



# Cultivating Value

for the Economy, Society,  
and the Primary Sector

Study of the Economic & Social Impact of BARBA STATHIS in Greece for 2019-2023

## BARBA STATHIS at a glance

**BARBA STATHIS** has been active in the food production and distribution industry for **55 years**. Since its founding, the company has consistently invested in the **primary sector** and **continuous innovation**, significantly strengthening the Greek economy.

Its commitment to **exceptional product quality and safety, deep expertise, ongoing investments**, and **focus on sustainable development and continuous improvement** make the company a leader in its sector.

**BARBA STATHIS' vision** is to **offer consumers safe, high-quality products of added value, contributing to the development of nutritional standards guided by sustainability and inspired by Greek nutritional traditions** while promoting a healthy lifestyle.

Through its activities, the company **supports the economy and local employment** and **gives back to society the value and trust** it receives, **creating a significant positive impact**.

# BARBA STATHIS at a glance

**2** Production units

**674**  
Employees

**>5,500**  
hours of employee training per annum

Cultivating  
**3,000**  
hectares of Greek land

Supporting the primary sector through  
**Contract Farming**  
programs

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**Study Scholarship Program**  
for the children of partner producers

**7.7 mil.€**  
investments

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**108.8 mil.€**  
turnover

**30% of total energy consumption**  
originates from **renewable sources**

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Commitment to the  
**reduction of carbon dioxide (CO<sub>2</sub>) emissions**  
under the global initiative  
**"Science Based Targets" (SBTi)**

**Platinum distinction**

for BARBA STATHIS from the evaluation agency EcoVadis for its sustainable development practices. Ranked in the **top 1%** of all companies and industries globally evaluated.



**Awarded**

**"Growth Winner 2024"**  
and recognized as one of the  
**"Most Sustainable companies in Greece 2024"**




More than  
**11,000**  
Points of sale

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**>1,400**  
Active suppliers

Operating in  
**22 countries**

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**>4,300**  
Tons of products exported annually

**Acquisition**  
of the company  
HALVATZIS MAKEDONIKI S.A.

**>380,000**  
**portions of food and salad** are offered annually to dozens of non-profit organizations throughout Greece to address food insecurity

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**>3,000**  
**Primary School students** visit the company's headquarters in Thessaloniki every year to take part in the **Primary School Educational Program "Take a Step towards Healthy Eating!"**

## Notable findings

# Study of the Economic & Social Impacts of BARBA STATHIS in Greece for 2019-2023

## Contribution to the Economy



The total contribution to the **country's GDP** amounts to **€507 million**.

For every **€1 BARBA STATHIS** contributes to GDP, **€2.1 in value is created for the national economy**.

**€83 million** is the total GDP contribution from BARBA STATHIS' expenditures **in the food and beverage processing sector**.

The total contribution to **national income** amounts to **€203 million**.

The **state's revenue from taxes and contributions** resulting from the activity of BARBA STATHIS is estimated at **€118 million**.

BARBA STATHIS has demonstrated an **increase in its Socio-Economic Footprint in 2023 compared to 2019**. Specifically, the company's total impact on GDP increased by 46%, while contributions to National Income and Employment rose by 48% and 33%, respectively.

\*The term "total" refers to the sum of the direct, indirect, and induced impacts of the Company in terms of jobs, GDP, and state revenues from taxes and contributions.

## Contribution to Employment



For **every one (1) direct job** provided by BARBA STATHIS, **three (3) additional jobs** are supported in the Greek economy.

570 jobs is the **average annual direct impact on employment** for the period 2019-2023, representing **an average of 3%\* of the workforce in the Fruit and Vegetables sector from 2019 to 2023**.

\* This percentage is based on the Foundation for Economic and Industrial Research's (IOBE) report, "Food and Beverage Industry Facts & Figures 2019-2023".



# Introduction

For over five decades, BARBA STATHIS has delivered fresh, nutritious vegetables from the fertile Greek land directly to every Greek household. Recognized as one of the most iconic companies in the Greek market, BARBA STATHIS **consistently strives to enhance its economic performance alongside its broader contribution to society.**

Throughout its history, BARBA STATHIS has been a **driving force for progress and development**, creating value within society and contributing to the national economy. The company's **growth strategy** is fully aligned with the **principles of sustainable development**, ensuring that each step forward promotes a sustainable and resilient future for all.

BARBA STATHIS's activities significantly support Greece's primary sector by

providing **steady support to farmers, producers, and their families.** This support extends beyond financial assistance to include **direct engagement that strengthens communities, promotes sustainable agricultural practices, and enhances the well-being of the company's partner producers.**

By cultivating long-standing, trust-based relationships with local farmers and producers, BARBA STATHIS not only ensures the **exceptional quality and safety of its products** but also strengthens the agricultural economy, proving that responsible business practices can yield substantial economic and social benefits.

