

Committed to Sustainability

As a family-run business, acting sustainably is of particular importance to us at Griesson - de Beukelaer (GdB), which is why we have fully set our sights on being a role model when it comes to responsibility for our environment and the coming generations and on being a responsible employer for all our staff.

This commitment now sees us as signatories to the UNGC and taking a firm stance on labour and human rights, and on environmental and compliance guidelines in our company and in our relations with our business partners. To this end, we provide our employees with training in the code of conduct and require their compliance in this respect – we do not tolerate any discrimination, corruption or any other breaches of our compliance guidelines in our company. Honesty, sincerity and fairness are the benchmark of how we interact with each other and with our partners and the public at large. Furthermore, we encourage our employees to report any violations and have set up both an internal and an external complaints procedure for this very purpose.

Challenges for our company

2022 was a year which brought great challenges for us – as it did for all market players across all sectors and for all those involved in the supply chain – including the price hike in raw materials, energy and packaging, fragile supply chains and the continued high volatility in the procurement markets. Despite the complexity of the issues and tasks we are faced with, we are still resolutely pressing ahead with our sustainability goals and are working together as a team in the responsibility we see towards the present and future generations.

It is thanks to the entire GdB team that we prevailed over the challenges of last year. Our recipe for success is a strong team in which each and every one counts. This is also why we are progressing projects in our company which promote the health of each individual and strengthen dialogue in the teams.

Sustainable practices for impactful outcomes

We incorporate our love for baked goods into our own particularly demanding criteria of our codex of food safety, consumer protection and sustainability. Adherence to our high standards of quality and working in close cooperation with long-standing partners and suppliers whose superior-quality products are vital for the quality of our own goods are key factors as we go about our daily work. We source our main raw materials cocoa and palm oil from sustainable crops. As a member of the German Initiative on Sustainable Cocoa (GISCO) and the German Forum for Sustainable Palm Oil (FONAP) we engaged together to make a contribution to creating better living conditions in the countries where these crops are cultivated. When it comes to our packaging, we focus on improving recyclability and reducing the plastics used, for instance not having any plastic sorting inserts for our Griesson Soft Cake or using paper sorting inserts for our cookies.

We have set ourselves science-based targets for reducing CO₂ emissions and submitted them to the Science Based Targets initiative (SBTi) for validation last year. In the regular audits conducted on our premises, we are perfectly at ease having the quality of our raw materials, processes and products put to the test. And this also goes hand in hand with the responsibilities we have along the supply chains, which we fulfil working together with our suppliers. Against this background, we have commenced work on preparing for the German Supply Chain Act (Lieferkettensorgfaltspflichtengesetz).

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