



## PRESS RELEASE

# Bread Consumption in Europe: An essential role in a healthy and balanced diet

Brussels, 15 November 2016



From left: Jean Manuel Lévêque (AIBI president), Christian Vabret (CEBP president) and Bernard Valluis (European Flour Miller president)

On 14 November 2016, CEBP – the European Confederation of National Bakery and Confectionary Organisations invited to a European Evening in Brussels.

At this event a study on bread consumption, which was co-financed by the Bread-Initiative was presented to a wider public of Members of the European Parliament and Officers of the European Commission.

The Bread-Initiative is an informal coalition of flour millers, craft and industrial bakers, bakery ingredients and yeast manufacturers. The aim of this informal coalition 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.



The main results of the study are:

- 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.

Reacting to the study, AIBI President Jean Manuel Lévêque said "The importance of bread as the first high-quality staple food is reasonably well understood in the EU. What is less well understood is the essential role of bread in a healthy and balanced diet. This study is strongly welcomed because it helps to quantify the slow decline of bread consumption overall the EU. I very much hope that the EU institutions will take full account of our contribution and the threats it implies for the EU grain chain future development, as they further develop their strategy on jobs and growth".

The infographic about the bread-consumption study can be found:  
<http://www.bread-initiative.eu/about-bread/>

The press release about the bread-consumption study can be found:  
<http://www.bread-initiative.eu/press-release-and-events/>

## About bread-initiative.eu

In 2015 five European trade associations, have combined to establish a bread initiative in Brussels. The aim of this informal group is to improve the image of bread and to emphasize the health value, the cultural heritage and the economic importance of bread. See [www.bread-initiative.eu](http://www.bread-initiative.eu).

## About AIBI

AIBI (International Association of Plant Bakers - aisbl) is the major European association of large bakeries. AIBI is formed of 16 national plant bakeries associations including Russia and Ukraine and representing more than 2200 plant bakeries. It represents the interests of its member vis-à-vis the European institutions in Brussels and beyond.

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