



ASSOCIATION OF GERMAN INDUSTRIAL BAKERS, REGISTERED ASSOCIATION

INDUSTRIAL BAKERS AGAINST NEO-NATIONALISM

Prague, 03.10.2016: “For us as industrial bakers, the call for freedom and democracy by the Prague embassy refugees in 1989 is a forceful reminder to continue working on the European Union and make a clear statement against Neo-Nationalism,” emphasises Prof Dr Ulrike Detmers, the President of the Association of German Industrial Bakers, on the occasion of the annual general meeting in Prague. In the professional association for the bread and baked goods sector, the food retailing supplier bakers industry and store bakers have joined forces. Ulrike Detmers is the association’s first female president.

SELECTED MARKET INFORMATION

On the German food market, a total turnover of 188,660 million euros was generated in end consumer prices in 2015. In the product range for bread and baked goods, turnover was generated in the amount of 18,291 million euros. In 2015, 55 % of total sales were generated in the bakery trade area; the remaining turnover was generated in food retail (42 %) and other offer forms (3 %) (Source: Industry Focus on Bread and Baked Goods conducted in 2016, a joint survey by Dr Susanne Eichholz-Klein and Nicole Röben, IFH Cologne and BBE Handelsberatung GmbH).

The food retailing supplier bakeries and store bakeries’ product portfolio, which the association represents, is still greatly appreciated by consumers. This explains why bread and baked goods are an important commodity group wherever food is offered.

A growing number of consumers are taking the decision to purchase food that offers multiple-usage. Food should be healthy, sustainable and convenient. With fibre-rich wholemeal products, grains and seed products, industrial bakeries provide the health-oriented added value discerning customers would like to have. Convenient added-value is found in the form of sandwiches, smoothies and take-away muesli cups offered in the strongly-growing out-of-home market. Industrial bakers also create ecological sustainability, by processing organic ingredients, using fuel-efficient and environmentally-friendly delivery vehicles and baking technology and deploying recyclable packaging material.

FIELDS OF ACTION FOR INDUSTRIAL BAKERIES – A SELECTION

Owing to the further decline in rye cultivation areas in Germany, it is becoming increasingly important to use political influence to avoid potential supply bottlenecks as regards regional bread grains. In 2015, Germany had 616,000 hectares of acreage for rye. By contrast, in 2016, only 575,200 hectares were available. This corresponds with a 7 per cent decline in hectare space within one year.

This is happening despite the fact that, when comparing its dietary fibre, vitamins and mineral content, rye scores better than wheat and, as a result of this, is considered health-promoting. "The decline of rye cultivation goes hand in hand with the risk of losing expertise, e.g. how to use different agricultural measures to reduce ergot infestation," Armin Juncker, managing director of the Association of German Industrial Bakers, emphasises.

Industrial bakeries view the concentration of seed producers critically. Whoever has the seed, rules the roost. In the opinion of industrial bakers, an additional risk factor is the strong increase in the prices for arable land.

The spirit of the time is green

The demand for organic food is growing and organic products are in. Industrial bakers consider it their duty to extend the organic product portfolio. In this way, industrial bakers participate in expanding ecological farming and promoting environmental protection. What is more, generally speaking, consumers are also less price-sensitive when it comes to organic breads and organic baked goods. This is due to the fact that they willingly accept higher prices for ecological food, knowing that these prices include the costs for water quality, soil protection, biodiversity and animal protection.

Industrial bakeries are combatting the lack of skilled staff and management personnel with market-oriented collective agreement salaries, investments in training, team-oriented personnel management and mobile labour organisation. "Invest time, money and patience in the specialist qualification of male and female refugees with a working permit, and create a possibility that allows women to climb the career ladder to top management," the association president, Prof Dr Ulrike Detmers, recommended at the annual congress in Prague.