Customers and Markets

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This new edition of Ingrain Culture is appearing against the backdrop of an unprecedented health crisis.
In recent months, all our staff members have joined forces to enable the Group to carry out its activities and continue providing its services. Similarly, you, our customers and partners, have done everything possible to maintain the continuity of the food chain. You’ve contributed to the national drive to feed the French population and people abroad. I want to take this opportunity to thank you for the commitment you’ve shown us.

Your Ingrain Culture magazine is changing to adapt to the developments in our supply chains.
It’s new in terms of content, with an editorial structure based on three themes: customers and markets, Group know-how, and responsible development. New in terms of its readership too, which is being widened to our farming customers, since all supply chains start in the fields. And lastly, it has a new layout, adopting a business magazine style and making good use of visual aspects. We believe this approach better meets your expectations, the Group’s strategic direction and the issues faced by our cereal supply chains.

The world is changing and calling on us to take up new challenges.
With the launch of its “Sowing Good Sense” approach, which you can learn more about in our special report, the Group is embarking on a new stage in boosting the supply chains’ progress on the path to excellence by committing to five pillars: origin, environment, naturalness, shared value and quality. The objective of this approach, which is common to all of the Group’s supply chains, is to maximise the value of our partner farmers’ crops on a lasting basis and meet the expectations of our manufacturing and craft bakery customers in order to offer consumers the best products from sustainable supply chains.

JEAN-MICHEL SOUFFLET,
CHAIRMAN OF THE EXECUTIVE BOARD.
**GROUP PARTNERSHIP**

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**La Note Globale in store now**

The Soufflet Group is a founding member of the NGO originally known as Ferme France. Two years on from its official launch, the organisation has changed its name to La Note Globale, meaning “global score”. This new identity is intended to convey a better understanding of its plan and mission: to provide consumers with a comprehensive social performance benchmark for food products, with a rating out of 100 that incorporates all existing approaches, initiatives, scores and labels. La Note Globale, with its 50 members, takes into account six key criteria: environment; health and nutrition; origin; fairness and contribution to the French economy; transparency and traceability; corporate social responsibility, and animal welfare. This benchmarking system is also a tool to aid producers and economic stakeholders to identify the actions to implement in order to improve their products’ social performance. The system includes self-assessment as well as assessment by independent certification bodies. This assessment is supplemented by validation from a civic panel made up of consumer volunteers.

**First labels on show at SIA**

Ham, bread, chicken thighs and flour, the first products with a social performance label, were presented at the 2020 International Agricultural Show (SIA). The organisation has set itself a target of rating a hundred product lines by the end of the year and 100,000 by 2025. Soufflet, for its part, has revealed its first La Note Globale labels on several products in its wheat-flour-bread supply chain: the Tradition Artisan, Tradition Prestige Label Rouge and Tradition Biologique flours marketed by Moulins Soufflet under the Baguépi Farine Responsable brand, and the Origine baguette from Neuhauser. The Group’s other supply chains are preparing to join in with this approach.

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The product gets a global score out of 100 - its “Note Globale”. The score breakdown is available in digital format.
**GROUP NETWORKING EVENTS**

**Bringing stakeholders together**
In January, twenty of the Group’s partner farmers attended Barilla-Harrys Club networking events (photo). The objective of these full-day sessions is to give people a better grasp of the agro-environmental and manufacturing issues faced by this wheat supply chain under its “Moelleux & Responsable” - “soft and responsible” - banner. Soufflet Alimentaire also holds an annual gathering of this type, aimed at strengthening ties between stakeholders in the supply chain, by bringing together customers and producers at its Arles facility in the Camargue for its Rice Day.

**RICE AND PULSES SUPPLY CHAIN**

**SOUFFLET ALIMENTAIRE**

**Vegetable protein: VP Ingredients develops five flour ranges**
The number of consumers on the lookout for new natural sources of protein is ever-increasing. To meet this demand, Soufflet Alimentaire is launching its VP Ingredients brand, offering sustainable plant-based products. With its five flour ranges – PROTEINEL (high-protein lentils and fava beans), RIZINEL (rice-based), LEGUMINEL (pulse-based), FIBRINEL (plant fibre-based) and TAPIOCANEL (tapioca-based) – VP Ingredients is establishing a position for itself in all food segments, in particular breakfast, snacks, soups, sauces and tarts.

