is taking responsibility. Keeping in touch with our agricultural roots we are taking steps to tackle the huge decline in insects. The mission is to educate people about the importance of wild bees and to lead by example.

In a long term collaboration with the Austrian League for Nature Conservation Naturschutzbund Österreich and our brand Steirerkraft, we are acting on numerous fronts. General awareness-raising work is being pursued through the bee happy project. The aim is to create lots of flower strips and nesting aids as nurseries for bees in people's gardens and on private land.

## Nesting aids and flower strips

Steirerkraft's contract farmers do this in their fields. We support them by hosting informative meetings and giving free seed packages to create wild flower strips near their agricultural land.

With the Styrian Department of Education and the Austrian League for Nature Conservation we have produced a picture book that brings the importance of insects home to our little ones in an entertaining way. And schoolchildren and their teachers will be creating a big area of flowering plants.

In addition, we are using the hangers on our Styrian pumpkin seed oil bottles to launch a major lottery, with wild-bee-friendly nesting aids and visits to our "bee happy" show garden to be won.

# THE FUTURE IS (ALSO) BIOCYCLIC VEGAN



In Germany alone there are currently 1.2 million people who have adopted a vegan diet, and the number is growing rapidly year on year. Being vegan is increasingly being seen as a lifestyle and goes far beyond not consuming animal products.

## **Holistic issue of a plant-based circular economy**

The organisation “Biozyklisch-Veganer Anbau” is dedicated to the holistic issue of a plant-based circular economy, focusing on the positive impacts on the climate, water bodies, soil, biodiversity, animals, health and world food supplies.

In agriculture, biocyclic food production excludes all commercial livestock farming and slaughtering of animals and does not use any inputs of animal origin.

## **Certified biocyclic vegan producer**

As producers of high-quality foods who are concerned about sustainability, we are pre-

paring for certification as a biocyclic vegan producer. In the medium term we plan to offer products that are produced to biocyclic vegan standards and certified as such. We have already taken the first steps. Harald Strassner, our exclusive supplier of rare bush bean varieties in organic quality is the first farmer in Europe to obtain certification. His wide range of pulses that we sell under the MUTTER NATUR brand can make a valuable contribution to a vegan diet.

We plan to offer certified biocyclic vegan beans, pumpkin seeds, sunflower seeds, winter wheat, soya beans and rye from the summer of 2020.

## **What means biocyclic vegan?**

- holistic approach
- supporting biodiversity
- prohibition of animal auxiliary supplies
- supporting the formation of humus
- protected location of fields

# ESTYRIA'S PACKAGING STRATEGY FOR 2020: LESS PLASTIC

Avoiding plastic will be one of our key priorities in 2020. Last year we commissioned the University of Applied Sciences Campus Vienna and Circular Analytics to produce a report on sustainable packaging that would give us a sound scientific basis for our actions.

## Estyria deliberately rules out the use of doypacks

A clear finding from these facts is that we shall in future rule out the use of the doypack as a packaging option for all our branded products. The doypack is an environmental sin. We hope that many trade brands will follow our example. Initial successes have made us hopeful. The presentation documents referring to the report can be downloaded on our website.

## REflex sector project: Only Estyria provides recyclable packaging foil

As a second step we are getting involved in the REflex sector project funded by the EU. The project aims to develop sustainable and recyclable solutions for flexible barrier packaging.



## MORE INFORMATION

Learn more about how Estyria puts sustainability into practice and which steps we take to protect our climate and environment:

[www.estyria.com/sustainability](http://www.estyria.com/sustainability)