



## Industrial bakery Mestemacher – pioneer of ecological and social sustainability

### **Mestemacher supports organic farming!**

Mestemacher has been supporting organic farming since 1985. Mestemacher is actively involved in nature conservation. As the first producer of packaged wholemeal breads from controlled organic cultivation, we have been encouraging the existence and operational growth of organic farmers since 1985. Since the first production in our Gütersloh bakery, with its own large mill, delicate flavor varieties have been developed every year.

Our organic wholemeal breads are made from whole rye grain. The rye grains are freshly ground in our own mill before the bread is baked. They are rich in important fibers. Organic cultivation uses no chemical sprays and fertilizers, in addition to protecting our environment.

Organic farming protects our ground water from excessive nitrate pollution.

### **The Umweltinstitut München e.V. lists ten reasons for encouraging organic farming worldwide:**

#### **1st Organic is healthier**

Scientific studies show: Organic fruit and vegetables contain more vitamins, minerals and secondary plant substances. Milk, eggs and meat are richer in valuable omega-3 fatty acids. In addition, organic food contains significantly less harmful residues such as nitrate, pesticides and medication.

#### **2nd Organic is natural**

Conventional foods often use artificial colors and flavorings to mislead the consumer about the poor quality of the product.

Organic food is processed as naturally as possible. Out of almost 400 food additives authorized in the EU, only around 50 substances are permitted for organic food. This also reduces the risk of allergies and food intolerances.

#### **3rd Organic protects the soil and the water**

Organic farming of arable land increases soil fertility and improves its structure. Soil erosion and flood risk are significantly reduced. Water pollution by pollutants such as plant poisons, nitrate and medication is also reduced.

#### **4th Organic promotes biodiversity**

Organic agriculture prefers different plant varieties and animal breeds adapted to local conditions. In addition, organic farms also provide habitats for wild plant and animal



species by dispensing with pesticides and artificial fertilizers, as well as by reducing cultivation intensity and increasing the share of near-natural areas.

#### **5th Organic protects the climate**

Organic farming offers a climate-friendly alternative to conventional agriculture. The good energy balance is due to the renunciation of mineral fertilizers and pesticides as well as the low use of concentrated feed. What is more, organically farmed areas can store more CO<sub>2</sub>, thanks to their higher humus content.

#### **6th Organic contains now genetic engineering**

The use of genetic engineering is prohibited in the organic food industry. Instead of promoting risk technologies, organic farming develops holistic solutions in harmony with nature and mankind.

#### **7th Organic livestock has a better life**

Animal welfare is a central concern in organic farming. Sufficient space, fresh air and daylight, as well as a natural diet with organically-produced feed is the basis for species-appropriate animal husbandry. The systematic mutilation of animals (e.g. dehorning, tail docking) is prohibited in organic farming.

#### **8th Organic improves farmers' satisfaction**

Organic not only makes animals and plants happy, but also the farmers. A survey of 1,000 farmers in Germany has shown The majority of farmers are more satisfied with their own work after switching to organic. One major advantage is above all the renunciation of harmful pesticides.

#### **9th Organic strengthens the regional economy**

There is a lot of passion and manual labor in organic food - that creates jobs. Moreover, many organic farmers prefer regional trading partners and marketing channels. Farm stores and weekly markets are typical venues for selling organic products.

#### **10th Organic offers security**

"Organic" and "Ecological" are legally protected terms. Only if the requirements of the organic regulation are fulfilled, the food may be declared as "organic" or "ecological". State-approved and independent inspection bodies check at least once a year whether the organic standards are being met.

Source: Umweltinstitut München e.V.;  
<http://www.umweltinstitut.org/themen/landwirtschaft/oekologischer-landbau/gute-gruende-fuer-den-oekolandbau.html>



### **Mestemacher reduces CO2 emissions**

Since 2012, Mestemacher has saved the environment around 1,700 tons of climate-damaging CO2 annually because we have converted the entire energy supply to a highly-efficient gas engine cogeneration plant. Mestemacher purchases natural gas from the pipeline and no longer uses truck traffic for the transport of heating oil. This also reduces CO2 emissions year after year.

### **Mestemacher uses environmentally-friendly packaging**

We do not use chlorine and aluminum in the packaging. We prefer solvent-free adhesives. We check the material thickness of the packaging material and are constantly looking for the lowest possible material thickness for our breads and baked goods.

### **Mestemacher encourages a plant-based diet**

Mestemacher almost exclusively produces bread products that contain no animal ingredients. The bread products are vegan or vegetarian.



## **Mestemacher is a pioneer in promoting gender equality and diversity since 2000**

We from Mestemacher see it as our duty to think and act for the future of today's and following generations. This means that we strive for a balanced relationship between the economic requirements to our company and our commitment to society and the environment.

Mestemacher supports the equal treatment of men and women and the balance between family and career as well as the sponsoring of artists. Those consumers who attach importance to equal opportunities and social commitment are on the right track with Mestemacher.

### **MESTEMACHER AWARD "LIVING TOGETHER" SINCE 2017**

From 2017, Mestemacher for the first time is awarding the "LIVING TOGETHER" Mestemacher prize. With this social responsibility prize, the company aims to recognize lifestyles which embody capacity building as well as caring and supporting one another.

"We showcase open-minded lifestyles in which people are there for each other, help and support each other and treat each other in the spirit of liberal democratic principles.

Such new open lifestyles include for example extended families, multigenerational houses, flat sharing or other lifestyle model types."

### **MESTEMACHER AWARD "FEMALE MANAGER OF THE YEAR" SINCE 2002**

The objectives of this activity, which was launched in the year 2002, include:

- the exposition of economic competency of female economic specialists in the male domain of economy
- promotion of an economic culture, designed both by women and men
- presentation of female role models for prospective female junior managers.

Competent women are to be highlighted in the male domain of economy, who are refuting established ideas about female characteristics. Such women are assertive and profit-oriented. They serve as role models to female junior managers.

### **The philosophy**

The award is oriented in the principles of gender mainstreaming. Both on a European level and in the Federal Republic of Germany, gender mainstreaming focuses on systematic involvement of both genders in the arrangement of all patterns of human existence. Particularly it is a matter of sexual equality in the occupancy of top positions of politics and economy.



## **MESTEMACHER AWARD TOP FATHER OF THE YEAR SINCE 2006**

Since 2006, Mestemacher awards a prize for two top fathers. For each prize winner the prize value is EUR 5,000.

The campaign aspires to expand the influence of a father on a child's development and to promote the compatibility of family and career in partnership models of marriage and family. In contrary to the widespread opinion that the mother is the most important psychological parent in the first years of a child's life, science has long proven that the father plays a role which is just as important for the development of a toddler, small child and pupil. The project breaks from the traditional belief that the mother alone is responsible for the first months and years of childhood. Rather, the necessity of an intense relationship between fathers and their children from the very beginning is emphasized.

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