SUSTAINABILITY AT MEYERS



OUR RESPONSIBILITY

The world's food systems have an enormous environmental and climate footprint. For example, approximately 20% of our total climate footprint in Denmark comes from our food. Therefore, as a food company, we have a responsibility to weigh all our choices from a sustainability perspective and take an active position. From another point of view, because our meals are so closely linked to the planet's health, they can also be a driving force for significant positive change.

Since the company was founded, we at Meyers have worked to develop our common food culture towards higher quality, more taste and greater accountability. We want to help shape a food landscape that we can be proud to pass on to future generations.

With our sustainability strategy, we take stock, and we look ahead by setting clear goals and launching initiatives in all parts of the company. We do this based on a comprehensive mapping of our climate and environmental footprint. We will do everything we can to surpass our own sustainability pledges, and at the same time, we will collaborate broadly in the hope of being able to contribute to solutions that go far beyond our own pots and pans. Together, we can do more.



Rooted in the Nordic Kitchen

Our approach to working with taste, quality and sustainability have a crucial origin in The Nordic Kitchen Manifesto, which Claus Meyer initiated in 2004. The manifesto kickstarted the movement around a new Nordic kitchen, and although it is about something other than sustainability as we define it today, it is an expression of a holistic, partnership-based and regionally rooted view of sustainability, which is in line with the direction and values of our sustainability strategy.

READ THE ENTIRE MANIFESTO >

HOW WE WORK WITH SUSTAINABILITY



BROAD SUSTAINABILITY CONCEPT

Sustainability is often reduced to one issue or an agenda. However, the reality is more complex. Sustainable conversion of our food systems is not just about climate, but also biodiversity, the marine environment, clean groundwater, and other environmental parameters. At Meyers, we are involved in all stages of the food system, from agricultural production to canteen and restaurant operations. We deal with raw ingredients, products, communication and attitude formation. That is why we do not have one key issue but work with sustainability broadly and with initiatives at all levels of the chain. This approach is reflected in the five areas on which our strategy is built (see page 5).



AMBITIOUS, DATA-DRIVEN EFFORT

A mapping of the environmental footprint of meals, down to each plate, has been a vital first step in working effectively with climate change, in particular, and other priority aspects of sustainability. We have partnered with leading experts in life cycle assessment. In collaboration with 2.-0 LCA consultants, we have calculated the climate footprint of our operations and our consumption of raw ingredients, as well as our biodiversity footprint and other significant parameters. Thorough data work will be crucial to our way of working with targets for reduction, and we are launching solutions on this basis that make our customers active players in the effort to reduce the climate footprint.

Food is the single strongest lever to optimise human health and environmental sustainability on Earth.

The EAT-Lancet Commission, 2019



TASTE AS A TOOL

At Meyers, we have used good taste as a tool for 30 years to create changes in the culture and systems around food. We have used taste to promote resocialisation in Danish prisons, fight poverty in Bolivia, and give more children a good start in their food life: to shape a new Nordic kitchen and renew our bread traditions. For years, we have been in the process of transforming our kitchens with a greater focus on plants. We are now accelerating this work by further engaging in research, innovation, dissemination, and through a targeted operational effort involving all our employees. In the strategy presented here, we outline several initiatives to meet these goals.

HEADING FOR OUR B CORP CERTIFICATION

We have begun documenting our sustainability efforts to achieve B Corp certification, a global standard for the difference a company makes to society. As a certified B Corp, you are committed to complying with high standards socially, environmentally and in terms of transparency, and to document that there is action behind the words. There are currently over 4,000 B Corp certified companies in the world, of which almost 30 are Danish.

Follow our B Corp certification status at: meyers.dk/baeredygtighed



Content

1 CLIMATE

BIODIVERSITY

ORGANIC PRODUCE AND ANIMAL WELFARE

4 LOCAL SENSIBILITY

5 A LONGER TABLE

>

>

>

>

>



We work with climate change on a solid and transparent knowledge base, and we will significantly reduce our climate footprint. On the way to our goal, we will collaborate with farmers, food producers, food people, researchers and other stakeholders to develop the foundation for a greener kitchen that will benefit and delight everyone in Denmark.

