

# BANYAN TREE

HOLDINGS

PRESS RELEASE

## Amidst Covid, Banyan Tree Group Champions A Sustainable Future Through Food



Captions: Award-winning edible golf course at Banyan Tree Group's Laguna Lăng Cô in Central Vietnam featuring a rice padi field. • Traditional fishing by sustainable fisheries.

**Singapore, 17 July 2020 – As a global leader in sustainability and wellbeing, Banyan Tree Group is driving a sustainable future through food.** Food choices greatly impact not only our health, but our collective future, and food carbon footprints through the value chain make up one-quarter of the world's greenhouse gas emissions. Consumer surveys post-Covid have shown that over 75% of consumers will choose to live healthier lifestyles after this pandemic, with food choices and nutrition ranking as one of the top areas for change. Leading the curve in responsible business, this is yet another pioneering initiative by the Group to bring personal wellbeing and the greater good closer together.

### **Biodynamic Retained Farming**

Championing local procurement and sustainably sourced food, the Group has soft-opened ORI9IN – the first gourmet organic farm in Chiangmai, Thailand in July. It is a joint venture with James Noble, Chef-turned-Sustainable-Farmer of The Boutique Farmers. This partnership of Agro-tourism aims to lead the curve in sustainable retained farming and cooperatives for living and eating well. It is the only retained farming operation globally that partners with a network of top restaurants and hotels, focusing on import substitution and reducing carbon footprint without sacrificing flavour. Set on 350 acres of land, ORI9IN is a multi-faceted biodynamic farm with extensive facilities and market distribution of high quality organic products planted by local farmers.

### **Sustainable Supply Chain**

In 2019, Banyan Tree Group implemented a Code of Conduct for suppliers to map supply chain transparency in ingredients sourcing and promote socio-environmental practices to develop a sustainable supply chain. To date, over 900 suppliers have registered.

For 2020, in line with marine conservation goals around biodiversity, the Group has implemented a 25% benchmark of sustainable seafood sourcing by 2025 from sustainable fisheries. Banyan Tree Global Foundation's experts will review seafood species served at each location and support identification of sustainably certified alternatives and opportunities for its properties.

Dr Steve Newman, Director of Banyan Tree Global Foundation, said: "It is our hope that this period, challenging as it is for the world, will prove to be a catalyst to review what, where and how we source, and an impetus for a responsible approach. By increasing community resilience through supporting local procurement, we believe that the quest for better personal wellbeing through food choices is an opportunity for us to make a difference, now."

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### Value-aligned F&B Partnerships

To this end, the Group has also embarked on collaborations in different areas of the food value chain. A soon-to-launch one is with Grassroots Pantry, a pioneering brand in Hong Kong which is at the fore of plant-based cuisine in Asia's fine dining scene. Activist and Founder-chef Peggy Chan said: "Having been recognised by the UNDP and the Basque Culinary World Prize and working at this for the last decade, I am encouraged that there is an increasing movement for more sustainable kitchens and menus. By introducing techniques and combining ingredients that are not often used in commercial kitchens, Grassroots Pantry can help pave the way for more inventive and health supportive concoctions across Banyan Tree hotels in the near future. I am honoured and look forward to working with Asia's foremost hospitality brand, recognised for its sustainability stewardship, to push for greater industry change."

A capsule menu based on plant-based, immunity-boosting foods and sustainable kitchen practices, is to launch in the later part of this year. The menu will debut in its Phuket properties followed by a roll-out in all its hotels internationally. The Group will also be partnering with Country Foods, a sustainable food supply distributor. With the goal of reducing environmental footprints, it will introduce a variety of plant-based products (meat, dairy and protein alternatives) into its supply chain, starting with its Thailand hotels.

Ms Ho Renyung, VP, Brand HQ of Banyan Tree Holdings, added: "Our ambition is not to be the largest, but to be here the longest, and that means being stewards for our shared future. #17 of the UN's Sustainable Development Goals is Partnerships – as a brand that values ecosystem thinking and diversity, these initiatives will further our primary mission to create sanctuaries of living well."

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For high-resolution images, please download [here](#).

### ABOUT BANYAN TREE HOLDINGS LIMITED

Banyan Tree Holdings Limited ("Banyan Tree" or the "Group") is one of the world's leading independent, multi-branded hospitality groups. The Group's diversified portfolio of hotels, resorts, spas, galleries, golf and residences is centered on five award-winning brands (Banyan Tree, Angsana, Cassia, Dhawa and Laguna) that offer exceptional design-led experiences for global travellers of today and tomorrow.

Founded in 1994 on the core concept of sustainability, Banyan Tree Holdings seeks to create long-term value for all stakeholders and destinations across its network of properties, products and brands, through a purpose-driven mission. With 11,000 associates across 24 countries, Banyan Tree Management Academy (BTMA) was established in 2008 to support the Group's goals through advancing people development, management excellence, and learning with integrity and meaning.

Banyan Tree Holdings has received over 2,611 industry awards and accolades since inception. It has also received recognition for its commitment to environmental protection and community development through its Banyan Tree Global Foundation (BTGF), which aligns the Group's efforts to the UN Sustainable Development Goals. Executing on its regionalised growth strategy, the Group's global footprint continues to grow with 46 new hotels and resorts under design and construction in the pipeline, in addition to 47 operating hotels in 24 countries as of 31 December 2019.

Banyan Tree Holdings entered a strategic long-term partnership with AccorHotels in 2016 to develop and manage Banyan Tree branded hotels around the world along with the access to AccorHotels' global reservations and sales network, as well as the loyalty programme Le Club AccorHotels. It also formed a joint venture with China Vanke Co. Ltd. In 2017 – focusing on active ageing and wellness hospitality projects.

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