





# **Your daily dairy moves ahead**

## **The Campina example**

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Corporate Environmental Affairs

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# Campina presentation

- Campina Profile
- Some Facts and Figures
- Campina and the soy initiative
- Background
- Results
- Objectives 2007

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# Campina profile

- International co-operative dairy company
- Turnover: € 3.6 billion
- Employees: 6,811
- Campina's core activities:
  - **Consumer products:** liquid milk, dairy drinks, yoghurts, desserts and cheese and butter products
  - **Industrial products:** ingredients for the global food- and pharmaceutical industries, milk powder, butter oil, cream products
- Active in more than 100 countries
- Head office in Zaltbommel (the Netherlands)
- German offices in Heilbronn, Cologne and Goch
- German production sites in Heilbronn, Prenzlau, Elsterwerda, Gütersloh, Cologne, Nörton Hardenberg

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# Campina Worldwide

## Netherlands

- Zaltbommel, Headquarters, Member Services and Service Center Netherlands
- Alkmaar
- Bleiswijk
- Breda
- Eindhoven
- Heiloo
- 't Hartogenbosch
- Limmen
- Lelystad
- Maasdam
- Oldenzaal
- Oud-Gastel
- Rotterdam
- • Rijkswijk
- Tilburg
- Utrecht (multimedia)
- Veghel
- Wageningen
- Woerden

## USA

- Batavia
- Chicago
- Delhi
- Middletown
- New York
- Onalaska
- Portland

## Belgium

- Aalter
- Klerken
- Sleidinge
- Passendale

## Germany

- Cologne
- Elsterwerda
- Göttersloh
- Hüllbrunn
- Nörten-Hardenberg
- Prenzlau
- Scheffels

## United Kingdom

- Horsham
- Redhill
- Teddington

## Europe, others

- Austria:
  - Stainach
- Baltic States:
  - Riga
- Denmark:
  - Vejle
- France:
  - St. Paul-en Jarez
- Greece:
  - Athens
- Romania:
  - Bucharest
- Russia:
  - Moscow
  - Stupino
- Spain:
  - Barcelona
- Ukraine:
  - Kiev

## Asia

- China:
  - HongKong
  - Shanghai
- India:
  - Bangalore
- Japan:
  - Tokio
  - Osaka
- Thailand:
  - Bangkok
  - Ayutthaya
- United Arab Emirates:
  - Dubai
- Vietnam:
  - Ho Chi Minh City

