

Press Release

BarthHaas Group published their premier Global Sustainability Report, BarthHaas Europe aims to reduce greenhouse gases by 30 percent

Nuremberg, September 14, 2021. The BarthHaas Group, comprised of BarthHaas Germany, BarthHaas UK, Hop Products Australia (HPA), and John I. Haas, Inc., has published their first Global Sustainability Report: in it, the world's leading hop product and service provider documents the environmental, social, and economic challenges affecting hop cultivation and processing in the reporting period August 2017 to July 2021. This report is an example of how the BarthHaas Group is positioning itself today to overcome future obstacles, identify risks, and operate responsibly.

“We have increased communication and collaboration amongst our teams to share ideas, improve visibility around certain initiatives, and combine knowledge resources to push innovation.” This statement from the representative sustainability managers makes it clear that they plan to work together in the future, and see their collaboration as a strength in establishing a strategy moving forward, while also holding each other accountable for accomplishing the goals they have set.

Future generations of growers firmly in sight

Climate change is also one of the great challenges of our time for the hops business. The BarthHaas Group is focusing its efforts on reducing its environmental impact so that future generations can continue to farm successfully. “We have been working side by side with our farms and our hop-growing families for years to prepare for a future with uncertain climatic conditions, and we support the development of varieties that ensure a secure supply for our customers”, says Dr. Reinhold Kugel, the Head of the Global Sustainability Team. “As a signatory to the UN Global Compact we pledge to act responsibly as a company in the global fight against inequality, climate change, and extreme poverty.”

“For the first time in the Group's history, we have produced a sustainability report not only for Germany and Europe, but one for each continent on which we operate. These individual reports have been combined once again in the global sustainability report”, explains Kugel. “Also, we have succeeded in compiling a detailed inventory of all emissions, in addition to other important topics.”

Comprehensive information on sustainable action

With many examples of their sustainability initiatives around the globe, this report gives partners, opinion leaders and media representatives a comprehensive insight into the company's sustainable actions. The new BarthHaas Global sustainability report can be downloaded at:

<https://www.barthhaas.com/en/company/global-sustainability-report>

Photo credits: BarthHaas

About BarthHaas

BarthHaas is one of the world's leading suppliers of hop products and hop-related services. Now led by the eighth generation, this family-owned company specialises in the creative and efficient use of hops and hop products. As visionaries, instigators and implementers of ideas, BarthHaas has been shaping the market surrounding a unique raw material for over 225 years.

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