



## ‘The Danes’ favourite food is now turning green’

For several years, the food company Stryhns has been working to reduce waste and improve internal processes. Soon, consumers will be introduced to several new green products.

‘After all, we don’t just produce liver pâté,’ says Lars Bo Sthaalros Christiansen, head of marketing, rightly highlighting the fact that Stryhns – in addition to the world-famous Danish liver pâté – is behind a number of well-known food brands within cold meat salads, sauces and sausages. Common to these brands, however, is the fact that they have traditionally been associated with either meat or accompaniments to meat. But all that may very well change.

‘Although we are still best known for the classic liver pâté, Stryhns has actually developed into a modern food business. Throughout this process, we have launched a number of initiatives towards a more sustainable production, including cutting production waste, reducing electricity and gas consumption as well as improving management of waste and wastewater. All these measures have contributed to reducing our environmental footprint,’ says Lars Bo Sthaalros Christiansen.

In addition to improving their internal processes, Stryhns has also launched a number of new environmentally friendly products, Lars Bo Sthaalros Christiansen says:

‘It is important for us to offer healthy alternatives in our leading categories, such as a light liver pâté or a light remoulade. We have also stopped using cage eggs, and use MSC-certified marine raw materials only. Lately, we have improved our product packaging

### Sustainable Development Goals at play

#### SDG 2: Zero hunger

Target 2.4: By 2030, ensure sustainable food production systems and implement resilient agricultural practices that increase productivity and production, that help maintain ecosystems, that strengthen capacity for adaptation to climate change, extreme weather, drought, flooding and other disasters and that progressively improve land and soil quality.

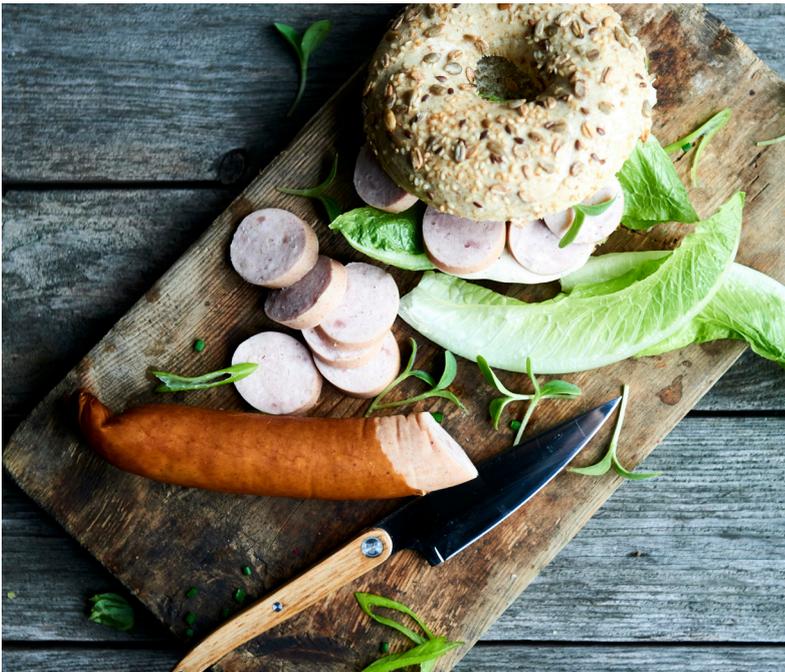


for the sake of sustainability. As a result, the K-Salat packaging now consists of 90 per cent recycled plastic.'

Despite having advanced the sustainability agenda on several aspects already, Stryhns has even higher ambitions for the future, Lars Bo Sthaalros Christiansen says. The invitation to participate in the SDG Accelerator programme was therefore a welcomed opportunity to launch a new strategy:

'The word accelerator is in fact a good description of what we want to achieve: accelerate our innovations. We have no doubt, that over time, consumers will opt out companies who do not deliver on the sustainability agenda. That is why we need to be even more sustainable if we want to sustain long-term growth.'

According to Lars Bo Sthaalros Christiansen, Stryhns is already launching a number of new meat-free products, including a plant-based vegan mayonnaise that has just been



launched, as well as a vegan sausage in plant protein skin, which is expected to hit the stores at the end of 2020. In addition to being climate friendly, both products cater to a brand-new type of consumer:

'The group of 100 per cent vegan consumers is still relatively small. The number of meat-less days on the average dining table however, has become far more common, and it is this group of consumers we aim to reach with our new products. We have therefore worked extremely hard to ensure it is not only a choice of being meat-free, but also a choice of good taste and texture.'

Even if Stryhns has many years of experience in product development and innovation, it is still challenging to make quality plant-based products since the entire sector is still at an early stage, says Lars Bo Sthaalros Christiansen:

'For example, when developing a new sausage with a plant protein skin, which we have worked on in the SDG Accelerator, you have to remember that this type of skin is not available on the market today. Hence, we need to return to the lab and think outside the box. It has been a fun and challenging process with the SDG Accelerator programme providing an incredibly useful framework. We have been through many iterations to get to the point where we are today. To replace meat products with plants is a bigger battle than one would think.'

Despite challenges, Lars Bo Sthaalros Christiansen is convinced that Stryhns will succeed with its new sustainability strategy. Customers definitely show their support and so does top management:

'Customers are now standing with open arms, awaiting new alternatives to traditional meat-based meals. At the same time, our top management group has fully embraced the sustainability agenda, which has also spread to our affiliates. With the Sustainable Development Goals, we have set the bar high in order to create a green, happy business.'

### This is how Stryhns contributes to the Sustainable Development Goals

- Over the years, Stryhns has launched a number of sustainability initiatives to reduce waste and improve production.
- In 2020, a number of new, sustainable products will be launched, replacing meat with plants.

### Facts about Stryhns

- Founded in 1941
- Includes the brands Stryhns Leverpostej, Graasten Salater, K-Salat, Jensens Køkken and Langelænder Pølser
- Owned by Agra
- Head office in Roskilde, Denmark
- Approximately 360 employees in five locations in Denmark



*'At Stryhns, we are working towards a climate-neutral production. This means, among other things, that we want to reduce waste and resource consumption in general. The goal is to significantly improve our positive impact on people, animals and the environment, both within the company and throughout our supply chain.'*

Kristian Kornerup Jensen  
CEO, Stryhns A/S