

Jiangxiaobai applies ESG philosophy across whole industry chain

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Chongqing Jiangxiaobai Liquor Company, which incorporates sorghum cultivation, technology R&D, brewing, distillation, production and distribution, recently released its 2022 Environmental, Social, and Governance (ESG) Report outlining the company's sustainable business practices in the area of recycling and smart agriculture, its innovations in green manufacturing as well as several milestones the firm has achieved in promoting economic and social development.

Jiangxiaobai, as a modernisation across the business portfolio incorporating agriculture, industry and services, attaches great importance to the impact of company operations on the environment. The company reduced energy consumption through the deployment of energy-efficient equipment alongside water recycling and refined management, with its annual consumption of water, electricity and natural gas for 2022 dropping by 7.9 per cent, 5.8 per cent and 8.4 per cent, respectively. In particular, the firm implemented standardised manufacturing processes, adopted innovative technologies, continuously improved its product packaging, and applied eco-friendly standards across the supply chain.

Jiangxiaobai also plans to create a national premium production area for fen-flavor Kaoliang liquor and enhance the added value of agricultural products by combining eco-friendly farming with rural tourism in addition to creating a green ecotourism model through the combination of farms and distilleries that receive visits from liquor specialists and travellers.

In recent years, Jiangxiaobai Farm has vigorously developed circular agriculture with the cultivation and planting of sorghum as the leading factor applied and has become the local demonstration planting of raw materials for winemaking. With the establishment of a 40,468-hectare sorghum production facility in Shuzhou, Shanxi Province, Jiangxiaobai has further expanded its supply channels for quality sorghum and added to its competence in producing pure grain-based spirits.

Jiangxiaobai has built several facilities establishing a presence across the whole of the industry chain, including the sorghum production facility at Jiangxiaobai Farm, the brewing centre at Jiangji Distillery and the Jiangxiaobai Central Industry Park. Earlier this year, Jiangji Distillery was recognised as a National Green Factory by China's Ministry of Industry and Information Technology.

Jiangxiaobai's production facilities directly provided over 1,000 jobs to local inhabitants. The company has also launched an annual hometown employment program that has benefited over 2,000 local residents, with salaries 30 per cent -50 per cent higher than the local average. Based on a model that integrates its businesses and production facilities with the local farming community, the distiller has helped over 2,000 local growers increase revenue, contributing to the further implementation of China's rural revitalisation strategy.