

Driving differentiation through sustainability – swiss flour mill convinces with an innovative strategy for the circular economy.

Addressing resource efficiency by valorizing side-streams and thereby creating benefits for the company's bottom line and society.

Sustainability has always been a driving factor for this organization – that's why they are one of the most modern and innovative companies in this industry. How could sustainability be driven to the next level?

Working with RethinkResource, the company followed an iterative approach to ensure an ecological and economic solution for their side-stream, bran.

Interviews, workshops, feasibility analysis and business cases helped define the best customized side-stream valorization and upcycling solutions. Ultimately, RethinkResource and the flour mill jointly crafted circular economy projects and products in tune with the company's broader business strategy and aspirations.



Bran as mushroom-substrate-additive.

First results are impressive. Today a part of the milling side-stream is used as a substrate for growing premium mushrooms by a Swiss supplier, who was looking for a local and Bio-Suisse certified source. This upcycling solution which generated a sustainable supply chain for the side-stream and a new product represents a more mindful approach to resource use across the value chain. The turnaround time was less than 1 year from the idea to the new product on shelf.



Value of the side-stream was increased by a factor of 32%!



Competitively priced and locally sourced new resource for the mushroom producer's substrate.