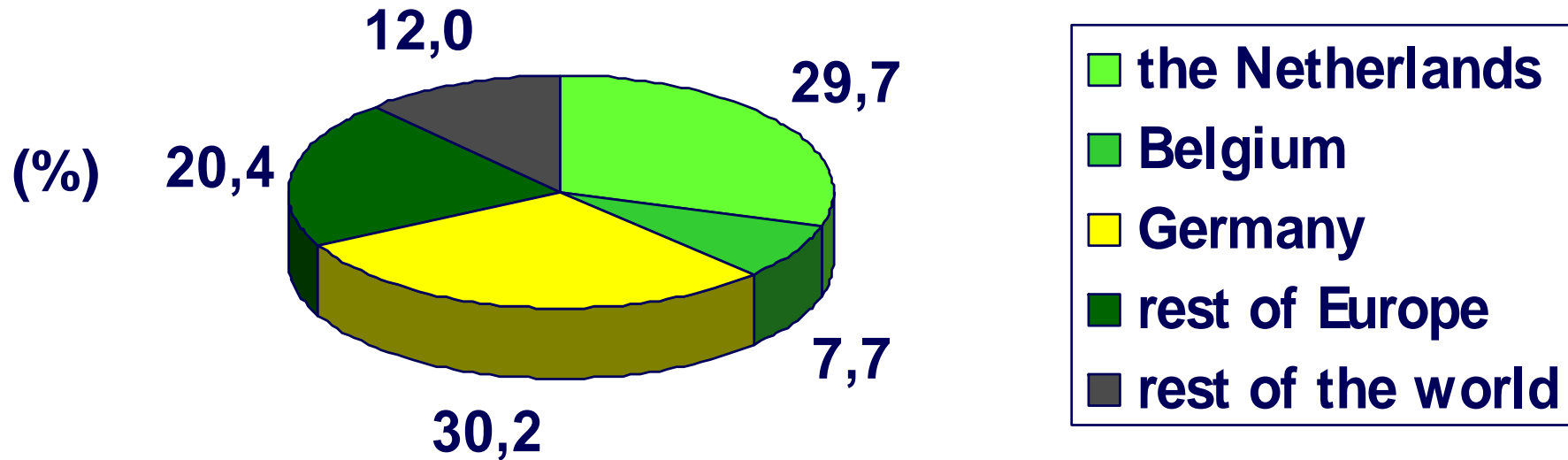
## South America

- Argentina:
  - Buenos Aires



# Turnover Campina

## geographically

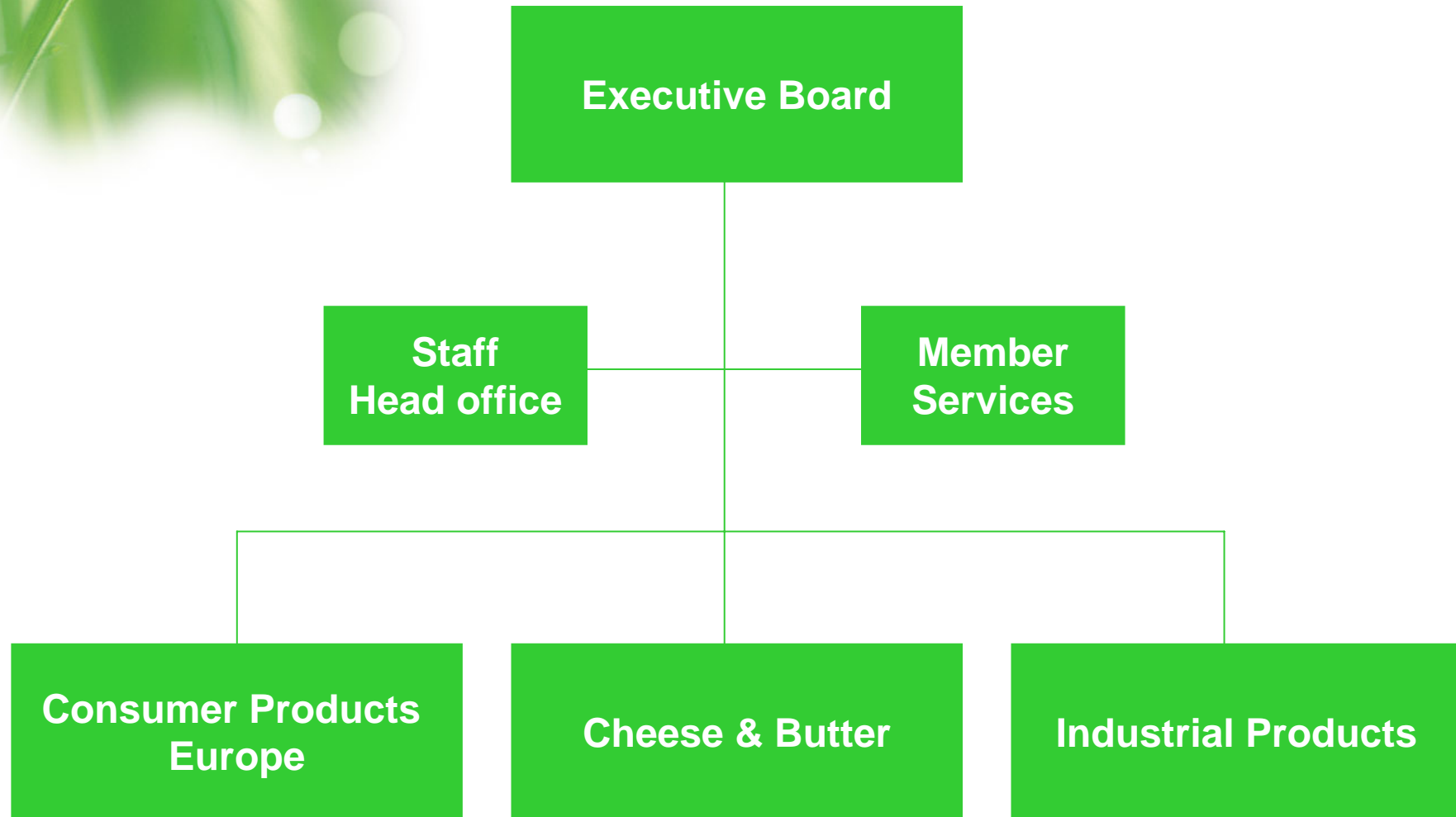


Campina turnover 2005: €3,569 million

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# Campina BV organisation



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# Consumer Products Europe



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# Cheese & Butter



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MILNER®

Passendale  
KAASMAKERS - FROMAGERS

campina  
Buttergold

campina  
Cheragne

Valess®  
HARDT GUT ZUGEL

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# Industrial Products



**DMV International**  
The ingredients of success



**Pharmatose®**

**Respitose®**

**Textrion™**

*Creamy*  
**CREATION**



**COAST**

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# Our 4 brand values:

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Close to  
Consumers

campina



Close to  
Consumers

Natural

campina

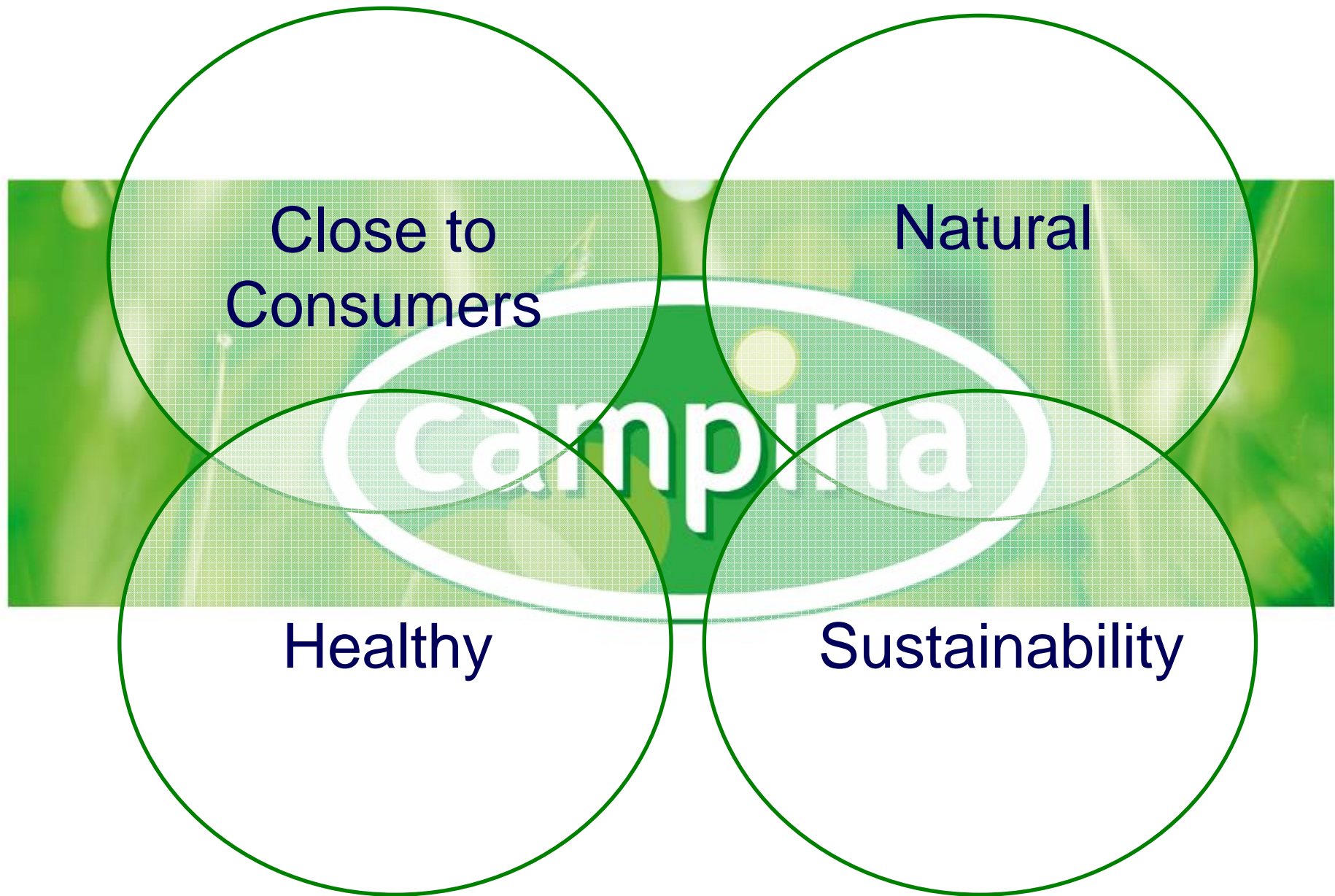
Close to  
Consumers

Natural

Healthy

Campina





The Campina logo, featuring the word "campina" in white lowercase letters inside a green oval with a white border. It