**PRESS RELEASE**

**10 October 2025**

**For Immediate Use**

**Eurostar Commodities named as finalist in Sustainability Initiative of the Year Award with RE:GEN flour range**

Eurostar Commodities has been named a finalist for Sustainability Initiative of the Year at the prestigious Baking Industry Awards for its RISE RE:GEN regenerative flour range, developed in partnership with The Green Farm Collective (TGFC).

The company is one of five finalists competing for the award, which recognises outstanding contributions to sustainability in the baking sector. Winners will be announced at a ceremony on Thursday 23rd October at the Royal Lancaster Hotel in London.

Run by British Baker - a 140-year-old publication - the awards are now in their 38th year and seek to recognise and reward the very best people, products and businesses at the heart of the industry.

Jason Bull, Managing Director of Eurostar Commodities, said the nomination reflects the transformative potential of the product: "RISE RE:GEN is about more than flour; it is about bringing the ground-breaking work of The Green Farm Collective into the heart of UK manufacturing and industry.

"By harnessing regenerative farming, we are supporting British farmers who are restoring soil health, boosting biodiversity and capturing carbon. For manufacturers, this means access to high-quality, sustainable flour that performs consistently while contributing to a more resilient food system."

He added: "Together, we are proving that regenerative agriculture is not only good for the land, but also a powerful driver for innovation, sustainability and long-term success in British food production. We are bringing together Eurostar's expertise in logistics and manufacturing supply chain with the very best regenerative farmers in the UK."

The farmers behind TGFC - Jake Freestone, Angus Gowthorpe, Michael Kavanagh and Tim Parton - formed the regenerative farming community four years ago to support other growers in their regenerative practices, promising to create new and lucrative end markets for TGFC members, while supplying high-quality flour to the baking world.

Jake Freestone, co-founder of The Green Farm Collective, said: "Along with our farmers, we keep genuine regenerative principles at the heart of everything we do, and integrity means everything to us. To be shortlisted for this award is something we don't take lightly. This recognition validates what we've known from the start – that regenerative farming isn't just better for the land; it delivers the excellence the market wants.

“Partnering with Eurostar has been crucial in bringing our flour to manufacturers who share our values. This award nomination shows that the industry is ready to embrace regenerative agriculture, and we're proud to be leading that change alongside Eurostar.”

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**About**

**Eurostar Commodities**

Founded in 1994, Eurostar Commodities is a trusted, family-run importer and supplier of premium commodities and ingredients. With a strong reputation for excellence, the company serves manufacturers, wholesalers, foodservice, retailers, and consumers across the UK, Ireland, northern Europe, the Middle East, and Iceland.   
   
Eurostar Commodities holds BRCGS AA accreditation, a testament to its rigorous commitment to high-quality standards and food safety. The company prides itself on sourcing from reliable, global suppliers and food producers, ensuring a consistent supply of superior products.

Based in Yorkshire, Eurostar Commodities boasts an on-site technical development team that drives product innovation and development. The team’s expertise focuses on delivering outstanding quality and creating cutting edge solutions to meet evolving market demands.

Eurostar Commodities has been recognised for its excellence, winning Business of the Year and SME of the Year at the Calderdale Business Awards in October 2024, cementing its position as a leader in the food commodity and ingredient industry.

The company’s extensive network of trusted suppliers and food producers around the world underpins its ability to deliver a diverse range of high-quality ingredients tailored to market needs.

**The Green Farm Collective**

The Green Farm Collective is a group of farmers who met via a competition called ‘Soil Farmer of the Year’.

​They believe in regenerative agriculture and the benefits of reduced pesticides, increased carbon capture and improved biodiversity, water, air and soil.

​They all work hard to improve the habitats and biodiversity on our farms and love to welcome people to come and see what they are doing.

​The Green Farm Collective mission is to build a community that invests in and offsets personal and business environmental footprints in nature-enhancing projects.

Their network of British farmers is creating and managing nature and carbon-enhancing projects on their farms through adopting practices which encourage nature, build soil health and increase carbon storage and protect the countryside’s watercourses.

​​The Scheme standards:

The Green Farm Collective scheme consists of a set of standards which farmers, who are an approved member of a baseline scheme, apply to join and agree to adopt and comply with through self-assessment, reviews, and independently conducted spot-checks.