**WHEAT-FLOUR-BREAD SUPPLY CHAIN**

**POMME DE PAIN**

**Pomme de Pain commits to combating waste**
Pomme de Pain’s CSR policy includes a commitment to fight food waste. In 2018, the chain formed a partnership with Too Good To Go, an app that offers its customers surprise baskets of unsold goods. In 2019, over 58,000 “anti-waste” baskets were sold through the app by 54 Pomme de Pain outlets, resulting in 29 tonnes of finished products not being discarded and the equivalent of 145 tonnes less CO₂ being emitted into the atmosphere.
The Soufflet Group’s commitment to agroecological transition and to building sustainable supply chains has led it to launch its “Sowing Good Sense” approach, applicable to all its supply chains.
Soufflet, a pioneer in traceable wheat supply chains, has been actively involved for several years now in developing sustainable cereal and agri-food supply chains with its partners in the manufacturing industry and with its own supply chains, such as for the Baguéli Farine Responsable range.

With “Sowing Good Sense”, the Group is asserting its determination to boost its supply chains’ progress on the path to excellence, based on five key pillars: origin, environment, naturalness, shared value and quality. The objective driving this approach, which is common to all of the Group’s supply chains – wheat, barley, rice and pulses and vine – is to forge balanced, sustainable relationships with every stakeholder in the supply chain: farmers, processors, distributors and consumers.

A progress-driven approach

“Sowing Good Sense meets the growing demand from consumers to be able to buy good, wholesome products of known origin”, says Laurine Houssière, Brand Marketing & Communications Manager at Pôle Bakery Soufflet, the Group’s R&D hub for the wheat-flour-bread supply chain. Soufflet’s agri-food supply chains are therefore committed to guaranteeing the origin of their products - mostly 100% French - as well as their traceability and taste quality, following a “zero residue” approach in the processing stages and using production methods that are respectful of the environment. The approach also includes products that ensure fair remuneration for the stakeholders in the supply chain.

In order to guarantee compliance with good agricultural and processing practices, each stakeholder in the supply chain is audited by an independent body, according to recognised benchmarks, such as the NFV 30 001 standard, Label Rouge specifications, Agriculture Biologique (AB) organic farming certification, the SAI\(^1\) platform or HVE\(^2\) certification, as well as Protected Designations of Origin (PDO) and Protected Geographical Indications (PGI). “The Sowing Good Sense approach is contributing to transition in the agricultural model. We are supporting farmers in improving the sustainability of their production, rolling out new agronomic crop practices that promote soil preservation, biodiversity and water resources”, explains Fabrice Bourjot, Manager of the Soufflet wheat supply chain. “We are also committed to maximising the value of their production and guaranteeing them long-lasting outlets, while ensuring secure, mass supply for bakers and manufacturers in key supply chains. ”

Four Sowing Good Sense wheat supply chains

Moulins Soufflet is renowned for its traceable wheat supply chains: 2,500 committed partner farmers, dedicated silos for storing grain with no post-harvest treatment, and milling processes that guarantee the traceability and high food safety standard of our various flours. In the space of ten years, its tonnage of flour produced in traceable supply chains has increased tenfold.

Today, Sowing Good Sense offers four wheat supply chains: Transparency, Responsible, Excellence and Organic, with different levels of commitment to detailed specifications:
- the Transparency supply chain guarantees 100% French wheat, selected for its agronomic, organoleptic and breadmaking properties, grown using good agricultural practices in accordance with NFV 30 001;
- the Responsible supply chain also includes practices to protect biodiversity and guarantees the absence of any post-harvest treatment;
- the Excellence supply chain is based on → → →

“Sowing Good Sense meets the growing demand from consumers to be able to buy good, wholesome products of known origin.”