Our goals

The operation of our kitchens, restaurants, bakeries and other facilities must be CO₂-neutral by 2025



The footprint of the raw ingredients we use must be reduced by 50% by 2030 and 30% by 2025 per kilo of food A GREENER RAW INGREDIENT CONSUMPTION

We are committed to reducing the CO2 footprint of our raw ingredients by 2030

50% CO₂-REDUCTION IN 2030

CLIMATE-NEUTRAL OPERATIONS FROM 2025

IN 2025

The operation of our kitchens, restaurants, bakeries, and other facilities must be CO_2 -neutral by 2025. We see this as a bottom-up task that must be achieved through a multi-pronged effort. First and foremost, we want to optimise our operations, transport, and energy consumption to reduce the CO_2 footprint as much as possible. For the remaining part, where we cannot quite achieve the goal, because some CO₂ emissions are inevitable, we will support well-documented projects that lead to real and long-term CO_2 storage. For example, this can be done by ensuring the restoration of forests and nature linked to food production in other parts of the world. Furthermore, in 2021 we have ensured that all the electricity we use comes from renewable sources.

THE FOOTPRINT FROM RAW INGREDIENTS - the biggest and most difficult task

In a food company, by far the largest part of the climate footprint comes from the raw ingredients that make up the meals. Some consider this part of the equation to be an 'indirect footprint', where you only have a partial responsibility because the emissions lie with the farmer, the dairies, the abattoir, etc. However, this is where a food company has a great potential for change, and thus where we will focus the main part of our work.

At Meyers, approximately 95% of our total climate footprint comes from the raw ingredients we use. Here, we have set ourselves a target to reduce our raw ingredient consumption footprint by 30% per kilo of food in 2025 and 50% per kilo of food by 2030, with 2018 levels as the baseline.

HOW WE WILL ACHIEVE OUR GOALS

With the calculations and tools that we now have available, we can continuously keep an eye on the climate footprint from our raw ingredient consumption (see more on page 11). It allows us to implement a multi-pronged approach to reduce the footprint. There are many moving parts we could choose to focus Increasing the pleasure of green eating requires dedicated work with taste and with the ingredients we know and use.

on, but the main movement is a commitment to make raw ingredient consumption even greener. This is a development we have been working on for a long time, so we are now going to pick the smaller low-hanging fruits. From 2018 to 2019 - the first two years for which we have a complete map of our climate footprint - we have implemented a 10% reduction of the climate footprint per kilo of food. This is a result of serving greener meals across our business, and not least, the launch of our green lunch kitchen. We will continue this movement, which we have begun in all our business areas. As a specific example, we have introduced a bonus scheme for head chefs who succeed in reducing meat consumption while increasing customer satisfaction. At least half of the newly launched ready-made meals for retail will, in the future, be vegetarian, and we work with greener meals and menus in all branches of our business. Increasing the pleasure of green eating requires dedicated work with taste and the ingredients we know and use. Here, our work with legumes and green proteins, from cultivation to processing, is an important track. Read more on page 20.

LESS FOOD WASTE - LESS CO₂ EMISSIONS

Reducing food waste also results in a decreased climate footprint. We work purposefully to reduce food waste, for example, through four annual measurements in Meyers Canteens (Meyers Kantiner), which are translated into efforts to reduce serving waste, plate waste and production waste. Other initiatives include participation in 'Denmark against food waste', a voluntary agreement whose goal is to cut food waste in the Danish food industry in half by 2030. In collaboration with retail frontrunner Coop, we are working to reduce the amount of food being thrown away, and our bakeries are collaborating with YourLocal to enable neighbours to pick up surplus goods. At Meyers Canteens, we work with the company Too Good to Go to make food left over from lunch available as takeaway. Reducing food waste should be part of the daily routine of all responsible kitchen professionals, and we are constantly working to find new ways to improve.

REDUCING OUR PACKAGING FOOTPRINT

To reduce the footprint of the packaging we use, we work based on circular principles of reducing, reusing and recycling. Specifically, we are working to reduce our use of disposable packaging across our business areas.

Alongside the reduction in our climate footprint we achieved from 2018 to 2019, air pollution was also reduced by 9%, measured on so-called respiratory inorganics. Respiratory inorganics include ammonia, nitrogen oxides and microparticles in the air, which are primarily derived from the production of animal products. If we succeed with our planned climate change counteractions towards 2030, it will reduce respiratory inorganics from our raw ingredient consumption by 25%. Moreover, we have set a requirement that at least 80% of the packaging we use must be made from recycled material, while 100% of our packaging must be recyclable or biodegradable.