is positioned in the top left corner over a blurred green background.

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# Campina and soy

Sustainability in practice

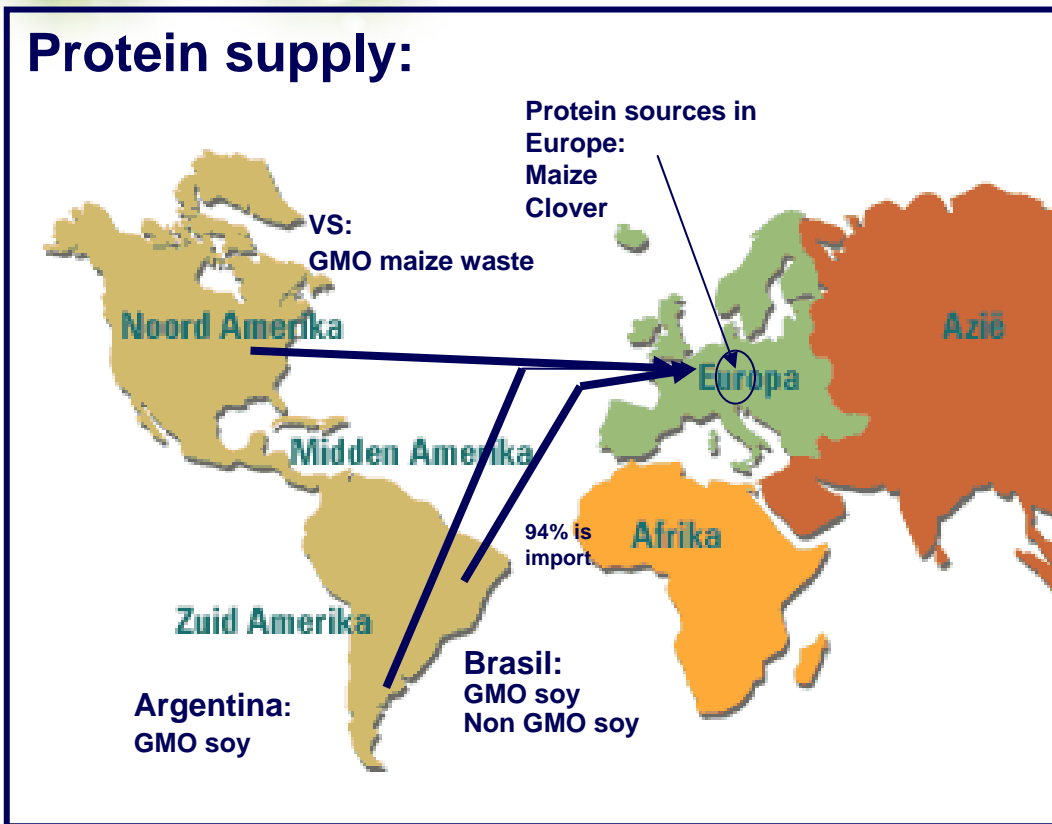
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A solid green vertical bar located on the right side of the slide.