LAURINE HOUSSIÈRE, BRAND MARKETING & COMMUNICATIONS MANAGER AT THE PÔLE BAKERY SOUFFLET R&D HUB.
agronomic practices that reduce their impact on humans and on the environment: biodiversity preservation, improved soil life and fertility, protection of plants and water, and a reduction in carbon footprint. It is also distinguished by wheat traceability, ultimately with blockchain-based access, a commitment to “zero residue”, and compensation for farmers with a guaranteed fixed price and three-year contract;
– lastly, the Organic supply chain deploys Soufflet’s expertise in collecting and storing French organic wheat in its dedicated Arcis-sur-Aube silo in the Aube department (10) of North-central France, and in manufacturing traditional, stoneground, additive-free and organically certified flour in its mill at Lozanne in the Rhône department (69) of eastern France.

French-sourced sustainably grown barley and pulses
Malteries Soufflet’s goal, as part of its “Ambition 2030” CSR programme, is to obtain 80% of its barley supply through sustainable growing practices.
“Our approach, based on the SAI standard, consists of raising awareness about sustainable agriculture that respects the environment, the soil, water and biodiversity among our partner producers of brewing barley in France, Ukraine, Bulgaria, Serbia, the Czech Republic and Argentina”, explains Sophie Godier, CSR Director at Malteries Soufflet. It is also developing roasted and organic malts and is working on superior tasting malts and controlled origins.
Soufflet Alimentaire, France’s leading processor of Certified French Origin (OFG) rice, has long-term supply chain contracts with manufacturers and rice growers in the Camargue, to ensure they have secure outlets at a guaranteed price.
The pulses supply chain is developing French origin certification (through the PGI3 and AOC4 systems) for green lentils, chickpeas, quinoa, Camargue rice, split peas and haricot beans.
“Over the last fifteen years, we have been greatly expanding our organic ranges and volume, guaranteeing insecticide-free treatment for our products, in pressurised chambers with a carbon dioxide injection process”, explains Thierry Liévin, CEO of Soufflet Alimentaire. Pulse flour production is also guaranteed to be gluten-free.
Soufflet’s vine-growing and wine-producing supply chain is also committed to the Sowing Good Sense approach, with its Vitivalor proposition. “This covers all operational needs: auditing, marketing and guidance on the HVE certification process. It includes environmental protection and improvement of product quality, to help our partner vine-growers and wine producers add more value to their production activities”, explains Laurent Paupelard, Soufflet Vigne Technical & Development Director.
Lastly, for managers of parks and green spaces, Soufflet is developing biocontrol and bionutrition solutions and organic fertilizers with its Fertech range, as well as offering exclusive distribution of the Pseudomonas-fulva bacteria to limit the amount of inputs needed and improve lawn growth.

1 – Sustainable Agriculture Initiative.
2 – Haute Valeur Environnementale - High Environmental Value.
3 – Protected Geographical Indication.
4 – Appellation d’Origin Contrôlée - Controlled Origin.
The 5 pillars of the Sowing Good Sense approach

ORIGIN
Guaranteeing the origin of our products and their traceability.

ENVIRONMENT
Guaranteeing that products are made with production methods designed to reduce their carbon footprint and promote biodiversity, soil life and water quality.

NATURALNESS
Guaranteeing that products are wholesome and form part of a “zero residue” approach.

SHARED VALUE
Promoting products that provide fair compensation for every stakeholder.

QUALITY
Offering authentic, tasty products.
Sowing Good Sense in numbers

8,500 farmers involved in Soufflet’s sustainable supply chains

17,000 trial plots for testing new varieties and new growing practices.

4 wheat supply chains as part of the approach - Transparency, Responsible, Excellence, Organic - with different levels of commitment to detailed specifications.
300,000 tonnes of flour produced in traceable wheat supply chains in 2019.

80% of barley sourced using sustainable growing practices by 2030.