BARBA STATHIS develops its business operations with an emphasis on **enhancing transparency, reducing environmental impact, and delivering**

**high social value.** The company's initiatives to **integrate sustainable development into every aspect** of its operations are reinforced by the creation and implementation of its **ESG strategy**, reflecting the commitments and objectives it has set.

By **documenting the social and economic impacts of its operations**, BARBA STATHIS presents a clear picture of its contributions to the **social pillar of the three-point ESG approach** (Environment-Society-Governance), providing stakeholders with a comprehensive view **of the company's impact on Greek society and the economy.**

The company's objective is to **create added value for the economy and society**, taking into account the expectations of all its social partners.

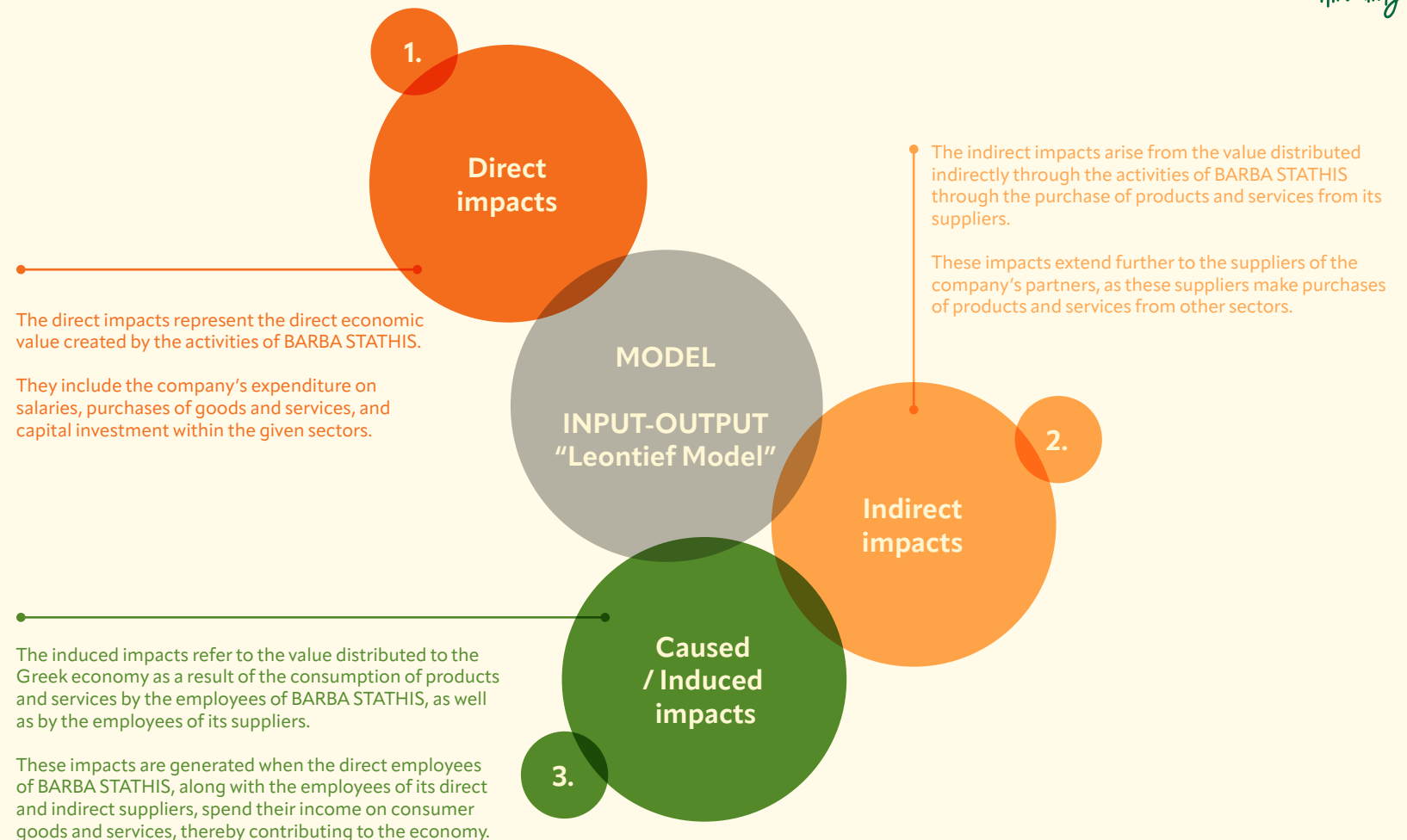
**The reference period for this study is from 2019 to 2023.**

# Methodology

The **methodology of the social-economic impact study** through the input-output model is an **evidence-based approach**, which helps to determine the added value that a company creates through its activities in the national economy and employment, while it also highlights the **ability of the company to cause a positive ripple effect** in many sectors.