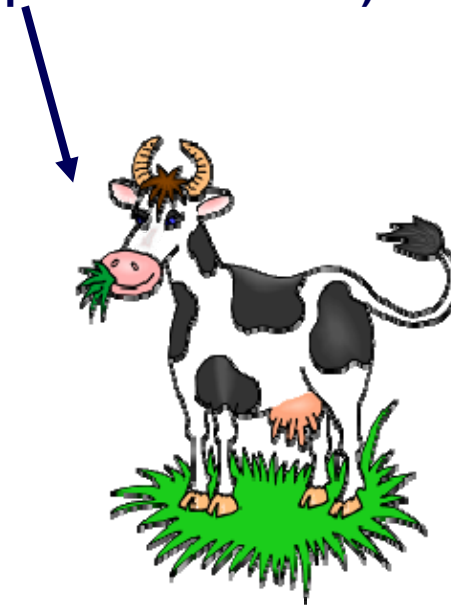
# Actual situation protein source

## Protein supply:



Grass / maize (70%)

Feed for protein (soy (12,5%), maize, beerbostel, rape seed etc: 30%)



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## Motives to pay attention on soy

- Cows of Campina farmers use soy as an essential protein
- Soy is serious issue because of destruction of tropical rainforest in Brasil and Argentina
- Discussions with Dutch NGO's (e.g. prof. Lucas Reijnders)
- Sustainable soy is larger issue than GMO's
- Stepping into a focused dialogue with WWF, Solidaridad, Stichting Natuur en Milieu



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## Cooperation with NGO's



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**Solidaridad**



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# Agreement with NGO's

- Main stream sustainable soy is our objective
- For time being: Basel criteria (Pro terra standard)
- Non-gmo is not the main issue, the effects of gmo are
- Green energy principle (can be mixed up with other cattle feed)
- In 2006: 10.000 tons (related to consumer Campina / Landliebe milk)
- In 2007 : 40.000 tons (related to all Campina brand products)
- In 2011 : 150.000 tons (all member farmers of Campina)
- Campina pays extra price to the feed-suppliers

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# Result of the soy initiative

**July 12, 2006:**

- **Launch of the initiative**
- **Dutch prime time news TV**



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## Results in 2006

- Supplier for sustainable soy: Caramaru, Brasil
- Tracking and tracing by Cefetra
- First shipment in Amsterdam in November 2006



### Lossen van eerste groene soja

Amsterdam – In de haven van Amsterdam is gisteren een begin gemaakt met het lossen van een lading van 10.500 ton groene soja van het zeeschip Ikaría. Het is de eerste lading duurzaam geteelde soja die in Nederland wordt verwerkt tot veevoer. De import is het gevolg van afspraken eerder

dit jaar tussen zuivelcoöperatie Campina, de stichting Natuur en Milieu, het Wereld Natuur Fonds en Solidaridad. Zij stellen dat voor de teelt van deze Braziliaanse soja geen tropische bossen zijn verduwen en dat de rechten van de lokale bevolking zijn gerespecteerd.

Foto: Diederik van der Laan

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## Objectives for 2007

- Purchase 40.000 tons sustainable soy
- More suitable for cow cattle feed (standard)
- Further discussion with NGO's on sustainability (e.g. E-Light Program)
- Decrease extra price for sustainable soy
- Further enhanced internal support (Campina Management League, member farmers)

The Campina logo, featuring the word "campina" in white lowercase letters inside a green oval, set against a background of blurred green foliage.

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# Plant your own soy

- 10 seeds of sustainable soy
- Put it in a flower pot
- Use it as you wish



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