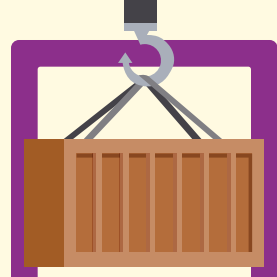
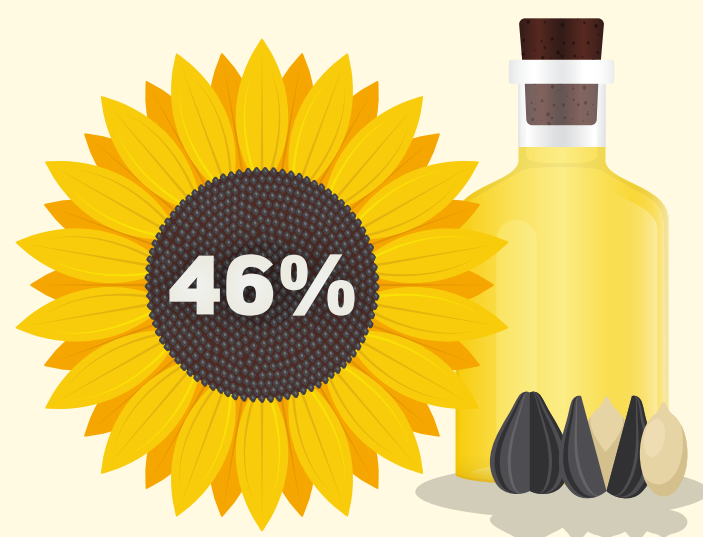


EFFECTS of SHORTAGES in THE BAKING INDUSTRY



Supply Chain

RUSSIA INVADED UKRAINE ON FEBRUARY 24, 2022.



Ukraine supplies **46%** of the global **sunflower** production (oil & seeds).

Source: World Bank Group. Europe and Central Asia Economic Update, Spring 2022, War in the Region

30-40% of Ukraine's **Autumn 2022 harvest** is estimated to be at risk.



Source: Impact of Ukraine-Russia war 20220510 Deck



Russia and Ukraine supply **one quarter** of the **world's wheat supply**.

Source: Global Data, Analyst Update, April 2022



Consumer

INFLATION WILL CONTINUE TO DRIVE CONSUMER DEMAND FOR VALUE BRANDS.



On average, **42%** of consumers plan to look for ways to **save money on grocery shopping**.

57% of consumers are shopping at **farmers/ fresh-food markets** or **independent bakeries** and **delis**.



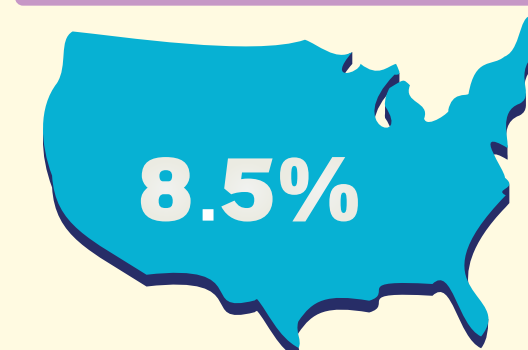
31% of high-income consumers plan to shift spend to more **sustainable products**.

Source: The State of Grocery in North America - McKinsey May 2022



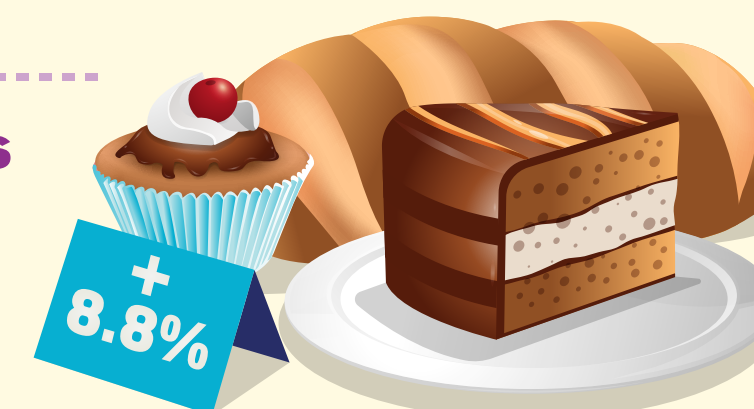
Economy

WAR-RELATED DISRUPTIONS MAKE ECONOMIC IMPACT.

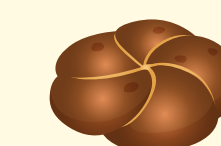


United States inflation rate increased **8.5%** Year-Over-Year (March 2022).

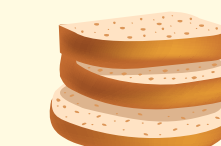
Overall food prices increased **8.8%** Year-Over-Year.



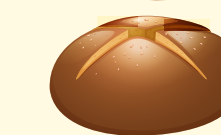
What you can do now:



Claim **positive attributes** to make your product stand out.



Explore how to highlight a **portfolio of solutions**.



Identify how to create **value** from a **sustainability platform**.

Source: IMF, World Economic Outlook; and IMF staff calculations