

# Bread-Initiative.eu

## PRESS RELEASE

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### EU Bread consumption has an essential role in a healthy and balanced diet across European consumers

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.

On this context the BREAD-INITIATIVE.EU has been established. This informal coalition represents flour millers, craft and industrial bakers, bakery ingredients companies and yeast manufacturers. The main aim of the bread-initiative is to improve the image of bread in their uniting diversity. It is willing to make clear to consumers the health value, the cultural heritage and the economic importance of the bread sector.

The BREAD-INITIATIVE.EU commissioned GIRA Consultancy & Research to carry out a deep and comprehensive study on bread consumption across Europe. Highlights of the study, which will be presented to the European Parliament and other European Institutions, include:

- Bread consumption per capita dropped from 67 kg (2004) to 63 kg today;
- The drop of bread consumption did not affect all technologies equally as well as across EU countries;
- Fresh bread consumption in particular dropped from 51 kg (2004) to 46 kg 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 and authenticity with local recipes that characterises bread in the EU that should be emphasised to EU consumers in a context of free-from diets and economic crisis.

This study is strongly welcomed because it helps to 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/Summary on GIRA Study key findings

**For more information, please visit:** [www.bread-initiative.eu](http://www.bread-initiative.eu)

An initiative from:



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Flour  
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