For the evaluation and analysis of the data, the **"Input-Output" model** was used, which is based on tables that represent the structure of the economy and financial flows by sector of economic activity.

Based on the input-output model, the contribution of BARBA STATHIS' business operations to the Greek economy and employment is illustrated in the following diagram.



1 The input-output model was developed in the mid-20th century by economist Wassily Leontief and is used to estimate the total effects on an economy from an exogenous change in economic activity, such as an investment.

Chart: Impact on the economy as a result of the activities of BARBA STATHIS

# Contribution to the Economy

## Impact on the country's GDP

Gross Domestic Product (GDP) is the most widely used indicator for evaluating the economic performance of a country. It represents the total final value of goods and services produced within a country during a given period of time, usually one year. GDP serves as a measure of the country's economic strength and efficiency, as it reflects the overall value of goods and services produced by all economic sectors and entities within its borders.

**The direct impact of BARBA STATHIS amounts to €241 million.**

Additionally, the company's supply chain, which includes suppliers, service providers, and other partners, contributes **an additional €178 million through**

**indirect impact.** These impacts stem from the procurement of goods and services necessary for the operation of BARBA STATHIS, thereby strengthening economic activity across various sectors and enhancing the overall economic ecosystem.

Furthermore, an **induced impact of €88 million** arises, highlighting the ripple effect of spending by employees and other beneficiaries from the direct and indirect activities of the company.

The following diagram illustrates the **total contribution** of BARBA STATHIS' activities to the country's **Gross Domestic Product (GDP)**, estimated at **€507 million** for the five years (2019–2023).

## Impact on GDP

- Direct Impact
- Indirect Impact
- Induced Impact
- Total Impact



# Contribution to the Economy

## Impact on Public Revenue

The operations of BARBA STATHIS contribute to the public revenues of the state and the collection of social security funds.

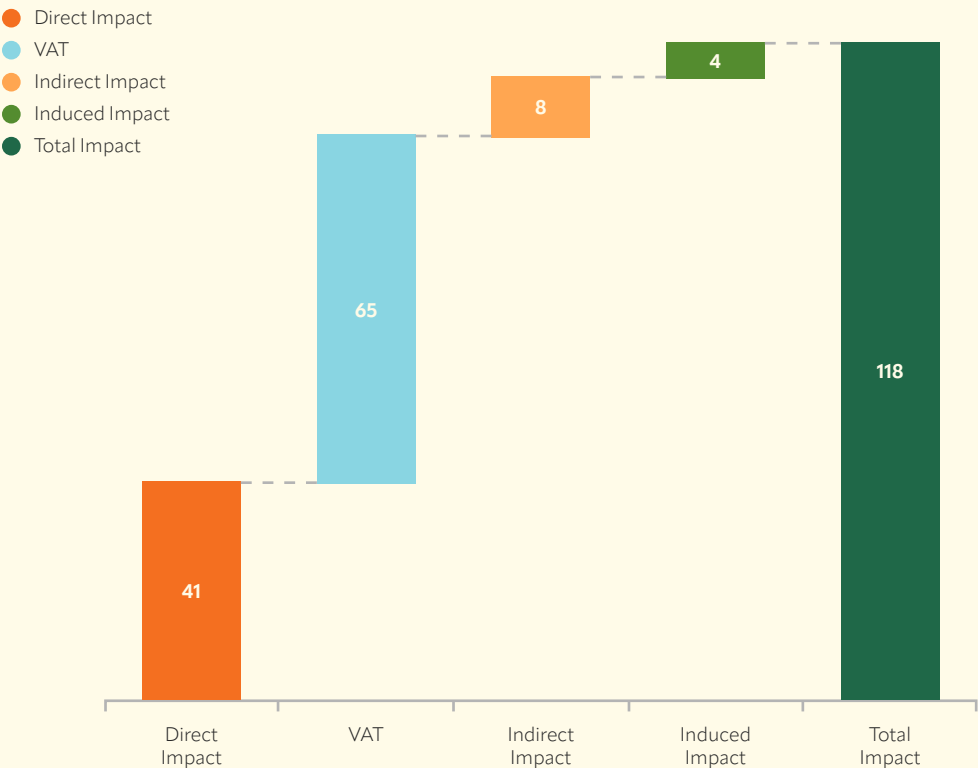
**The total contribution to public revenues from taxes and contributions generated by activities in BARBA STATHIS' value chain amounts to €118 million over the five years.**

BARBA STATHIS' footprint is linked to state revenue arising from the company's activities. The **direct impact of the company amounts to €41 million** and represents the impact stemming from BARBA STATHIS' tax payments to the Greek government. Additionally, the public revenue generated from the company's VAT payments amounts to €65 million.

