



VanDrie Group
CONTROLLED QUALITY VEAL

Integrated producer and market leader in
the field of veal, feed/calf feed and calfskins

Marijke Everts – Sr. Corporate Affairs Advisor
The Power of the Chain



- **Dutch family business**, annual turnover €2.2 billion, 2,250 employees
- Companies in the Netherlands, Belgium, Germany, Italy and France
- Our USP?
Full control of the chain: from caring for the calves, feed production, slaughtering of calves, handling of veal and processing of calf skins, to sale of consumer products and marketing and promotion
- Dairy sector is an important **link in our chain**. We purchase calves from dairy farmers that cannot be used to replace, or supplement, animals of the dairy herd
- Our MISSION?
Making a **valuable contribution** to the global food supply through high quality, safe and nourishing veal products



But what is VanDrie Group's view
on Food Integrity?

Jan van Drie sr. – founder:

“We have to do our utmost best. Every day. Every week. Year after Year. To me, sustainability and food integrity means that we are responsible for a strong organisation, quality and sufficient support within society.”



But what is VanDrie Group's view
on Food Integrity?

Dineke van Voorst – Analyst:

“The end product must be safe when it leaves our slaughterhouses, but it also needs to remain safe as it waits to be prepared in the kitchen. Customers must trust on the quality of our products.”



But what is VanDrie Group's view on Food Integrity?

Richard Vonk— Plant Manager:

“We have one common goal at our slaughterhouse and that is to produce tasty, safe veal products that are tailored to our clients' wishes. There are a good many challenges present within the slaughterhouse. Think of animal welfare, energy use, food safety. Integrity means being transparent about what we do and what our challenges are.”



SOCIAL IMPACT

TREND 1: SOCIETY IS CRITICAL

Veal farming is of substantial interest to politicians, citizens and consumers.

Unpleasant odours, animal welfare, surplus manure and the use of antibiotics; these are just a few issues that cause veal farming to be looked at critically. We form an important part of this sector.

Challenge: integrating our companies into the surrounding area and society

Entering into dialogue with citizens and consumers; we started the **VanDrie Dialogue** this year

Challenge: reducing the use of antibiotics

We have reduced our use of antibiotics by **57%**. However, we have not yet satisfied the goal of 70% reduction set by Dutch government



ECOLOGICAL IMPACT

TREND 2: THE ENVIRONMENTAL IMPACT OF MEAT AND ANIMAL FEED PRODUCTION IS RECEIVING ATTENTION

Producing meat and animal feed consumes energy and has a great impact on the environment. We recognise this.

Challenge: buy raw materials for feed/
calf feed locally as much as possible

Our feed contains limited quantities of soya / palm oil. These materials are primarily sourced from South America. We want to replace it with **(alternative) raw materials** from Europe.

Challenge: prevent fossil fuels from becoming depleted

Phosphate, an essential material for food production, will become depleted in a few decades. We must **recover phosphate** and other minerals from manure.



ECONOMIC IMPACT

TREND 3: UNREST IS INCREASING ON THE GLOBAL TRADING MARKET

The economic prospects are moderately positive in the Netherlands. However, Brexit, the Russian government's boycott of European products and uncertainty regarding trade agreements, such as TTIP, are causing unrest on the trading market. We are dependent on this trading market.

Challenge: develop hybrid meat products

Making the meat sector sustainable is essential to satisfy national, European and global policies. The demand from consumer for sustainably produced meat is increasing. We want to continue **developing innovative products**. These innovations could consist of hybrid products (both vegetable and animal proteins).



INTEGRITY AND ETHICS

**“WE WANT TO MAKE
THE PROCESS OF OUR
PRODUCTION TRANSPARENT.
WE WANT TO SHOW
HOW WE WORK.”**





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