



Photo
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**A STORY OF
SUSTAINABILITY**



DE TROG ORGANIC BAKERY HAS BEEN PRIORITISING SUSTAINABILITY FOR SEVERAL YEARS

Organic bakery De Trog, based in Ypres and founded by Hendrik Durnez, swears by traditional craftsmanship. Its skilled master bakers work tirelessly, day in day out, to produce the most delicious organic bread. At De Trog, the purity of the ingredients and the pure artisan craft of baking bread, as well as an emphasis on sustainability and the Sustainable Development Goals (SDGs), are ingrained in everything they do. A success story that continues unabated.

DE TROG IN ALL ITS GLORY

Ever since 1970, De Trog organic bakery has firmly stuck to its four principles: organic ingredients, time, home-made natural sourdough and traditional craftsmanship. Principles that guide the bakery in everything it does, serving as inspiration for the future. Principles that our team of passionate employees also endorses. 'The Earth is bountiful', says Hendrik resolutely. That is why the bakery wants nothing more than to build on this bounty of **pure and nutritious ingredients** that nature provides. The **home-made natural sourdough starter**, whose aroma has only gained in flavour over the past 40 years, is the ultimate proof of this. We carefully select our raw materials, using them in an artisan production process, preferring ingredients in their purest form. **Time is another crucial ingredient, as part of the natural fermentation and proofing process**, as is the manual labour, which results in the most original and tasty creations. Organic artisan breads, **produced in accordance with the methods of traditional craftsmanship** by people who are passionate about their craft and uphold the principles of sustainability and the SDGs? There is no better way to describe organic bakery De Trog. Does our philosophy appeal to you? Find out how we contribute to the Sustainable Development Goals in this article.



WORKING TOWARDS IMPROVED NUTRITION AND ERADICATING POVERTY (SDGS 1 AND 2)

Our quest for **accessible and nutritious bread creations** is never-ending. De Trog is convinced that bread is an essential part of a balanced and varied diet.

That is why the bakery has chosen to bake bread without enhancers, flavourings or preservatives from the onset.

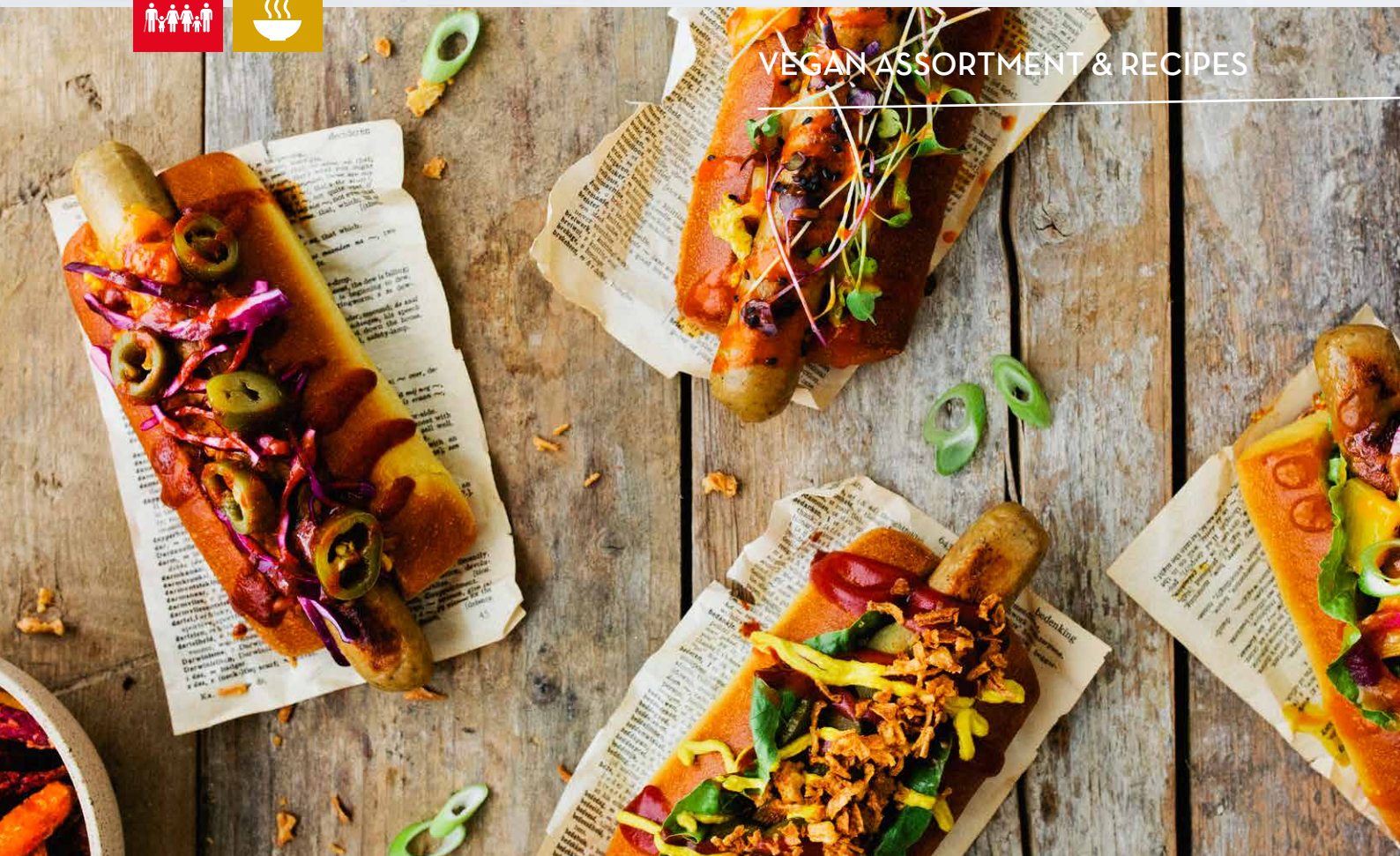
De Trog is only happy to contribute to raising nutrition to a higher level out of a strong desire to improve the lives of people everywhere. Moreover, the inspired bakers actively contribute their ideas to this, **in addition to responding to the growing demands of society** and playing a pioneering role when it comes to trends.

A few years ago, De Trog realised that vegans were also scouring the shelves for a tasty loaf. Since then, its vegan breads, which also bear the European V seal of quality for vegans, can be found far and wide. Protein-rich, low-carbohydrate, fibre-rich breads, which are perfect for specific diets, as well as low-carb breads, which are ideal for an evening meal, are equally popular. The company thus caters to everyone's needs through its wide range of organic breads. But De Trog also makes an effort to help people who find it difficult to make ends meet.

The bakery participates in numerous projects and sends bread to the food bank every week, ensuring that bread for everyone really means **bread for everyone**.



VEGAN ASSORTMENT & RECIPES





COMBATING CLIMATE CHANGE AND EXCELLING IN ENERGY EFFICIENCY (SDGS 6, 7 AND 13)

At De Trog, we are very much aware that climate change is an issue, which is why our organic bakery has resolutely opted for a carbon-neutral business environment and has succeeded in neutralising its CO₂ emissions of 1,372 tons. A fantastic achievement for which De Trog became the first Belgian bakery to be awarded the CO₂-neutral label.

De Trog largely owes this remarkable achievement to the green energy that plays such an important part in everything it does. De Trog has invested in solar panels and the residual heat from its ovens is recovered thanks to innovative techniques. The team at De Trog is also keen to avoid exhausting natural resources in any way they can. Rainwater is recovered and used throughout the bakery's sanitary areas, and De Trog hopes to take even further steps towards sustainable water management in the future.

“Thanks to a larger collecting area and water purification installation, we will also be able to use rainwater in our production”, says one of the bakery’s spokespersons. .





ORGANIC LOCALLY GROWN GRAIN
FOR OUR BELGIAN BREAD



DE TROG AND NATURE, WORKING HAND IN GLOVE (SDG 15)

De Trog's no. **1 priority is biodiversity**. Mother Nature must be given free rein, something the bakery is keen to encourage every day.

Thanks to its preference for **organic cultivation**, De Trog has said farewell to the use of chemical fertilisers and sprays and soil depletion is given no chance. Our planet needs to support and stay habitable for future generations, after all. Moreover, De Trog not only takes a responsible approach to nature; it also actively contributes to ecological well-being.



In the framework of the 2021 'Warmste Week', the bakery's employees planted a new 'De Trog' forest. In addition, De Trog collaborates with Belgian research institutes, farmers, millers and buyers in a respectful manner. Local economy and pure craftsmanship are the bakery's cornerstones for long-term relationships.





PUTTING PEOPLE FIRST EVERY DAY (SDGS 4, 5, 8 AND 10)

De Trog goes that extra mile for its many customers and bread lovers, but it also values its workforce.

For more than several decades, over 120 motivated employees have been heading to Ypres every day, where a great workplace awaits and where they can do a job that suits them to a tee.

De Trog believes in an **individualised training plan**, identifying areas of opportunity for employees while also immersing them in the company's philosophy.

That way everyone is on the same page and the company is also able to respond to the **personal needs and requirements** of its employees.



De Trog also recognises the unique added value of each employee, **embracing diversity**. Every day efforts are made to join forces and achieve smooth collaboration between co-workers. Thanks to advanced language training, trilingual corporate communication and visual communication, everyone feels comfortable working at De Trog. **Inclusivity** is a mindset in this bakery!





SUSTAINABLE PRODUCTION AND CONTINUOUS INNOVATION (SDGS 9 AND 12)

De Trog regards its own production process with a critical eye, continually optimising it and **reducing waste** where possible. The bakery has succeeded in significantly reducing the waste it produces by scrutinising its packaging materials and using bread surpluses to create new products.

Have you tasted the bakery's organic 'Troggeling' beer or its delicious 'croustini' yet? These two great **creative food waste products** have since become winners of the Food Waste Awards. Grain surpluses are given to Natuurpunt for birds in the fields. Part of the residual flows is also transformed into animal fodder in collaboration with TROTEC, thus upgrading waste into feed. Bread surpluses are donated to food banks. What about the remaining waste?

De Trog sorts its waste thoroughly before disposing of it.



Can a traditional bakery embrace innovation and digitisation? Of course it can, as they have discovered first-hand at De Trog. A growing bakery must evolve in step with the times, relying on solid infrastructure and technological progress. The work is adapted to the employees. Ergonomics are a priority at De Trog, ensuring employees can work longer, while remaining fit and healthy. New techniques or possibilities to scale up the production of artisanal bread without detracting from the baker's craft? De Trog is always happy to try them out. The bakery has already implemented smart robotisation as well as far-reaching data analyses and innovative smartglasses. That De Trog has always been an early adopter is proven by the conferral of the Factory of the Future Award on this Ypres-based organic bakery as early as 2016.



CONTINUOUS INNOVATION TO BE ABLE TO
PRODUCE HIGH QUALITY PRODUCTS

ENJOY ARTISAN BREAD
EVERY DAY!



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