Acting for the Finnish bread

Mari Dunderfelt, Vaasan
The bakers of Finland’s most popular bread
Together we take responsibility from field to fork
Challenge in 2016:
The packed fresh bread category was lacking emotion and appeal
To make it worse: Consumers realized that the iconic Vaasan Ruispalat was baked using imported rye.
Our ways of communicating did not work - we needed to steer our actions into a new route.
We clarified our purpose:
ACTING FOR THE FINNISH BREAD
Then:

ACT ON IT!
Action: Domestic rye promise
We made an open promise and started co-operation with farmers
Action: Fight against bread waste
Food waste is a big shared issue

- A major climate burden
- Food waste = wasted resources
- Occurs across the food chain
- Bread in the TOP 3 of wasted foods
Every 5th slice of our best seller bread is wasted in the food chain.
We wanted to support consumers who fight the same challenge

**FEEL**
64% of Finns want to avoid food waste

**ACT**
44% of Finns throw away bread weekly
NOT A SINGLE BREAD SLICE SHOULD BE WASTED

Heart of a small bakery. Responsibility of a big one.

We acted:

• We openly communicated our bread waste numbers

• We increased awareness about the bread waste issue

• We helped consumers with tips

• We shared what we do to reduce and manage bread waste
We raised the food waste issue in various media channels
The bread bag is the bread’s choice in the fight against food waste.
Results and learnings
Consumers talk more positively about Vaasan in social media

Social media sentiment

2017

0.38

+12%

2018

0.50
Our own employees feel more proud about their workplace

“I am proud to tell other people where I work”

+6% points

Internal survey, 2018 vs. 2017
We have improved our brand sustainability ranking
Key learnings

Identify your purpose and embed it to actions and communication

Find bigger themes to solve together with consumers

Boldly take part in societal discussion

Walk the talk
THANK YOU!