**Indirect public revenue** comes from taxes paid by the company's suppliers, **amounting to €8 million.**

Furthermore, **induced impacts amount to €4 million** and come from the taxes generated by the spending of the incomes of employees who are directly or indirectly linked to BARBA STATHIS's activities.

## Impact on Public Revenue





# Contribution to the Economy

## Impact on national income

BARBA STATHIS **strengthens and supports national income** through the compensation it provides to its employees, while its collaborations with suppliers generate additional income for their workforce as well.

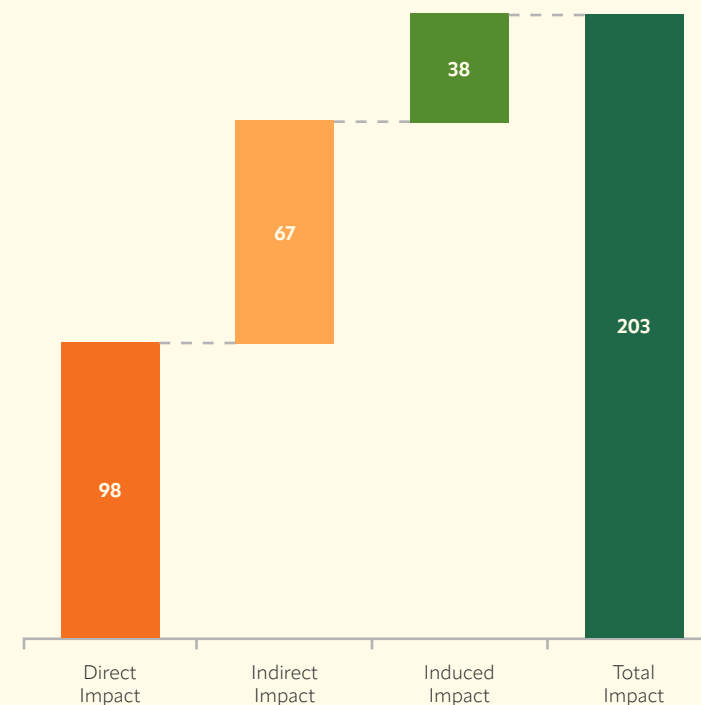
**The direct impact on national income generated by the company's operations amounts to €98 million.**

Additionally, **€67 million** represents the contribution from the company's supply chain (**indirect impact**).

The **induced impact is valued at €38 million**, which reflects the effect of taxes derived from the spending of wages and salaries by those directly or indirectly involved with BARBA STATHIS, further enhancing the economic footprint generated by the company's activities.

## Impact on National Income

- Direct Impact
- Indirect Impact
- Induced Impact
- Total Impact



# Contribution to Employment

## Impact on employment

The **direct impact on employment is estimated at an average of 570 jobs per year** over the five years, including positions that are full-time and/or part-time and permanent and/or temporary.

The **indirect impact on employment is estimated at an average of 1,162 jobs** per year. These positions are generated by the businesses in BARBA STATHIS' supply chain, resulting from the company's collaboration with its suppliers during the period from 2019 to 2023.

Finally, taking into account the spending of BARBA STATHIS employees, as well as that of supplier employees within the broader economy, **the induced impact on employment is estimated at an annual average of 750 jobs over the five-year period.**

Therefore, the **total average annual employment impact of BARBA STATHIS on the domestic workforce for the period 2019–2023 is estimated at 2,482 jobs.**