8,000 tonnes of lentils with value added by the Group. These crops play a part in making crop rotation more diversified and reducing the amount of inputs used on 3,200 hectares of land.
French production and know-how

1 RICE AND PULSES SUPPLY CHAIN VIVIEN PAILLE
Pulses, super simple superfood!
This year, Vivien Paille is offering something new for all those wanting healthy food, fast. The Soufflet Alimentaire brand is innovating with its coloured lentils: red and yellow lentils, produced in the central Champagne region, are known for their ease of preparation (they cook in 3 minutes with no pre-cooking required). Vivien Paille has also thought of consumers on the move, with a new range of regular or precooked pulses, ready to eat. Lentils, chick peas, flageolet and lingot beans, certified as 100% French Origin, heat up in just a minute.

2 WHEAT-FLOUR-BREAD SUPPLY CHAIN NEUHAUSER
Neuhauser is driving the doughnut market
Doughnuts are firmly established in English-speaking countries and have now won over consumers in France, where sales have been growing steadily for several years. Volume sales in supermarkets rose by 19% to the end of 2019 for this product. To meet this growing appetite, Neuhauser is adding a new gourmet recipe to its range: an even softer dough, made without palm oil and with no artificial colours or flavours, developed by the R&D teams at the Pôle Bakery Soufflet hub. Neuhauser doughnuts are manufactured using true French know-how at the Ploërmel site in the Morbihan department of Brittany (56), made with fresh, local eggs, ecologically responsible Soufflet flour and fruit from our regions. At the start of 2020, the factory doubled its surface area to accommodate a third production line. This investment takes its annual doughnut production capacity to 7,500 tonnes.

1 – Source: KANTAR (increase on 2018).

3 WHEAT-FLOUR-BREAD SUPPLY CHAIN INGREDIENTS
Two new “Made in France” sourdoughs
Sourdough bakery products are coming to the fore once again. An ever-increasing number of consumers are being won over by their authenticity and great taste, their nutritional benefits and greater ease of digestion, but also by their longer-lasting freshness. In response to this demand, AIT Ingredients has extended its sourdough range with two new liquid sourdough products: one that is wheatgerm-based for flavouring bread, savoury snacks, pizzas and biscuits, and the other, in what is termed the “Responsible Wheat Supply Chain”, made from 100% French cereals, with savoury-sweet aromatic notes.
SEEDS Cultivating supply chain performance

Seeds are the starting point for supply chains. Seeds selected by Soufflet Agriculture are playing a part in agroecological transition and helping meet the needs of farmers, manufacturers and consumers seeking quality and naturalness.

Every year, the Seed teams at Soufflet Agriculture select new varieties that demonstrate better results in terms of quality and agronomic performance. “This work on selectiveness contributes to species dynamics, genetic progress and yield improvement”, says Jean-Paul Moreau, Director of Seeds & Supplies at Soufflet Agriculture, citing the recent barley variety, Planet, as an example. “This highly productive spring barley has become the favourite with maltsters and brewers and has quickly won approval, thanks to Soufflet’s work with all stakeholders.”

Agronomic trials and technological testing
The selected new cereal varieties created by plant breeders undergo a raft of agronomic, technological and environmental tests before being proposed for registration, then introduced to the market and finally put on the market. First of all, repeat testing on micro-plots allow analysis of the agronomic characteristics, crop disease resistance and yield, depending on terroir, i.e. soil and climate conditions. The most promising barley and wheat varieties are then subject to testing to determine their technological value in a micro-malthouse and micro-brewery or in milling and bread-making. The next phase consists of producing several hectares of cereals to harvest the grains which are then entrusted to brewers and millers for industrial testing, before the seeds receive final approval and are brought into production. This selection process, carried out by Soufflet Agriculture in close collaboration with Malteries Soufflet in the barley-malt supply chain and Moulins Soufflet for the wheat-flour-bread supply chain, takes 18 to 24 months.

