

HARMONY



OUR PROGRAM TO CHANGE THE WAY WHEAT IS GROWN IN EUROPE AND BAKE GREAT BISCUITS

ABOUT HARMONY

Harmony is Mondelez International's European sustainable wheat sourcing program. It is a partnership with local farmers located as close as possible to our biscuit factories. The Harmony farmers apply a demanding charter of sustainable farming practices to grow the Harmony wheat.

THE HARMONY CHARTER

- Minimize the usage of pesticides & fertilizers through the selection of resilient wheat varieties and crop rotation, and care for soil.
- Avoid unnecessary treatments.
- Reduce carbon emissions, especially through the reduction of fertilizer use.
- Preserve the quality of water.

PROTECTING BIODIVERSITY

Our global food supply depends on biodiversity. Pollinators – like bees and butterflies – help many plants reproduce. Harmony helps preserve and enhance local biodiversity: every Harmony farmer dedicates at least 3% of every wheat field to specially chosen flowers that give pollinators the food they need.

HIGHLIGHTS OF ACHIEVEMENTS SO FAR :

20%
Reduction in pesticide use in Harmony fields*
*Versus the national average Treatment Frequency Index in France².

In 2017, we observe :

- 16,9 million bees
- 32 species of butterfly.

1700 farmers

In France, Spain, Poland, Belgium, Italy and the Czech Republic.

177,000 tonnes
Of flour for the 2017 harvest.



In 2017, our farmers sowed :

39,000
hectares Harmony wheat

1026
hectares flowers

HARMONY 2022 GOAL :