AS LITTLE AS POSSIBLE

We work to minimise disposable packaging and phase it out wherever we can. For example, together with our customers, we will explore opportunities to develop takeaway packaging that can be returned, washed and reused. When we deliver portion-packed lunches to companies, we will take plastic packaging back for washing, and in our bakeries, you can get coffee in your own cup and baked goods in a cloth bag. We work continuously to optimise the specific packaging solutions so that they are simple and use the least possible amount of material.

RECYCLING AND BIODEGRADABILITY

Recyclability and biodegradability are of great importance to the environmental footprint. Where the sorting is to occur at the hand of the customer, we communicate clear guidelines to ensure a high degree of recycling.



9

CHOICE OF MATERIALS

We use the following materials that, from a holistic perspective, fit best into our circular approach to packaging:

Bagasse

Bagasse is a material made from sugar cane fibres. Once the sugar cane has been squeezed for juice, a residual material remains, which was previously seen as waste. However, the material can be used to great advantage for packaging, both because it saves large amounts of CO_2 when the fibres are not burned in the field, and because it is a 100% natural and biodegradable material with good technical properties. The material is turned into a pulp and pressed into the desired shape. The material can be used for both cold and hot food, and can be heat-treated in the microwave.

rPET

We use a minimum of plastic, but in some cases, certain types of plastic are the most sustainable solution in relation to circular principles, as you can both produce plastic from recycled material and then recycle it once again. Of the plastics that can be sorted in the household and recycled in the current waste system, PET is the most functional and most sustainable type of plastic for food packaging. At Meyers, we use PET recycled from bottles already in circulation (rPET). This ensures we do not make further use of fossil resources required to produce new plastic.

Cardboard and paper

Items made from cardboard and paper must be certified with FSC, PEFC or Nordic Ecolabel and are as far as possible made from recycled pulp.

Why not bioplastic?

At Meyers, as can be seen, we focus on biodiversity and organic farming, among other things. Although we need to move away from using fossil resources that are the basis of conventional plastics, bioplastics are not currently a priority material at Meyers. Today, bioplastics are produced primarily from starch and sugar from conventionally grown plants such as maize, which could be used as food or take up agricultural land where food could be grown. This does not harmonise with our ambitions for low land use (see page 12) or high organic share. At present, the Danish waste system is also not ready to handle the decomposition of bioplastics, so, with a few exceptions, it ends up being incinerated. In Denmark,

we are not yet prepared to reap the possible benefits of bioplastics. If that changes, then we will revisit our material choices once again.

Packaging made from leguminous fibres

On the day that the demand for bagasse exceeds the amount of residual material from sugar cane production, which is currently in surplus, we need to have an alternative, and preferably one based in our own region (although the transport of bagasse from the country of production to Denmark has minimal significance from a climate perspective). In many types of food production, a fibrous residual material not suitable for consumptions remains and which is therefore burned if it cannot be used for other purposes. Together with researchers, product developers and designers, we will investigate whether fibres from crops grown at our own latitudes can be used to produce biodegradable packaging. Specifically, we will investigate whether it is possible to use the fibres from the stems of the legumes we want to promote the cultivation of (see page 20).

10



About our calculation method

The climate footprint from food is calculated based on a so-called life cycle assessment (LCA). It is a mapping of the footprint in all parts of the system from which the food originates - from the maintenance of the tractor that harrows a sugar beet field on Lolland to the energy consumption in the processing of the sugar for packaging, transport and everything in between.

INNOVATIVE AND RIGOROUS ANALYSIS

The method used has been developed by Jannick Schmidt and 2.-0 LCA consultants, who are among Denmark's leading experts in life cycle assessment. The method is based on data from the EXIOBASE database, which is the most complete and detailed global model for calculating CO_2 footprints. In combination with very detailed statements of cultivation, animal husbandry and food processing worldwide, this makes it possible to calculate the food footprint in every corner of the globe. The method is unique in its scope and interdependence; the entire global network of food systems is included in the analyses.



