

Our vision is clear: ‘to make organic brands the most desired brands in Europe’. By going for organic, we have chosen the most sustainable food chain. We are here not only to market healthy, tasty products, but also to create a sustainable society, for now and in the future.

By going for organic and ‘making our organic brands the most desired brands in Europe’, we have chosen the most sustainable food chain. We are here not only to market healthy, tasty products, but also to create a more sustainable society, for now and in the future.

Sustainability and organic food form a symbiotic, mutually reinforcing partnership, since they are based on adherence to many of the same principles. Wessanen has established a strong reputation for its commitment to the principles of sustainability. We will continue to honour this commitment as we pursue our objectives within Europe’s organic marketplace. Sustainability is an essential and natural part of our daily work, our businesses, our processes and our products. It is the ‘green’ thread that runs through everything we do.

As Wessanen, we are open, ethical and honest in all our activities and are keen to maintain transparent and constructive dialogue with our internal and external stakeholders. We constantly seek to balance the interests of these stakeholders, and to provide them with information that enables them to judge our performance against economic, social and environmental criteria.

We are actively promoting sustainability on many fronts. We pursue and realise our sustainability convictions in different ways, like innovations, dialogue within the food chain, research, guidelines and protocols and partnerships. Our internal guidelines play a key role in these efforts as they encourage developments at product, planet, people and profit level. These commitments and investments are essential for our business operations on the one hand and our sustainability approach on the other.

Our commitment to sustainability is also important for many of our employees. They feel a sense of pride at working for a company which generates its revenues through a business model that is fundamentally life-affirming.

Our consumers, many of whom place sustainability high on their personal agenda, also expect us to act in accordance with the principles of sustainability. This shared concern for the environment and social justice is a cornerstone of our mutually rewarding relationship.

Our organic food, your natural choice

Organic products promote health and well-being, but they also hold benefits for the planet and future generations. The interest in organic food, and its importance, needs no elaboration. There is a growing awareness among consumers that organic food is not only healthy, but also a key factor in achieving a sustainable environment.

However, the knowledge of consumers is still limited. One of our key challenges is to educate them clearly and effectively in the benefits of organic food. In addition to a more general approach, many of our brands explain the benefits of organic in their approach to consumers. In France for example, Bjorg advertised in daily newspaper *Le Monde* during the summer of 2010 highlighting the benefits of organic.

Pure and friendly
Organic products are made from pure ingredients which are grown and processed under environmentally-friendly and sustainable conditions.



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My moment – growing my own tasty organic tomatoes!”

Sustainability and Wessanen's Supply Chain

From raw materials to consumption...



We also use these benefits of organic in the four consumer benefit platforms we have in place. We have no dedicated ethical or social consumer platform, since we consider these to be standard attributes in the other platforms. All our products are made from known ingredients. We achieve the natural taste and natural nutritional values of our food and beverages by continuously focusing on.

Innovation is a must

Organic products are made from pure ingredients which are grown and processed under environmentally-friendly and sustainable conditions. Creativity and innovation will continue as key factors in our efforts to meet the growing demand for safe and healthy food in the long term. The world is in need of a cohesive global policy. Wessanen is playing a responsible and pioneering role in the pursuit of this goal and with good reasons. We believe this is the only way to ensure safe, responsible organic products in the years to come. Our task is to find ways of improving and renewing our products so that they meet all the sustainability demands on the one hand and the health and flavour demands of the consumers on the other.

Organic Expertise Centre (OEC)

In 2010, we established an expertise centre in order to stimulate the exchange of knowledge and experience that is widely available within Wessanen. Our own specialists are the engine behind the OEC and will join forces and work on pan-European issues, such as the sourcing of certified sustainable organic palm oil. The OEC is also meant to educate and inspire our internal and external stakeholders in organic, social and ethical values.

Supply chain responsibility

Because we want the consumer to know what is in our products and where it comes from, we pay close attention to the sourcing of our key ingredients. We have identified our supply chain as a possible area of vulnerability in terms of sustainability. To deal with this potential weakness, we are developing a system that will deliver independently audited certification of our sources and suppliers.