Varieties adapted to suit needs and outlets
For the wheat supply chain, every year Soufflet tests over 120 varieties resulting from natural crossbreeding, first on plots and then in the laboratory and bakehouse. That led to the idea of creating a mixture of wheat seed varieties for greater consistency in terms of yield and flour. Mélange Moulins Soufflet (MMS) was tested and launched for the 2018 harvest as the first pre-formulated optimized mixture of five ready-to-sow common wheat varieties of BPMF quality, i.e. approved for the French milling industry. MMS was the result of work carried out by Soufflet Agriculture for the agronomic assessment, together with Moulins Soufflet and the Pôle Bakery Soufflet R&D hub for the technological assessment, and was a first in the wheat supply chain in France.

The Soufflet Seeds brand offers exclusive varieties resulting from variety monitoring work by Soufflet Agriculture.
Spotlight

based on the shared knowledge of the challenges faced by farmers, millers and bakers. “MMS, which is easier for farmers to use, offering good disease resistance, greater consistency in terms of yield, and guaranteed outlets with maximum value derived through supply chain contracts, also produces a more consistent flour, allowing optimum use of correctors and improvers”, explains Fabrice Bourjot, Manager of the Soufflet wheat supply chain.

As a result, while continuing to modify its precise composition, Soufflet will go from collecting 6,000 tonnes of MMS wheat in 2018 to an expected total of 110,000 tonnes in 2020.

Meeting agroenvironmental requirements

The selection process carried out by the Seeds team also allows us to offer farmers new varieties with greater resistance to disease or insects, with a view to reducing use of plant protection products.

“In France, Malteries Soufflet has been particularly active in testing and gaining registration for a new variety of winter barley called Hirondella that combines disease resistance1 and brewing quality, thus allowing the supply chain the benefit of genetic progress”, says Jean-Paul Moreau. Soufflet also offers an effective solution for nitrogen-fixing catch crops (known as CIPAN in French): its Indian mustard and pulses mixtures, recommended for catch crops, meet the soil cover requirements set by the Nitrates Directive, while increasing fertility and reducing the need for nitrogen fertilisers.

Lastly, the Soufflet Seeds brand, launched in 2016, is developing exclusive hybrid seed varieties for oil seed rape, maize and sunflower that incorporate the latest genetic advances with regard to yield and disease resistance, while guaranteeing controlled supply and production.

1 – Barley yellow dwarf virus (BYDV), caused by a virus transmitted by aphids.
At Pézarches, in France's Seine-et-Marne region, Soufflet has built its first wheat storage silo guaranteed free from post-harvest treatments. This wheat is intended for the traceable supply chains for the French milling industry.
Alongside the old, still-active country elevator, there now stand nine metal cells dedicated to storing wheat without use of any post-harvest treatments. “This site was chosen because it is fifty kilometres from our Corbeil-Essonnes mill and lies in the heart of an area where many farmers are already committed to producing crops as part of a ‘supply chain’ system”, explains Emmanuel Perdrix, Quality Manager at Soufflet Agriculture. Soufflet made this investment two years ago to meet the demand from its customers and consumers for traceability and naturalness in regard to its materials. The volume of wheat produced by a traceable supply chain destined for the French milling industry is rising considerably each year and a large proportion of these cereals must be guaranteed free from any post-harvest treatments and with “zero residue” of plant health products. Insecticides used during storage are actually the main source of residue on cereal products.

A sustainable treatment process
The facility consists of four individual 1,150-tonne cells and five that each have a 580-tonne capacity. “These cells with a conical bottom are easy to clean and smaller than in a standard silo to allow batching of different varieties, but also to boost ventilation”,

1 – **Incoming wheat** is checked by sampling prior to unloading.

2 – **Unloading of wheat** into the pit.

3 – **The grain is cleaned** of broken wheat and impurities by sieving.

4 – **Once cleaned**, the wheat is stored in one of the silo’s nine individual cells.

5 – **A refrigeration unit** keeps the cells cool during the summer season.
15°C
The cells are refrigerated to below 15°C to prevent insect growth.

13,500
tonnes of wheat have already been dispatched from the Pézarches silo and this volume should rise to 20,000 tonnes for the 2020 harvest.

“We guarantee very low levels of residue so we meet the most demanding specifications, such as for Label Rouge certification and for our Excellence supply chain.”

