



## Alpro becomes first European food company to join WWF Climate Savers

- New collaboration underlines Alpro's commitment to corporate sustainability and the reduction of CO<sub>2</sub> emissions



*Brussels, May 6, 2011 – As of today, Alpro, the European pioneer in the development and marketing of soya-based food and drinks, is the first European food company to join the WWF Climate Savers programme. The goal of this prestigious programme is to help pioneering industries and businesses to develop new climate and energy solutions. Alpro's commitment under this programme is to keep its plants' CO<sub>2</sub> emissions by 2013 below 2008 levels, despite an expected one third growth in volumes.*

### A European first

Today, the partnership between Alpro and WWF, one of the largest and most respected international environmental organisations, was strengthened even further with Alpro's membership in the Climate Savers programme. In this programme, leading businesses like Alpro develop ambitious plans together with WWF to significantly reduce their greenhouse gas emissions. They will serve as examples that economic growth and CO<sub>2</sub> emissions reductions are perfectly compatible.

Bernard Deryckere, Alpro's CEO, explains: *"We are extremely proud of this partnership with WWF. As the first European food company to join Climate Savers, we hope to inspire other European companies to reduce their ecological footprint. Not only does this partnership illustrate our continuing commitment to sustainable development, it also stimulates us to continue developing our existing climate plans."*

Climate Savers was launched in 2000 and 25 companies have joined this WWF programme to date, including well-known brands like Tetra Pak, Sony, HP, Volvo and Coca-Cola.

Bruce Haase, Acting Head of Climate and Business Engagement, WWF International, says: *“WWF has been committed to climate change for years now and we work together with companies that want to drastically reduce their environmental impact. Alpro has proven that it can operate sustainably and still continue to grow. Moreover, Alpro produces soya-based products that have much lower CO<sub>2</sub>, water- and land-use footprints than animal-based products. One of the many recommendations in our Energy Report is a change in dietary habits, a shift from meat to plant-based food, so as to free up land. This report demonstrates that 100% renewable energy by 2050 is a feasible goal. So expanding our partnership was a logical next step.”*

### **The Climate Savers promise**

Between 2008 and 2010, absolute CO<sub>2</sub> emissions from Alpro's plants decreased by 11%, despite a production volume uplift of more than 11%, which resulted in a combined 22% improvement over a 2 year time period. Alpro's Climate Savers commitment is to keep its plants' CO<sub>2</sub> emissions by 2013 below 2008 levels, despite an expected 1/3 growth in volumes. This will be equivalent to emitting 42.000 Tons less CO<sub>2</sub> than in a business as usual case. The company is also committed to evaluating concrete ways to further reduce its indirect emissions such as its packaging and transport emissions, including a feasibility study on intermodal transport and a pilot case on horizontal logistics collaboration. And, finally, Alpro will actively promote WWF's Renewable Energy Vision, for example by becoming a WWF Clean Energy Ambassador, and will leverage the value chain business case, in close collaboration with other Climate Savers companies.

### **A vision of sustainable development**

Sustainable development is an integral part of Alpro's culture. The company has been working on a climate plan to decrease its impact on the environment for some years now. As part of this plan, Alpro has built a new loading dock in the river Lys for its

Wevelgem plant. Each week at least one ship will be mooring at the landing quay with 20 containers full of soya beans. *“From now on, soya beans, the raw ingredients of our products, will be delivered straight to the factory for processing – saving energy, time and CO<sub>2</sub> emissions,”* explains Bernard Deryckere. *“This means there will be 1200 less trucks on the road every year.”*

-- Ends --

#### **About Alpro**

Alpro is the European pioneer in soya products. For more than 30 years now, Alpro has focused on health and well-being, and on the sustainable production of tasty products that retain all the unique nutritional goodness of soya beans. Alpro is the European market leader in soya products with its brands Alpro®soya and Provamel®. Alpro employs some 800 people and has a turnover of approximately € 260 million. Alpro has four production units, located in Belgium, the United Kingdom, France and the Netherlands. See [www.alprosoya.be](http://www.alprosoya.be) for more information.

#### **About WWF**

WWF is one of the largest and most experienced independent environmental organisations in the world, active in more than 100 countries and with almost 5 million supporters worldwide. WWF's goal is to guarantee a liveable planet for future generations. WWF is also committed to the preservation of species and their living environments: forests, water-rich habitats and oceans. WWF also collaborates on solutions to stop the pollution and waste of natural resources as well as climate change.

Support WWF and surf to [www.wwf.be](http://www.wwf.be)

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