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Wiedemar, Germany: For the first time, Harry-Brot bakes bread from wheat with lower CO2-footprint

Together with Yara Germany and Bindewald & Gutting Mühlengruppe, Harry-Brot GmbH is sending out a strong signal for climate protection: In an innovative cooperation project, the partners have produced wheat with a 24% lower carbon footprint. The respective flour is being baked into sandwich bread for the first time today in the Harry-Brot bakery at Wiedemar.

It starts with the sowing

Back in August 2023, ten contract farmers from Bindewald & Gutting Mühlengruppe applied mineral nitrogen fertilizer made from renewable ammonia to an area of 1,212 hectares. These renewable-based lower carbon fertilizers, part of the "Yara Climate Choice™ portfolio, are produced in Rostock and come with a 75-90% lower CO2-footprint than conventionally produced mineral fertilizers.

Targeted measures along the food value chain

Reducing the CO2-footprint in agriculture is urgently needed, as around 9% of Germany's CO2-emissions come from agricultural use. Of these 9%, around 25% are attributable to the production and application of mineral fertilizers. These emissions must be reduced without significantly impairing yields and product quality. "By means of targeted measures along the entire food value chain the carbon footprint can be significantly reduced," says Marco Fleischmann, Managing Director of Yara Germany.

No compromises on taste

The flour with lower carbon footprint has been baked for the first time today at Wiedemar. "Sammy's Super Sandwich from Harry loses nothing in terms of taste and quality, and it's not green either," says Norbert Lötz, Managing Director of Production and Technology at Harry-Brot with a wink," but the use of lower-carbon flour makes a significant contribution to achieving our ambitious sustainability goals." The reduction in CO2-footprint of the final product, the sandwich bread, is still 7%. "That may not sound like much, but the average CO2-value for wheat flour in Germany is significantly higher compared to our agricultural reference areas. If we used this as a basis, we would have a CO2-reduction of around 15%," Norbert Lötz explains the result, and thus, underlining the already exemplary agricultural best-practice of the reference farms.

More renewable energy and labeling

An Ipsos survey shows that many German consumers are willing to pay a bit more for climate-friendly products - but the demand is often decided at the supermarket checkout. "Politicians can provide support here, for example by expanding renewable energy production and clearly labeling climate-friendly products," emphasizes Michael Gutting, Managing Partner of Bindewald & Gutting Mühlengruppe. "The further development and promotion of digital precision farming tools is also a major lever, as our cooperation project shows. The 24% CO2-reduction in grain only relates to the

use of Yara Climate ChoiceTM Renewable Fertilizer on our farms in the project. Thanks to their agricultural best practice, the reduction in CO2-emission is around 43% compared to the German average*."

Positive balance sheet and future prospects

An independent verification of the data and calculations of the CO2-emissions saved in the project will be carried out in the coming weeks by the Berlin certification institute Control Union. "First of all, we are very pleased that this pioneering project with Bindewald & Gutting Mühlengruppe and Harry-Brot has been so successful and has also found some imitators," states Marco Fleischmann, Managing Director of Yara Germany. "In the meantime, further cooperation projects in Germany and other European countries with renewable-based lower carbon fertilizers have been initiated."

Info box

What is the CO2 footprint?

The CO2 footprint represents the sum of greenhouse gases generated during the production process. In this calculation, carbon dioxide (CO2) serves as the reference point. To account for the varying impact of different greenhouse gases on global warming, their effects are converted into CO2 equivalents (CO2 eq).

CO2 footprint of nitrogen fertilizers

Today Yara's nitrate-based mineral fertilizers produced in the European Union and Norway already have a carbon footprint that is about 50 to 60 percent lower compared to most non-EU fertilizers thanks to Yara's catalyst technology. This catalyst technology, developed by Yara and now used by other fertilizer producers, too, reduces emissions by 30 million tonnes annually. Yara Climate Choice™ fertilizers with lower carbon footprint can be produced from different renewable sources, e.g. electrolysis of water using renewable electricity, or from renewable natural gas. They will further reduce the CO2 footprint by 75-90%. The calculations of their carbon footprint are verified by an independent quality assurance and certification service provider. Yara is working across all production sites to reduce the remaining climate impact, e.g. by enabling the use of recycled nutrients, recycled plastic in Big Bags, and further improving the energy efficiency of its production facilities.

