Bread waste challenge
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Fazer Bakery’s food waste challenge
Fazer Bakery’s sustainability themes

GRAIN VISION
We develop more sustainable farming together with the whole value chain. We grow our grain according to ten concrete principles that ensure sustainable farming. Our aim is to control eutrophication of our water basins, protect nature’s diversity and reduce the use of chemicals.

SUSTAINABLE PACKAGING
We systematically work in order to find more environment friendly packaging materials, to reduce the amount of plastic and to further improve recycling.

FOOD WASTE
We fight against food waste by making production planning even more effective together with our customers. We campaign to grow awareness among consumers. We donate food waste for charity and use the rest as a material for biofuel.

REDUCING CO2 EMISSIONS
In our actions towards reducing emissions we focus on energy efficiency, usage of raw materials, transportation, reducing food waste and increasing the use of renewable energy.

We will halve our CO2 emissions by 2030. In 2019 our aim was to reduce our CO2 emission by 5 % in comparison to 2018.
Examples on what we have done

ST1 & CHARITY
We donate food waste for charity. Also ST1 turns our excess bred into biofuel.

URBAN FOOD
In Urban Food project Fazer Bakery, Apetit, From Waste to Taste ry, Korjuu.com Oy and Palvelukeskus Helsinki test how left over ingredients can be offered to consumers and small businesses via Korjuu.com platform.

The aim of the project is to create a new food network in the Helsinki metropolitan area. Urban Food project aims at producing food so efficiently that no food waste will be born or it will be found a new usage right awat. For example, we might sell excess ingredients in small packages on Korjuu.com. This has never been done in Finland before.

FOOD WASTE
Food waste is a challenge for us: We actively look for solutions
Case 1: Food waste at Fazer Bakeries

- Fazer Bakeries are located in Vantaa, Lahti, Lappeenranta and Oulu
- Food waste consists of baked bread that never leaves the bakery for grocery stores
- Food waste originates of different reasons:
  - Deviations in quality, e.g. colour or shape that differentiates of the common instructions
  - Deviations in production
  - Other second quality reasons
- Food waste formed at the dispatch department
  - Delivery reliability 100%
Production of rye bread at Fazer

- Ingredients
  - Sourdough (freshened every day)
  - Flour made by own mill
  - Salt, yeast, other ingredients
Case 2: Food waste at Fazer in-store bakeries

- Fazer in-store Bakeries are located all over Finland in the largest supermarkets – 71 in total at the moment
- Concept – see next slide
- Food waste consists of
  - Baked bread/coffee bread/savoury products that has not been sold in the end of the day
  - Deviations in quality – bread that is not in accordance with our quality standards (burned bread, unwanted structure/shape)
- Availability is very important to us, we want our bread shelves to be attempting and plentiful the whole store opening hours
By hand, from scratch and every day

- Fazer Instore bakery is a real bakery located inside a grocery store.
- Professional Fazer bakers bake at site and from scratch using only pure Finnish flours from our own Mill.
- High-quality artisan bread baked with the traditional way: by hand and with long resting doughs.
- The most local bread in the store and as fresh as a bread can be.
- Unique concept and product range only available at Fazer instore bakery.

We dare to say that bread cannot be fresher and it cannot be more local.
What kind of solutions are we looking for?
We search for solutions at the highest level of waste hierarchy

Preventing waste
Utilized as food for human
What do we value?

Innovativeness  
Industrial utilization  
Environment friendliness
What kind of solutions we are not looking for?

Charity opportunities (already exist)
Biofuel opportunities (already exist)
Feedstuff
Thank you!

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