

Clarity on the implementation of EUDR measures

We are committed to deforestation-free supply chains and demand clarity and appropriate application periods for EUDR implementation

With the EU regulation for deforestation-free supply chains (EUDR), the European Union is taking an important step towards fulfilling its global responsibility for imports and exports, promoting environmental protection worldwide. We support this project and are working jointly with our partners to ensure that our supply chains are deforestation-free and transparent. To achieve this, trustful and responsible cooperation is just as important as a sufficiently high degree of planning security. For this reason, it is particularly important to us that clarity is created regarding the realistic design and application of the EUDR.

We are committed to contribute to its objectives and are already actively involved in various projects: Back in 2020, we signed the "Cerrado Manifesto" against illegal land grabbing in soybean cultivation in order to actively support the protection of habitats in Brazil. In December 2022, we also called for other wooded lands to be included in the EUDR. With our guidelines for sustainable soy cultivation, we are further committed to eliminating potential deforestation and conversion of valuable ecosystems for the value chains of our own-brand products of animal origin by 2025.

We will continue our efforts and keep striving towards a deforestation-free retail. In order to achieve this goal together, we need clear guidelines, technical solutions and, above all, appropriate timelines for implementation. It is now up to the European Union to act decisively and create the necessary planning security to ensure that the regulation can be applied in practice. We therefore welcome the postponement of the date of application by 12 months to December 30, 2025, while maintaining the sustainability targets and the underlying level of ambition of the EUDR.

We call on all political decision-makers to work towards creating clarity on the date of application as quickly as possible and to ensure that the necessary measures are designed in an implementation-friendly manner.