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IN LINE WITH THE BIG CLIMATE DATABASE – plus biodiversity and air pollution

Jannick Schmidt and 2.-0 LCA consultants are behind CONCITO's recently launched Big Climate Database, which is the world's most extensive and comprehensive database of the climate footprint of the most common foods. The life cycle assessments made for Meyers' consumption of goods are based on the same method and the same underlying data, but also map the footprint on biodiversity (nature occupation), as well as air pollution (respiratory inorganics) and a total of 14 additional environmental parameters.

THE INDIRECT LAND USE MUST BE INCLUDED

One of the important - and in some eyes controversial - aspects of the method behind the Big Climate Database is the focus on food's impact on land use, the so-called 'indirect land use change' (iLUC). Thereby, for example, it recognises the fact that increased demand for meat also leads to increased deforestation for the cultivation of fodder in developing countries. This means, among other things, that this method attributes a higher carbon footprint to meat than methods that disregard this mechanism. However, regardless of the calculation model, meat - and especially the meat from cattle - is generally the highest in all types of statements. We at Meyers believe it is evident that this factor must be taken into account, as this is a significant dynamic in an interconnected world, where all the choices we make have consequences - even far from our Danish fields and meadows. Deforestation accounts for 11% of global greenhouse gas emissions, according to the UN organisation IPPC's latest statements - equivalent to worldwide road transport or a third of the world's burning of coal. Just as one would not exclude CO₂ from burning diesel from an LCA for a transport company, so we do not exclude CO₂ from iLUC for a food company like Meyers.



The data must get to work

In connection with mapping our entire climate footprint, we have, together with LCA 2.-0 Consultants and Rambøll, developed a tool that shows how we perform in each of our kitchens on an ongoing basis; for instance, in all the canteens we operate. Here we can illustrate the climate footprint right down to the raw ingredient level, month by month. In addition to providing ongoing documentation, the tool will make it possible to work with climate goals locally with our customers and partners, this making it a shared journey.



BIODIVERSITY

Based on calculations of the footprint of our raw ingredient consumption on biodiversity, we have set clear goals for this important parameter of our planet's health. Through a number of initiatives, we want to consider diversity in nature and the cultivated landscapes.

Our goals

We will reduce land use from our raw ingredients by 30% per kilo of food by 2030



We will work for increased biodiversity in and around the cultivated areas in Denmark through our choice of organic raw ingredients and specific initiatives around cultivation and animal husbandry



All fresh seafood we use must be on the WWF's green list, and all farmed seafood must be on the WWF's blue list

As part of our climate accounts, we measure our footprint on ocean acidification to ensure that we contribute minimally in the future.

The extinction of the world's biological species is happening at a frightening pace - an issue that is sometimes overshadowed by the climate crisis. According to the UN, 25% of all animal and plant species are threatened with extinction, and efforts to quickly and effectively curb the loss of biodiversity are crucial to conserving Earth's ecosystems.

When the climate is taken into account in the choice of raw ingredients, the negative impact on biodiversity also becomes smaller. However, there is good reason in focussing specifically on biodiversity: you can measure crucial factors for biodiversity, and you can make choices that preserve habitats, make room for more species in cultivated landscapes, and so on.

PRODUCING FOOD USING LESS SPACE

Biodiversity is richest in wild, undisturbed nature that is not controlled by irrigation, fertilisers, and pesticides. Therefore, land use is a vital indicator of how our consumption affects the loss of biodiversity. As a separate layer in the calculations developed by 2.-0 LCA consultants to measure our climate footprint, we also measure the total land use for our consumption. Against this background, we have set a target of reducing our total land use by 30% per kilo of food by 2030. In particular, reduced consumption of the most space-consuming animal raw ingredients, such as beef and lamb, will make it possible to achieve this target.

LIFE IN THE SEAS

It is not only on land that biodiversity is weakened, but also in our seas and coastal areas. This is partly due to pollution and ocean acidification from, among other things, CO₂ emissions, which cause the pH value in seawater to fall and affect living conditions. It is also partly due to overfishing, which leads to species extinction because fish stocks cannot reproduce sustainably. As part of our climate accounts, we measure our footprint on ocean acidification to ensure that we contribute minimally in the future. Furthermore, we have set a goal that the fresh seafood we use must be caught with gentle fishing methods and not from overfished stocks. In practice, this means that all fresh fish we use must be from the WWF's green list and that all fish from farming must be on the blue list.

