Corporate responsibility in sustainable farming

Niina Elomaa
Fazer Group, Finland

Corporate responsibility is an inseparable part of Fazer’s operations and identity. Rather than treating responsibility as a separate area of expertise, Fazer seeks to conduct all of its daily business activities in a responsible manner.

Fazer has made a commitment to the Baltic Sea Action Group. Fazer has a long tradition in protecting the environment and operating in the Baltic Sea area. We work constantly to decrease the environmental impact of our operations. Fazer is a considerable player in the Baltic Sea region. We feel that our own operations and what we do together with our partners offer us an opportunity to affect the state of the Baltic Sea.

Fazer’s commitment to BSAG concerns four areas: Fazer’s energy strategy goals; a vision for responsible grain procurement in Fazer’s bakery business; a responsibility programme for Fazer Mill & Mixes, and developing the food service offering to account for environmental factors.

The origin of the grain and domestic content are important factors in Fazer Mill & Mixes’ sourcing. Wheat and oat used in Finland are 100 per cent Finnish. The use of Finnish rye is being augmented through continuous cooperation with the Pro Ruis ("Pro Rye") Association, whose founder member Fazer is.

Keywords: Finnish rye, environment, responsibility, Baltic Sea

*Presenting author