EMMANUEL PERDRIX, QUALITY MANAGER AT SOUFFLET AGRICULTURE.
points out Emmanuel Perdrix. Soufflet Agriculture has established a sustainable treatment process based on inspection, control, cleaning, ventilation and refrigeration to prevent the risk of the grain becoming infested with pests, without using any insecticides during storage.

Prior to unloading, samples are taken from all wheat cargoes for inspection and if any insects are present, the batch concerned is rerouted. The wheat that is accepted is then cleaned in a cleaner/separator before being stored in a cell. Between July and September, the cells are refrigerated to below 15°C to prevent insect growth. Once the temperature drops at night, a natural ventilation system takes over. Empty cells are automatically cleaned before being filled again.

**Replicating the process in other silos**

“We guarantee very low levels of residue so we meet the most demanding specifications, such as for Label Rouge certification and for our Excellence supply chain”, says Emmanuel Perdrix. “This silo has enabled us to validate good storage practices that can be replicated in existing silos.” In the latest grain collection, 13,500 tonnes of wheat have already been dispatched from the Pézarches silo and this volume should rise to 20,000 tonnes for the 2020 harvest.

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6 – **Ventilation takes over** from the refrigeration unit once conditions permit.

7 – **Each cell** is automatically cleaned before being refilled.
Reducing emissions

In order to reduce its transport-related environmental impact, Soufflet favours use of river and rail freight methods and is committed to the FRET21 “Shippers’ Pledge” initiative launched by ADEME.

Every year, the Soufflet Group transports millions of tonnes of agricultural material and products from fields to silos, and from collection and processing sites to the major shipping ports and to its customers. Soufflet conveys a proportion of its cereals and products by train or barge, from its locations near rivers or freight rail junctions. However, transporting cereals by road is still a vital link in the logistics chain, representing 7,794 kilotonnes conveyed, compared with 750 to 800 kilotonnes by rail and 1,500 to 1,700 kilotonnes by inland waterway.

“Transport by truck is the most efficient method for ensuring the harvest and collection process runs smoothly, from rural farms to the silos or sites that are only connected by road”, explains Lionel Le Maire, Transport Director for the Soufflet Group. “But anywhere where it is technically possible and economically appropriate, we favour transport by rail and inland waterway, which is both more economical and better for the environment.”

Freight consolidation

The Soufflet Group is exceptional in this area, using water freight transportation for 1.5 million tonnes of bulk cereals, including 75% along the Seine and over 90% of shipments by water from Metz. At La Pallice port in La Rochelle, the port silo receives about 25% of its supply via rail, with wheat conveyed from France’s Nouvelle-Aquitaine and Central regions, several hundred kilometres away. Under a partnership with SNCF, Soufflet has committed to certain volumes and frequencies, whilst the French rail infrastructure manager has committed to improving rail traffic conditions. This partnership is designed to keep “minor” freight rail lines in good condition.

“Transport is a priority within the Group’s CSR strategy”, says Lionel Le Maire. “That’s why we are striving to consolidate freight tonnages by rail and barge while also giving considerable thought to developing environmentally responsible road freight solutions in the future.” So, in order to reduce its greenhouse gas emissions, Soufflet is also increasing its testing, such as use of eco-certified carriers and experimenting with use of biofuel for its own fleet.

FRET21, a voluntary approach

As part of its transport policy, this year the Group decided to participate in the FRET21 initiative proposed by ADEME. This is a voluntary approach, that involves signing up to a shippers’ charter aimed at achieving a minimum 5% reduction in transport-related GHG emissions in three years. “The objective of this project’s initial phase is to firmly establish the method and use of tools in our operation, but also to meet the expectations expressed by some of our customers to see us launch concrete actions aimed at reducing GHG”, notes Lionel Le Maire. Malteries Soufflet will be the first Division within the Group to commit to the FRET21 approach.