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The WWF assesses the state of fish stocks and the environmental impact, as well as the management of fisheries and aquaculture worldwide, based on a wide range of criteria and scientific data. The evaluation follows a method developed by environmental organisations and has been reviewed by scientific fishing institutes. By buying fish from stocks that are not overfished and that are caught with fishing gear that does not have a detrimental effect on the seabed, we can help take care of the marine environment.

MORE NATURE IN AND AROUND AGRICULTURE

By choosing organic food, you promote agriculture without pesticides, so that, for example, more of the wild, endangered pollinators in the fields can live. In addition to our overall organic objectives, we work with selected producers who raise livestock in the wild, such as forest pigs, which can help promote biodiversity on the land they graze on - read more on page 17.

ENVIRONMENTALLY FRIENDLY CHOICE OF CHEMICALS

We make environmentally friendly choices in all the contexts where it is necessary to use chemicals. Our goal is to use only Nordic Ecolabel chemical and cleaning products. The Nordic Ecolabel, which is the official Nordic environmental label, aims to counteract the deterioration of natural habitats, stop the loss of biodiversity and protect and prevent the extinction of endangered species. Several of our canteens today have the Nordic Ecolabel, and we are in the process of obtaining the label for all of them. Even where labelling has not yet been secured, we work based on the same principles.



DIVERSITY IN CROPS AND TASTE

When we talk about biodiversity from a sustainability perspective, it is the wild species that are in focus; they are the ones that are threatened by environmental change. However, biodiversity is also a parameter in the cultivated landscapes and on our plates. Certain varieties with special properties, such as a high yield, good resistance to pests and fungi, etc., will take over in highly efficient agriculture. In that development, many varieties will fall by the wayside and disappear from our agriculture and culinary consciousness. From the work of reintroducing old Nordic gain types to projects aimed at growing lesser-known cabbage varieties and other vegetables, it has been crucial for us to ensure the diversity of cultivated crops. This is a central focus in our efforts to bring the old Nordic varieties of legumes back to Danish fields - read more on page 20.

ORGANIC PRODUCE AND ANIMAL WELFARE

We have been working with and advising on organic cooking in private and public kitchens for more than two decades. Measured by volume, Meyers is among the largest organic food purchasers in the Danish foodservice industry. We see organic food as an important part of our holistic work with sustainability, where considerations such as clean groundwater, aquatic environments in lakes and streams and space for more life in the fields are central - not least in a small, intensively cultivated country like ours. Animal welfare is an important consideration that we take into account through our organic focus, but also through collaborations with non-organic producers with high standards of quality and animal welfare.

Our goals

All kitchens must obtain the Organic Cuisine Food Label in 2021







Organically grown grains of old Nordic varieties with great taste and high nutritional value have been a cornerstone of our work for several years.

ORGANIC TARGETS

At Meyers, all our business areas were at least 30% organic by the end of 2020, but some areas are close to 100% organic. Aiming to strengthen our organic focus, our entire organization must work collectively towards a total organic tonnage of at least 60% by 2025. Once that target is reached, many of our kitchens will also be able to obtain the gold Organic Cuisine Label.

Our ambition is that, as soon as 2023, all Meyers canteens have the silver Organic Cuisine Label, corresponding to 60-90% organic, and that 10% of the canteens have a gold label, i.e., over 90% organic. The goal is also to increase organic sales to 80% for ready-made meals in Coop by 2023, and that 90% of sales across Meyer's products in Coop are organic by 2025.

GRAINS AND FLOUR FROM OUR OWN ROWS

Organically grown grains of old Nordic varieties with great taste and high nutritional value have been a cornerstone in our work for several years. On organic farms, all crops are grown without the use of pesticides and fertilisers. Original wheat species, such as spelt, emmer and Einkorn wheat and the old wheat 'land' varieties, for example, Oland wheat and Halland wheat, are more resistant to disease than modern varieties. From nature's side, they are also hardier, better at utilising the soil's nutrients, and better tolerate competition from weeds.

