

Press Release

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Symrise future-proofs the natural ingredients supply chain with sustainable sourcing approach

- Secure sourcing of natural ingredients for food and beverages
 - Implementation of innovative sourcing strategies based on long-term risk assessment.
 - Demonstrates transparency & environmental responsibility with measurable sustainability KPIs.
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Symrise has taken its secure sourcing approach to the next level. Complex climatic and geopolitical factors increasingly affect the production of agricultural raw materials and impact the availability and quality of food. Symrise anticipates and addresses these challenges to ensure secure supply of natural ingredients for its customers, leveraging its expertise in agronomy and sustainability.

As a key supplier of natural ingredients, Symrise contributes to future-proofing the agro-food supply chain. It has designed its comprehensive program of sustainable sourcing strategies, in face of global climate changes and the related availability of food crops, to ensure business continuity for its customers. To this end, Symrise applies a combination of measures to mitigate the many different types of risk.

Long-term risk assessment for sustainable sourcing strategies

For its program, the Symrise Food & Beverage Naturals Agronomy team conducted a comprehensive long-term risk assessment, started in 2022. It analyzed risks related to water, climate, access to labor and land, among others, for various types of fruit and vegetables, from mushroom to banana or strawberry, and prepared a forecast for the year 2030. Summing up the results, Barbara Malmezat, Global Purchasing and Risk Director at Symrise F&B Naturals, said: “This lays the foundation for imagining the future of sustainable agricultural landscapes, with both continuous improvements and disruptive innovations.”

Using this data, the agronomists were able to develop tangible strategies to mitigate the risks, thus defining the “secure sourcing, sustainably” approach. The strategies can involve collaborating closely with partner farmers to transition to regenerative agriculture practices, using smart farming practices such as covering soil to sequester carbon, identifying drought-resistant varieties and more.

Sustainable agricultural solutions for the future

The “secure sourcing, sustainably” program is already showing promising results. For instance, in carrot cultivation. At a time when many farmers are shying away from growing carrots due to volatile fertilizer prices, Symrise supports them by helping them implement regenerative farming practices. Among other things, they are offered alternatives to synthetic inputs, leading to improvements in biodiversity, carbon sequestration and water use efficiency. And the profitability risk for farmers is also reduced. These efforts directly benefit food and beverage manufacturers by ensuring a reliable supply of carrots, and a reduced carbon footprint. This leads to greater sustainability in the agricultural sector.

Reliable partner to address environmental challenges.

A look at global agricultural raw material production demonstrates the relevance of the program. The sector faces significant challenges, including climate change, geopolitical tensions, growing populations, and regulatory requirements. At the same time, consumers are increasingly looking for sustainably produced food products with clearly labeled and natural ingredients.

These factors are having an increasing impact on farmers and crops, as well as on the whole supply chain. Symrise's program aims to support food and beverage manufacturers who face these challenges, secure supply, and satisfy consumer demand for popular products.

Working with a reliable partner can help turn future challenges into opportunities. Symrise believes that players capable of mitigating future risks will offer manufacturers a secure supply and will also open opportunities in terms of market share and competitiveness, as well as brand image – and much more besides. "Symrise is making changes today to support its vision of a sustainable future," says Barbara Malmezat.

About Symrise:

Symrise is a global supplier of fragrances, flavorings, cosmetic active ingredients, and raw materials, as well as functional ingredients. Its clients include manufacturers of perfumes, cosmetics, food and beverages, the pharmaceutical industry and producers of nutritional supplements and pet food.

Its sales of approximately € 4.7 billion in the 2023 fiscal year make Symrise a leading global provider. Headquartered in Holzminden, Germany, the Group is represented in more than 100 locations in Europe, Africa, the Middle East, Asia, the United States and Latin America.

Symrise works with its clients to develop new ideas and market-ready concepts for products that form an indispensable part of everyday life. Economic success and corporate responsibility are inextricably linked as part of this process. Symrise – always inspiring more...

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