**For every one (1) direct job created by BARBA STATHIS, three (3) additional jobs are supported in the Greek economy.**

## Average Annual Impact on Employment

- Direct Impact
- Indirect Impact
- Induced Impact
- Total Impact

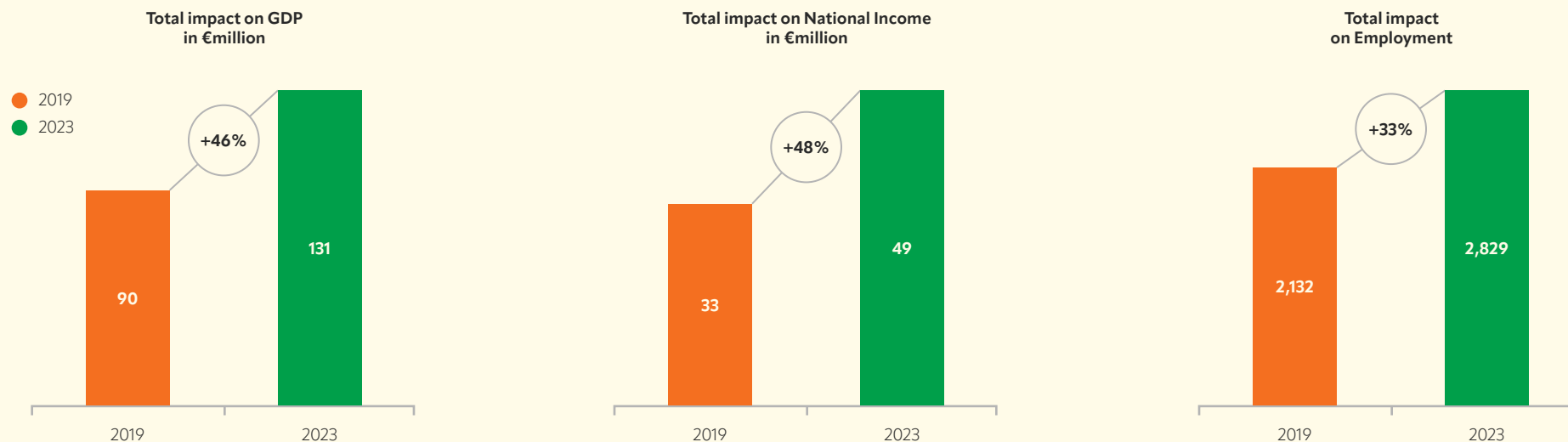


## Comparative analysis of the total impact of BARBA STATHIS 2019-2023

BARBA STATHIS has recorded a significant increase in its socio-economic footprint in 2023 compared to 2019.

In particular, in terms of GDP, the total impact of BARBA STATHIS has increased by 46%.

In National Income and Employment, the company has achieved an increase in its total impact of 48% and 33%, respectively.



## Annex



The Economic & Social Impact Study for BARBA STATHIS employed a widely used and accepted methodology based on the **model developed by Nobel Prize-winning economist Wassily Leontief**.

The “Input-Output” model enables the identification and **quantification of the company’s impacts across economic and employment sectors** through its financial transactions with suppliers and customers in various industries.

This approach calculates the total effects on production, employment, and income resulting from an exogenous change in demand for the products and services of an industry or company.

Within the framework of this study, **the methodology highlights BARBA STATHIS’ contribution to the creation of added value, to government tax revenues, and employment support directly, indirectly, or through induced effects.**

The study’s primary data are based on the company’s financial figures (turnover, payments to domestic suppliers by business sector, number of employees, salaries, taxes, social security contributions, etc.), while the secondary data are sourced from Eurostat, the Hellenic Statistical Authority (ELSTAT), and other external sources.

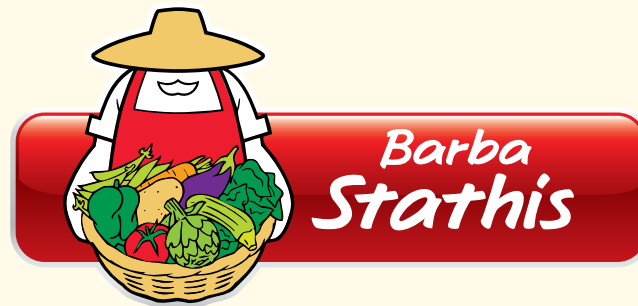
The most recent 2020 Input-Output Table from ELSTAT was utilized to calculate the indirect and induced effects of BARBA STATHIS. The sectoral analysis was conducted at the two-digit NACE code level, incorporating 64 sectors of the Greek economy.

The **scientific and methodological review of the project** was undertaken by the team from the **Research Laboratory for Socio-Economic and Environmental Sustainability (ReSEES)** at the **Athens University of Economics and Business (AUEB)**.

The scientific approach aligns with common sectoral analysis practices, and the mathematical analysis, using

linear algebra, fully captures **Leontief’s methodology** and accurately attributes the direct, indirect, and induced impacts of BARBA STATHIS.

The Research Laboratory for Socio-Economic and Environmental Sustainability (ReSEES) was **established in 2016 and is directed by Phoebe Koundouri, a Professor at the School of Economics, Athens University of Economics and Business**, who is widely recognized as a pioneer in innovative, human-centered, interdisciplinary systems that support sustainable interaction between nature, society, and the economy.



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