We get most of our grains from organic fields on Zealand, where they are grown in crop rotation with broad beans, clover, and lupine, because these crops naturally add nitrogen to the soil, which further fertilises the grains. Furthermore, livestock manure is added to the soil. In this way, enough nitrogen becomes available for the fields to give a sensible yield and a grain with high protein content and good gluten quality. Every year, we plan the amount of grains we need sown and then enter into cultivation agreements with a dozen farmers. We are also very closely involved in the operation of a 100-year-old stone mill in Skåne, Sweden, which turns the grains into flour, and where we are the only major customer. In our bakeries, all bread and cakes are baked with organic flour and grains.

THE COW'S FUTURE, AND THE COW OF THE FUTURE?

If we are to achieve our climate goals as described in the first section, then our cooking needs to contain less meat - we will simply have to eat more of the plants ourselves that we usually grow to feed the animals. However, we also do not want a future without the cow, the pig, the sheep, and the chickens, which have helped shape our agriculture, landscapes, and food culture for centuries.

Instead of altogether abandoning animal husbandry, we will work to ensure that the animal raw ingredients we continue to use - milk, cheese and meat - in addition to representing the greatest possible good taste, come from a livestock farm that is in tune with its surrounding nature, prioritises the animal's natural behaviour and has the lowest possible environmental footprint.

At Meyers, we have collaborations underway, all of which are moving in this direction. Orga-

nically bred cattle on Livø, which graze on the island during summer and eat fodder grown locally on the island in the winter, organic forest pigs and grass pigs from Funen are some of the livestock farms we believe have great value and deserve a place in the food landscape of the future.

However, what is good for taste, animal welfare and biodiversity in fields and meadows is not by definition a gain in the CO_2 accounts. Many factors come into play, for instance, animals that are allowed to roam in more natural environments move more and have a longer life, which is why they also have time to emit more methane gas. The CO₂ account is not the only factor that matters to our choices, but it is essential for us to work towards animal husbandry that is not only more beautiful, better for the animals and the immediate environment, but which also makes sense in terms of climate. Therefore, in collaboration with organic farmers, researchers and other partners, we will work to find untapped potentials for more climate-friendly animal husbandry. Grazing of lowland soils that are today cultivated inefficiently, and rearing of bull calves that are today killed and discarded, are among the options we will explore. We do

not know the optimal balance between these considerations today, but we promise to help create greater knowledge in the field.

ORGANIC DEVELOPMENT

It is natural for us as a company to be a member of the non-profit organisation, Organic Denmark. Meyers Canteens are also represented in the Minister of Food's Organic Business Team, which will recommend how Denmark as a country sthrengthens its market-driven organic sector. We want to help shape development and work for a more coherent way of thinking, which brings together the considerations of organic farming, animal welfare, and climate.

At Meyers Madhus, we advise many public kitchens on how to operate with a higher degree of organic produce, using good kitchen craftsmanship as the driving force. We do this based on a method developed over a number of years and based on many hundreds of handson advisory sessions.



At Meyers Canteens and in Meyers ready-made meals in Coop, we use either ecological chickens or chickens that roam freely. We also use organic chickens and soup hens from Rokkedahl in Himmerland, which is a good type of breeding animals that also contribute much more flavour than their younger counterparts.

ORGANIC PRODUCE AND ANIMAL WELFARE

LOCAL SENSIBILITY

Sustainable development requires solutions on a global level, but we will not get anywhere unless we are interested in what is going on in our own immediate area. We will prioritise efforts that help ensure that local, Danish and Nordic food production and food culture will continue to be a source of hope, inspiration and change for others.

Our goals

Everywhere in the country where we have activities, we collaborate with local producers who share our ambitions for quality and sustainability



We will continue to be a driving force in developing vital and sustainable food production, not only as a purchaser but also as an initiator in collaboration with researchers, farmers, breeders and other key stakeholders





LOCAL PRODUCTION AS A STARTING POINT

In all parts of the country where we operate canteens and restaurants, we collaborate with dedicated local producers to contribute to food development in the area. This type of collaboration can also unfold in the heart of Copenhagen, like when we at Meyers Deli have produced Frederiksberg cider brewed from windfall apples from the neighbouring area's gardens in collaboration with Decideret Cider. The apple orchards on the island of Lilleø, legume cultivation on Bornholm and Lolland, Funen grass pigs, cattle from Livø and our cultivation collaborations with Zealand based grain cereal growers are other examples. We work with organic vegetable growers on Zealand on an experimental field, where we grow and test lesser-known varieties of vegetables. We also buy 'ugly' vegetables from our local suppliers that do not fit into the retail trade, but which are just as good in terms of taste.

