

To the store management

PESTICIDE-FREE BREAD IN THE SUPERMARKET!

March 2024

Dear store management,

I am writing to you as a customer of your supermarket to ask you to switch your range of cereal products to pesticide-free alternatives.

Pesticides are used on cereal fields on a massive scale. This not only endangers insects and plants, but we also eat bread, flour and muesli with lots of pesticide residues. The fact that more than 91,000 people have signed foodwatch's petition "Supermarkets: Stop the toxic harvest!" clearly shows that there is a strong customer interest in consuming products without pesticide residues.

In your position as a store manager, you have the opportunity to influence the management of your supermarket chain. Please pass this letter on to your management and ask them to implement the following measures:

- Commit to a completely **pesticide-free cereal product line**.
- Implement a **sourcing strategy that prioritises grain products** produced without pesticides.
- **Ensure transparency** by publishing this data annually.

Growing wheat without pesticides is not only possible, but also feasible and financially viable. All the necessary tools and technologies are already available. By offering pesticide-free grain products, you can enormously reduce the use of pesticides throughout Germany.

I hope that you will consider these suggestions and look forward to a positive development in your product range.

Thank you very much for your commitment!

Yours sincerely

Your customer