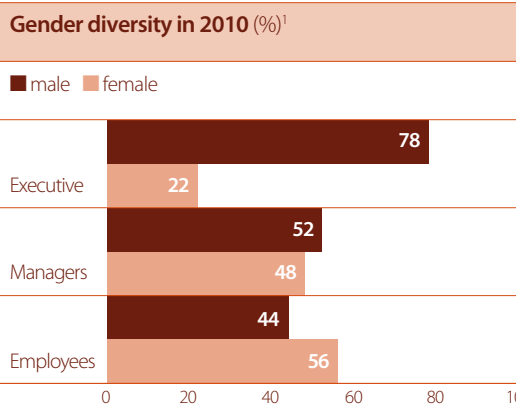
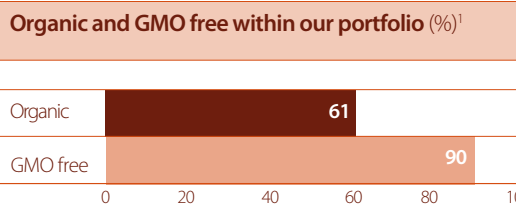
“Sustainability and organic food form a symbiotic, mutually reinforcing partnership. We have established a strong reputation for our commitment to the principles of sustainability.”

Over the last few years, we have taken steps to create a framework of standards that brings our entire supply chain into alignment with our overall business principles. This goes beyond international regulation and legislation. Internationally recognised food standards combined with concrete measurable criteria regarding our business principles resulted in the Wessanen Supply Chain Audit Protocol (SCAP). The objective is to ensure that our suppliers comply with these common criteria and with our commitment to transparency and sustainability.

It is the ongoing result of internal assessment. Additional support for our partners in the supply chain ensures that extra care is taken to deliver key ingredients of the highest quality. This support takes the form of, amongst others, good employment conditions, sustainable pricing (which allows farmers to improve quality and takes account of social and ecological principles at the same time), education and development, and a preference for plant-based products as an alternative to animal origin.

Wessanen Company Code

In our Company Code, we have general principles regarding compliance with the law; environment; product safety; free market competition; child, bonded and forced labour; and human rights. The rules govern our business decisions and actions throughout our Group and apply both to corporate actions and to behaviour of individual employees when they conduct



¹ Wessanen Europe Grocery and Wessanen Europe HFS

Wessanen's business. The rules formulate minimum requirements of behaviour, and are not all-encompassing.

Wessanen wants to be a responsible partner in society, acting with integrity towards all its stakeholders and others who can be affected by its activities. Wessanen duly observes the applicable laws of the countries in which it operates.

Wessanen will do all that is reasonable and practicable to minimise adverse effects on the environment which is in line with its commitment to sustainable development. We aim at all times to supply safe products and services.

Wessanen supports free market competition as the basis for conducting its business and observes applicable competition laws and regulations.

Wessanen will under no circumstances make use of forced or bonded labour and it will not employ children in violation of the relevant conventions of the International Labour Organisation.

Wessanen supports and respects human rights and within the framework of the legitimate role of business strives to ensure that its activities do not make it accessory to infringements of human rights.

Global Reporting Initiative (GRI) guidelines

Over the years, we developed a robust framework, based on the GRI guidelines, to measure our performance in the areas of the four 4 P's: Product (food safety etc), Planet (environment), People (social impact) and Profit (financial), being all areas under our direct control. We also work with our suppliers and trade partners to enhance social, ethical

and environmental performance within our supply chain. We report according to the GRI guidelines (GRI, G3) for which we conform to application level C.

ISO 14001

Wessanen is committed to minimising its impact on the environment by measuring and monitoring the effects of its operations. ISO 14001 is an internationally recognised standard for embedding processes to analyse and reduce our impact on the environment. At Wessanen Europe Grocery and Wessanen Europe HFS, 96% of our employees were working in an ISO 14001-certified organisation in 2009, while this year we achieved 100% certification.

Examples of sustainable initiatives undertaken
The OEC and palm oil

We currently are using only organic palm oil in all our organic brands. By the end of 2012, as initiated by our OEC, all our palm oil will be 100% certified as sustainable as well. Given the limited supply of certified sustainable and certified organic palm oil, this will count as a milestone achievement.

Wessanen Netherlands and transport

In 2010 the Sustainable Logistics Programme, an initiative of the Dutch Ministry of Infrastructure and the Environment, awarded us the Lean & Green Award for realising a 20% reduction in CO₂ emissions. This was achieved by training our drivers to drive more defensively, by synchronising our delivery schedules and by optimising distribution.

Italian soy factory and water digester

Our soy factory processes only locally grown soy beans. This supports the local economy and saves transport and energy. In 2011, we are to introduce a new water treatment technology to prevent waste and contamination. By using aerobic bacteria, we transform the used water into clean water. The produced biogas is sold to a third party to be transformed into green electricity.

Kallo (UK) and its sustainable offices

Kallo moved to a sustainable office in 2010. The new premises are an example of sustainable construction spearheaded by energy neutrality. The sustainability programme also includes re-use, minimum construction waste, flexibility and geo-thermal heating.