In 2021, we started our own vegetable project in Sakskøbing on Lolland on land that belongs to the socio-economic company Saxenhøj. This year we will cultivate 2 hectares outdoors and 300 m2 in greenhouses - all organic.

COASTAL FISHING AND UNTAPPED RESOURCES

We want to contribute to a development where we increase the focus on our regional fish species and help promote the activity and culture that fishing has created in the smaller ports and harbours of Denmark. Coastal fishing is gentle on the natural habitats of the sea, has a minimum of unwanted by-catch and equals low fuel consumption. That is why we periodically work with fishermen to bring fish caught close to shore directly to the quay at some of our locations.

We are also involved in a project about turning the round goby, an invasive small fish species caught by gentle fishing in Guldborgsund, where there is a large stock, into a culinary resource in the form of a locally produced fish sauce.

We want to contribute to a development where we increase the focus on our regional fish species and help promote the activity and culture that fishing has created in the smaller ports and harbours of Denmark.

In the middle of Europe's pea belt

- an excursion around legumes

If we are to eat more vegetables and less meat, and for it to still be a pleasure, then we must become more familiar with a wide range of green ingredients, which today play a negligible role in our food culture. This is especially true in the case of legumes. Beans, lentils, peas and chickpeas contribute proteins and other good nutrients to our diet, and they provide fullness and umami in our meals. Furthermore, they also naturally fertilise the fields where they grow. Legumes need more advocates in the Nordic countries; according to the National Food Institute, we in Denmark only eat about 5 g of legumes on a daily average. In addition to the fact that more legumes on the plate make excellent sense in terms of the climate. they will be able to enrich our food culture. At Meyers, we work on many fronts for more legumes in our food.





We collaborate with producers and farmers on the island of Lolland to bring some of the most interesting varieties back into the soil.



After publishing Green Food in 2017, we released the Green Proteins cookbook in 2020, with over 400 pages exploring the unimaginable possibilities in the kitchen that legumes and other protein-rich green ingredients give us.

A collaboration with organic farmers on Bornholm and Bornholms Valsemølle will give us access to, for instance, lentils grown at Svaneke and Tejn already after the first harvest in the autumn of 2021. These are steps on the way to replacing a significant portion of imported legumes already used at Meyers - today about 75 tonnes - with Danish, organically grown alternatives.

There is a wealth of interesting legume varieties in Danish and Nordic agricultural history.

Most of them are almost forgotten, preserved only by the Seed Collectors association and other dedicated plant advocates. We collaborate with producers and farmers on the island of Lolland to bring some of the most interesting varieties back into the soil - in the heart of what was actually known as Europe's pea belt 150 years ago. It is a long-term process of testing, selecting and upscaling the production of old Nordic legumes, with names such as Lolland raisins or Gyrithe's pea, as several of them are only preserved in tiny quantities. Our dream is to help create something on an equal footing with the revival of Oland wheat and the other old grain types in Denmark and the Nordic countries.

Legumes contain unique improvement potentials. For a number of years, we have worked with the fermentation of legumes based on traditional Asian craftsmanship. Meyers collaboratess with Foodture, a company that specialises in making tempeh, which is the Indonesian equivalent to tofu, based on whole fermented soybeans, but in a Danish version made from lupine beans grown on Lolland. Tempeh from Foodture is currently heading into shops and meals at Meyers.

In general, we want to increase the use of protein-rich crops from the plant kingdom to help reduce the amount of animal proteins in our kitchens. We communicate the use of green proteins to the students on our food courses, and they are a focal point when we advise more than a thousand public kitchens on making more climate-friendly food. Through dissemination activities and contributions to research projects, we work towards the long-term goal of (re)establishing the position of legumes in the Nordic cuisine landscape, so that the sustainable food culture of the future can also draw on a biodiverse and tasty base of Nordic raw ingredients. In this way, we hope both to influence what will be available and to what extent it will be in demand.

