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# Sustainable Chr. Hansen keeps it great!

Chr. Hansen is ranked the most sustainable company in the world, driven by a pioneering position within natural ingredients and bioprotective solutions.

By Anna Hoffmann, Communications Partner, Corporate Communications.

Working for a more sustainable future, Chr. Hansen embraces the benefits of good bacteria and natural ingredients. Respect for nature's scarce resources has always been an integral part of Chr. Hansen's DNA, and they remain dedicated to promoting a wider adoption of natural solutions. Their products are consumed by more than 1 billion people every day – with dairy being one of the main product areas.

- It is with great pride and humility that we receive this acknowledgement, and we believe that this is a result of outstanding engagement among employees and an acknowledgement of the collaborative partnerships that we have with our customers, says Kristian

Elsborg, vice president of Global Sales, North Europe.

### The era of good bacteria

There is an increased understanding of the power of good bacteria and the impact they can have on some of the major challenges facing the modern world, such as food waste and the over-use of antibiotics and pesticides. Chr. Hansen is uniquely positioned to address these challenges and raise more awareness of what they refer to as 'the era of good bacteria'.

The main ambition of dairy producers is to improve quality to consumers, optimize shelf-life and reduce food waste, without compromising consumer

demands for food with fewer artificial ingredients.

- At Chr. Hansen, we use nature's own good bacteria to keep dairy products fresh. We call this bioprotection. Bioprotective food cultures help strengthen the trust consumers have in your brand and your product. As a food manufacturer, you can provide food that keeps up with market trends while supporting a clean label, explains Elsborg.

### Dairy bioprotection – naturally fresh for longer

Today, 20 percent of all EU dairy products are wasted, which corresponds to 29 million tons a year. In fact, dairy is the number one food category for which

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consumers check the expiration date, and 25 percent will not buy a product that expires within 5 days of purchase. For dairy manufacturers this means reallocation costs, discounts to retailers and retailer-returns.

An independent impact study highlights the positive net savings that dairy manufacturers in the EU receive by reducing food waste, using food cultures from Chr. Hansen. Food cultures with a protective effect help keep dairy products fresh for longer in an all-natural way. This enables dairy manufacturers to reduce costs while increasing their batch volume and frequency. Chr. Hansen calls this culture range FreshQ®.

### **FreshQ keeps your food great**

FreshQ® gives dairy manufacturers a competitive edge without compromising their product label. While it takes time and diligence to build a strong brand, one moment can compromise

everything. Word spreads faster than ever and pictures of spoiled food and stories about dangerous food travel far on social media. And if worse comes to worst, product recalls can be catastrophic to a brand and its relationship to retailers.

Bioprotection can contribute to strengthening the trust retailers and consumers have in a specific brand and will enable everyone to benefit more from the products. When the food reaches the consumer, it will be the way the food manufactures intended it to be – each and every time.

FreshQ® not only helps food manufacturers create a great brand experience – it helps them “Keep it great!”

### **The sustainable journey continues**

Chr. Hansen seeks to have a positive impact on global challenges and can document that 82 percent of their revenue contributes to the UN global goals.

Through their Nature’s no. 1 strategy, they are committed to reducing food waste globally – but there is still a long way to go.

- We have a great responsibility and opportunity to make a positive impact on people and our planet. And this is something we take very seriously, states Elsborg.

Together with their customers, Chr. Hansen works for a better world, and benefitting from the era of the good bacteria, they will continue on their sustainable journey.

**Chr. Hansen**

**Keep it great! with FreshQ®**

**Let good bacteria be part of your sustainable journey**

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