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About Yara:

Yara grows knowledge to responsibly feed the world and protect the planet. Supporting our vision of a world without hunger and a planet respected, we pursue a strategy of sustainable value growth, promoting climate-friendly crop nutrition and zero-emission energy solutions. Yara's ambition is focused on growing a nature positive food future that creates value for our customers, shareholders, and society at large and delivers a more sustainable food value chain. To achieve our ambition, we have taken the lead in developing digital farming tools for precision farming and work closely with partners throughout the food value chain to improve the efficiency and sustainability of food production. Through our focus on clean ammonia production, we aim to enable the hydrogen economy, driving a green transition of shipping, fertilizer production and other energy intensive industries. Founded in 1905 to solve the emerging famine in Europe, Yara has established a unique position as the industry's only global crop nutrition company. We operate an integrated business model with around 18,000 employees and operations in 60 countries, with a proven track record of strong returns. In 2023, Yara reported revenues of USD 15,5 billion. www.yara.com

About Bindewald & Gutting Mühlengruppe:

Bindewald & Gutting Milling Group, with around 500 employees at 9 locations, is one of Germany's leading flour manufacturers. The milling sites span across the entire country: from Plange Mühle in the west to Bindewald and Cornexo in Rheinland-Pfalz, Rheintal Mühlen and Rettenmeier in the southwest, Bavaria Mühle in the south, and Vogtland Biomühle, Dresdener Mühle, and Saalemühle Alsleben in the east. This continuous growth is not coincidental: steeped in tradition yet forward-looking and innovative. Right from their founding years – the Bindewald family has been operating the mill since 1871 in Bischheim, and the Gutting family since 1923 in Neustadt an der Weinstraße – both owner families were united by a keen sense for development and an ability to adapt to changing markets. Today, the product range encompasses wheat, durum wheat / durum, spelt and rye, corn, various thermally processed products, as well as malt and flakes. Principles of quality are consistently upheld at every step along the value chain. Starting from raw material cultivation, through raw material handling and the actual production process, to the safe handling of end products, their storage, customized packaging, and transportation. The Bindewald & Gutting Milling Group embraces high-tech and innovation, coupled with the utmost appreciation for contract or partner farmers, and a full focus on sustainability. Since 2019, the wildflower project initiated by the milling group to preserve biodiversity at all group locations has set new standards in environmental protection and sustainability. www.sd-muehle.de

About Harry-Brot

Harry-Brot GmbH, headquartered in Schenefeld near Hamburg, is the market leader in bread and baked goods. With almost 4,800 employees working across ten locations, they offer a diverse range of products, including pre-baked items and self-service packaged goods. The pre-baked selection for baking stations includes pre-baked loaf breads, frozen rolls, and frozen baguettes. Available in self-service packaging are fresh sliced breads, toast, sandwich bread, sweets, snacks, as well as rolls and baguettes for finishing baking at home. The unique feature of the large bakery is the Harry Fresh Service, which delivers these baked goods freshly every day from the nearest Harry bakery to affiliated distribution points in over 12,500 grocery stores. True to their company slogan "Fresh like Harry," these products reach the store shelves within a matter of hours. Established in 1688, this family-owned business stands as Germany's largest delivery bakery. Sustainable practices have always been an integral part of the Harry brand. Whether it's resource management, logistics, human resources, or production, Harry pays close attention to its raw materials, embraces regional structures, involves its employees in entrepreneurial processes, and invests in modern and energy-efficient technologies that reduce

emissions, thus safeguarding the climate and environment. Decarbonization is at the heart of their sustainability strategy. Over the past decade, Harry has managed to reduce its CO2 emissions by more than 30 percent. Investments in state-of-the-art equipment and innovative processes for heat recovery have significantly reduced resource usage over the decades. www.harry.de