A LONGER TABLE

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We know from many initiatives that food and meals have a unique potential for releasing hidden resources in people who feel left out. Not a day goes by without us asking ourselves how our experiences and resources can become a source of hope and opportunity for those who do not feel invited to the table. We see it as an exceptionally crucial task to give children a good start to their food life.

Our goals

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We want to give as many children as possible a good start in their food life through rich, healthy and sustainable learning

We want to use food and meals as a concrete driving force to give people new chances, create greater inclusion and help solve societal issues

We want to contribute to research and development that combines health and nutrition with quality, good taste and the pure enjoyment of food

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CHILDREN'S FOOD LIFE

For a long time, there has been an increasing tendency for children not to learn basic cooking skills. We see this as a significant loss in itself, as well as a threat to a viable and sustainable food culture of the future. We work with children and young people through many initiatives, in an approach where community, enjoyment of food, and a high level of ambition are cornerstones. We work to establish skills and create the framework for a rich and healthy food life. Our starting point is a belief in the ability of children and young people to grow and develop if we connect with them properly. Aiming to make healthy choices requires relationships and structures that give children and young people a fair chance at acquiring and maintaining good food habits.

We do this through a wide range of initiatives, including a Culinary After-school Centre, which for 20 years has offered food teaching

for up to 5,000 children, Cook Camps, which are culinary summer camps during the school holidays, and initiatives such as Smagens Time, where children get to dine at restaurants without their parents. Through the Cool Beans project, we have, together with Herning Municipality, created a solid local facility, where children come to the kitchen, and at Mod på mad, which is an Open School offer created In collaboration with the City of Copenhagen, we give more than 12,000 children a year a boost to their food education. We are constantly working to find new ways to get children into the kitchen, so that they have the tools to take care of our collective food culture in the future.

FOOD AS THE FOUNDATION OF SOCIAL INITIATIVES

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the enjoyment of food, sensorics and collaboration as driving forces, food and meals can create a space for being together, where everyone can meet and benefit from the joint activities - a benefit that extends from the inherent value of good, shared experiences to specific skills in essential areas, such as being able to cook healthy food for oneself and one's family, or the courage to start a job or education.

We have excellent experiences with this from projects such as the Bolivian food school and restaurant GUSTU in Bolivia, and the socio-economic cooking school in the Brownsville district of Brooklyn, New York, run by the Melting Pot Foundation and founded by Claus Meyer. In a Danish context, we have for many years worked with food as a means of social change in, for instance, cooking schools in Danish prisons and the 'High school without walls' (Højskole uden mure) project, which targets vulnerable young people who have dropped out of education institutions and the labour market. In the 'Mea timel, Free time, Future' (Måltid, Fritid, Fremtid) project, we work with Save the Children Denmark to help vulnerable young people get part-time jobs in the hotel and restaurant industry. It is the same fundamental belief in the social power of the meal and the potential of food to facilitate change that drives efforts such as our food school for people with cognitive disabilities, and many others.

RESEARCH COLLABORATIONS

For years, we have collaborated with knowledge institutions on projects that investigate the importance of food in relation to human health. For example, we participated in managing the OPUS research project, which investigated the health-promoting and environmental qualities of a New Nordic Everyday Cuisine, and the Preview project, which compared the impact of different diets on diabetes. We are currently partnering with Rigshospitalet on crafting kidney-friendly food and Herlev Hospital on the importance of food for conditioning a healthy liver. The knowledge that is created in these projects can hopefully benefit both the sick and the healthy in the future.

In early 2021, the Danish food authorities published a set of updated, climate-friendly dietary advice. In collaboration with the National Food Institute, we are working on translating these new, climate-friendly dietary guidelines into specific recipes that will make it easier and tastier to follow the dietary guidelines on a daily basis.

DIVERSITY AND OPENNESS

If we are to succeed with a more sustainable food culture, where taste, craftsmanship and quality are the driving forces for change, the culinary craftspeople of the future are key figures. We want to contribute to that. We have an ambition that Meyers should be the preferred internship place for students in culinary vocational education programmes who wish to develop the food culture both locally and globally. Diversity in experience levels and skills helps to shift our approaches and understandings, and therefore, we also prioritise diversity in the composition of employees, regarding gender, age, level of education, etc., in line with UN recommendations.

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