1 – Agence de l’Environnement et de la Maîtrise de l’Énergie, the French Environmental Agency
2 – Greenhouse gas.
— MALTERIES SOUFFLET SIGNS UP TO FRET21

The aim of the approach is to reduce transport-related CO₂ emissions, at least in downstream activities in France. Malteries Soufflet will take various actions as part of this approach. They will then be subject to a more general application within the Group if they prove effective. The FRET21 charter envisages 4 types of action (see opposite).

**Targets and monitoring of results**

A FRET21 project team will monitor progress of results. The gradual implementation of a TMS² solution for the whole Group will also allow monitoring and reporting of freight charters. Database settings will produce a fairly reliable measurement of CO₂ emissions for the Soufflet Group’s freight charters.

“Our goal is a 15% reduction in transport-related CO₂ emissions for our French-based activities by 2025.”

LIONEL LE MAIRE, GROUP TRANSPORT DIRECTOR.
Soufflet is changing its energy mix and promoting the circular economy to reduce its carbon footprint. An interview with Sophie Godier, CSR Director at Malteries Soufflet.

**MALTERIES SOUFFLET HAS IMPLEMENTED SEVERAL CIRCULAR ECONOMY SOLUTIONS. WHAT DO THEY ENTAIL?**

**Sophie Godier:** Our malting activities generate a large amount of dust from cleaning the barley, which we recover and use in biomass furnaces at two sites, in Nogent-sur-Seine, in France, and in Slavuta, in Ukraine. These furnaces supply the heat needed to dry the malt. In Ukraine, this facility reduces our gas consumption by over 50%.

By-products of the malting process, the rootlets and sprouts, are also used as cattle feed; and the waste is used for composting, manuring or anaerobic digestion.
This is the case at Brazey-en-Plaine, in France’s Côte-d’Or region, where the sludge from our wastewater treatment plant is recovered in an anaerobic digestion plant, run by one of the Group’s farming customers, to generate electricity and heat. The resulting heat is then used to dry the malt.

Our environmental and energy responsibility is a challenge in terms of economic and commercial competitiveness to meet the expectations of our customers in the brewing industry.

WHAT'S YOUR CURRENT POSITION REGARDING RENEWABLE ENERGY?
S.G.: As of 30 June 2019, 27% of Malteries Soufflet’s thermal energy consumption was met by renewable sources. This energy mainly comes from our two biomass furnaces and from seven heat pumps installed in France, Serbia and the Czech Republic, but also from the heat recovered from the anaerobic digestion plant at Brazey-en-Plaine and from a waste collection site in Pithiviers in France’s Loiret region (45). At that site, we recover the heat released from household waste recovery, which is then used in the malt kiln.

WHAT OTHER ENERGY EFFICIENCY SOLUTIONS ARE YOU PUTTING IN PLACE?
S.G.: At all our malthouses, we’ve installed glass tube recuperators that recover some of the heat from the malt kiln to heat replacement air. On each of our sites, we are also rolling out training sessions, good practices and new technology to ensure better management and optimisation of our energy consumption. We are considering installing more heat pumps and biomass furnaces to further improve our carbon balance.

“Our goal is for renewables to account for 30% of our total energy consumption by 2021.”
Sophie Godier

NOGENT-SUR-SEINE, MODEL MALTHOUSE
The malthouse is equipped with a biomass furnace that reuses recovered cereal dust, and a heat pump to dry the malt. As part of an industry 4.0 project, there is a plan to automate processes to optimise facilities management. The wastewater sludge from the malthouse is also recovered and converted into biogas and heat.
Training in soil conservation agriculture

Soufflet has been actively involved in the development of soil conservation agriculture (SCA) for several years and is stepping up its action with the introduction of a remote training programme, in the form of online conferences, available to all farmers. This guidance and support system supplements the demonstrations already held by Soufflet Agriculture down on the ground to promote SCA and increase knowledge of it regionally.
Today, AIT is committed to working with you in a 100% French and responsible approach to the wheat agri-food chain by developing all its flour supports. A commitment that allows you to optimize the attractiveness of your offer with promises that are at the heart of today’s customer expectations. Let’s sign tomorrow’s products together.

www.ait-ingredients.com