



MANIFESTO

THIS MANIFESTO SHOULD BE READ IN CONJUNCTION WITH THE GUIDANCE ON THE IMPLEMENTATION OF THE SWIE MANIFESTO: WWW.SUSTAINABLEWHEATINITIATIVE.EU/MANIFESTO.

We*, undersigned, believe that **sustainability is essential for the resilience of the sector and our credibility with consumers & other stakeholders.**

We firmly believe that the transition to low-carbon wheat & wheat flour produced with **sustainable agricultural practices, such as regenerative agriculture**, is the most important pillar to achieve this.

We want to make this transition in a **trusting, pre-competitive, efficient and coordinated way** with a correct rhythm and transparent roadmap, so that farmers and other value chain actors can plan accordingly.

The entire European bakery sector consumes ~25 million tons of wheat, representing 12,5 million tons of CO₂-equivalent emissions. As the federation of industrial bakeries (AIBI) including a significant part of their large bakeries' CEO's, **we represent a critical mass of ~50%** and have a responsibility and opportunity for change.

That's why, as bakery sector*, we express our ambition to **reduce our wheat & wheat flour emissions by 30% by 2030** compared to 2022, in line with the latest climate science. This ambition represents **a gradual shift of conventional wheat & wheat flour volumes to sustainable wheat & wheat flour** with a -30% carbon footprint per kg) by 2030.

Ultimately, we want to support European wheat farmers so that this transition can happen in a way that is fair for the whole value chain and the bakery sector can purchase **sufficient volumes and the right quality** of sustainable wheat flour **in a predictable and cost-effective manner.**

We sign up for a sustainable future of bakery in Europe:
<https://www.sustainablewheatinitiative.eu/signatories>

**CEOs of major European Bakeries, national federations of large bakeries, millers, cooperatives, suppliers, value chain partners & stakeholders.*