

Chinese spirits maker pledges sustainable business practices in recycling and smart agriculture

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China-based Chongqing Jiangxiaobai Liquor Co., Ltd., a liquor manufacturer has outlined the company's sustainable business practices in recycling and smart agriculture in its recent release of environmental, social and Governance (ESG) for 2022 on 30 March 2023.

Jiangxiaobai has taken initiative to integrate sorghum cultivation, technology research and development, brewing, distillation, production and distribution. In addition to its innovations in green manufacturing, the company has achieved several economic and social milestones.

Jiangxiaobai has built several infrastructures to ensure its presence in the whole industrial chain, such as the Jiangxiaobai Farm Sorghum Production Facility , the Jiangxiaobai Distillery Brewing Center, and the Jiangxiaobai Central Industrial Park . Earlier this year, Jiangji Distillery was recognized as a National Green Factory by China's Ministry of Industry and Information Technology. The Jiangxiaobai Park demonstrates the company's industrial integration through plant cultivation and agricultural knowledge and culture.

Now, Jiangxiaobai is committed to integrating agriculture, industry, and services into its business portfolio to minimize the environmental impact in its operations. By deploying energy-efficient equipment, recycling water and improving management, the company has reduced its energy consumption. In 2022, its annual consumption of water, electricity, and natural gas decreased by 7.9%, 5.8%, and 8.4%, respectively. Specifically, the company implemented standardized manufacturing processes, adopted innovative technologies, continuously improved its packaging, and implemented environmentally friendly standards throughout its supply chain.

By combining ecologically friendly agriculture with rural tourism, Jiangxiaobai plans to establish a national premium production area for fen-flavored Kaoliang. A model of green ecotourism will also be developed through visits to farms and distilleries by liquor specialists and tourists.

A major factor in Jiangxiaobai Farm's circular agriculture development is the cultivation and planting of sorghum, becoming a local example of planting raw materials for wine making. Having established a 40,468-hectare sorghum production facility in Shuozhou, Shanxi Province , Jiangxiaobai has further enhanced its ability to supply quality sorghum and produce pure alcohols from cereals.

“We will continue to practice our ESG philosophy while further addressing CSR needs and broadening the strategy across the entire supply chain, with a mission to become an eco-friendly company that advances technological innovation,” said Tao Shiquan, the founder of Jiangxiaobai. “With an emphasis on a green and environmentally friendly mindset, we plan to achieve the Sustainable Development Goals through energy conservation and emission reduction, environmental protection , reducing costs as well as improving efficiency as well as improving efficiency and maximizing the use of energy, with the ultimate goal of creating a world-class green factory”.