

Bread-Initiative.eu

PRESS RELEASE

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Bread consumption in Europe: an essential role in a healthy and balanced diet

A healthy and balanced diet is the foundation of good health. Bread finds its way to be an integral part of a healthy lifestyle. Over recent years, we observe a decline in the consumption of bread in Europe and it is mainly due to changes in our eating and living habits.

In this context, **Bread-Initiative** has been established. This informal coalition represents the flour millers, the craft and industrial bakers, the bakery ingredients and yeast manufacturers. The aim of **Bread-Initiative** is to improve the image of bread in its diversity, emphasising the health value, cultural heritage and economic importance of the bread sector in Europe.

Bread-Initiative commissioned GIRA Consultancy & Research to carry out a deep and comprehensive study on bread consumption across Europe including 17 EU countries. Highlights of the study, which is being presented today to Members of the European Parliament and Officers of the European Commission on 14 November in Brussels, include:

- Bread consumption dropped from 67 kg (2004) to 63 kg per capita today;
- Fresh bread consumption in particular dropped from 51 kg (2004) to 46 kg per capita today;
- National Health Authorities recommend the consumption of bread, although consumption figures remain under their recommendation level;
- Younger consumers eat less bread, but more out of home;
- Men usually eat more bread than women, but women eat a wider variety of bread;
- An increase of searching for regional and local bread products.

The study also outlines the high-quality, taste, authenticity with local recipes that characterised bread in the EU and should be emphasised to EU consumers in a context of free-from diets and economic crisis.

This study is strongly welcomed because it helps quantify the slow decline of bread consumption overall the EU. The EU institutions should take full account of that contribution and the threats it implies for the EU grain chain future development, as they further develop their strategy on jobs and growth.

Attached: Infographics on GIRA Study key findings

For more information, please visit: www.bread-initiative.eu

An initiative from:

