

# Carlsberg Group – Towards ZERO farming footprint

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# Carlsberg Group has Danish roots and a global reach

**12.5 BILLION\***  
LITRES BREWED IN 2023



**125**

MARKETS REACHED  
BY OUR PRODUCTS

**30,000+**  
PASSIONATE PEOPLE

**140** BRANDS



# TOGETHER TOWARDS ZERO & BEYOND



**ZERO**  
Carbon  
Footprint



**ZERO**  
Farming  
Footprint



**ZERO**  
Packaging  
Waste



**ZERO**  
Water  
Waste



**ZERO**  
Irresponsible  
Drinking



**ZERO**  
Accidents  
Culture

Responsible  
Sourcing

Diversity, Equity  
& Inclusion

Human  
Rights

Living By  
Our Compass

Community  
Engagement

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# Agriculture and processing is the second biggest emission category in our value chain



% of total value chain emissions in 2022

**24%**

**Agriculture & processing**  
Growing and processing of our raw ingredients

**11%**

**Breweries**  
Production of our beer and beverages

**45%**

**Packaging**  
Manufacturing and disposal of our packaging

**10%**

**Transportation & distribution**  
Distribution of our products to customers

**10%**

**Cooling**  
Refrigeration of our products in bars and retail stores

## By 2030:

- › **30%** of our raw materials are from regenerative agricultural practices and are sustainably sourced

## By 2040:

- › **100%** of our raw materials are from regenerative agricultural practices and are sustainably sourced



**MINIMAL SOIL  
DISTURBANCE**



**PERMANENT  
SOIL COVER**



**CROP  
DIVERSITY**



**REDUCED  
SYNTHETIC INPUT**

## **BENEFITS OF CORE PRINCIPLES**

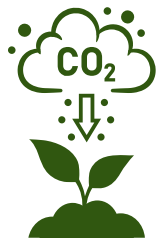
MAIN BENEFITS OF REGENERATIVE  
FARMING



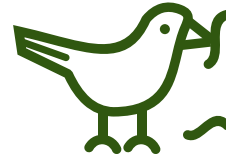
**BENEFIT NO. 1:**  
ECONOMIC SUSTAINABILITY  
FOR THE FARMER



**BENEFIT NO. 3:**  
CLIMATE RESILIENCE



**BENEFIT NO. 2:**  
CARBON SEQUESTRATION  
AND REDUCTION



**BENEFIT NO. 4:**  
HIGHER BIODIVERSITY IN  
THE AGRICULTURAL  
LANDSCAPE



DAK  
CO-OP  
S-UP











Article • Drink

# Carlsberg Advances Sustainability with Regenerative Barley

By Helen Sydney Adams

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November 17, 2024 • 5 mins

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Søren Ilsoe, the Danish farmer with whom Carlsberg has struck a huge new deal | Credit: Simon Boas Hoffmeyer

**We explore Carlsberg's shift to regenerative farming in Denmark, to enhance sustainability and resilience in brewing**

Carlsberg has recently embarked on an innovative agricultural venture in Denmark, focusing on **regenerative farming** practices. The move is part of a broader commitment to source all raw materials in a regenerative manner by the year 2040.

In collaboration with agricultural cooperative DLG and malting firm Viking Malt, Carlsberg is moving towards sourcing malt barley exclusively grown in Denmark under regenerative farming guidelines. This approach is geared towards revitalising the ecosystem, ensuring biodiversity and enhancing soil health while concurrently maintaining robust crop yields.

COMPANIES

Carlsberg >



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# Den første af sin slags: Carlsberg brygger øl med regenerative råvarer fra Danmark

Carlsberg har indgået samarbejde med DLG og Viking Malt og tager et skridt imod en mere bæredygtig ølproduktion med maltbyg dyrket efter regenerative principper.



Carlsberg har indgået samarbejde med DLG og Viking Malt om bæredygtig ølproduktion. Arkivfoto



Søren Nørgaard Jensen ▾

f t in e

Gem

Carlsberg har indgået en aftale med DLG og Viking Malt om at købe maltbyg, dyrket efter regenerative principper, som vil blive brugt til en special-brygget særudgave af Carlsberg, der lanceres næste år.



**We are partnering with farmers,  
suppliers & experts to  
accelerate regenerative  
practices**

**📍 Example: Collaboration in Finland**

# We are integrating regenerative practices into our brand offerings



 **Example: Collaboration in the UK**

**We are uncovering the brewing ingredients of tomorrow**



**Brooklyn Brewery Fonio Pale Ale**

**We are exploring low-carbon solutions for different raw materials**



**📍 Example: Collaboration in Laos**



# Public Private Partnerships will be needed to achieve scale on regenerative agriculture

Specific focus areas to make regenerative agriculture the new conventional agriculture

## Transition financing

E.g. through specific EU-wide fund.

## EU-wide MRV

Launch a monitoring, reporting & verification programme to standardize outcome measurement methodologies

## Knowledge sharing

Create a programme to provide trainings and peer-to-peer learning

Report to be launched in Davos, together with WBCSD and BCG

# Partnerships are key!

**Agrovi'**  
*Den bedste løsning på jorden*

 **VIKING MALT**

 **malteries  
soufflet**

**dlg**

**SAI**  
PLATFORM

 **SCIENCE  
BASED  
TARGETS**



**Colleagues**



**Suppliers**



**Customers**



**Partners**

# Carlsberg Group ESG Report 2023 & Human Rights Report 2023

