



the fresh taste of the land

Workshop

“Groene Cirkel Farm Frites”



the fresh taste of the land



Hens Gunneman
Specialist Sustainability

Agenda

- Farm Frites
- Sustainability
- Groene Cirkels



Farm Frites

Company info



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We are...

● An independent
family business

● Fiercely proud of our
farming heritage

● **Ambitious**
for the future



1971 ← → 2022



Farm Frites today



5 production
units



Strategically
located



43 sales
offices



Exporting to over
100 countries



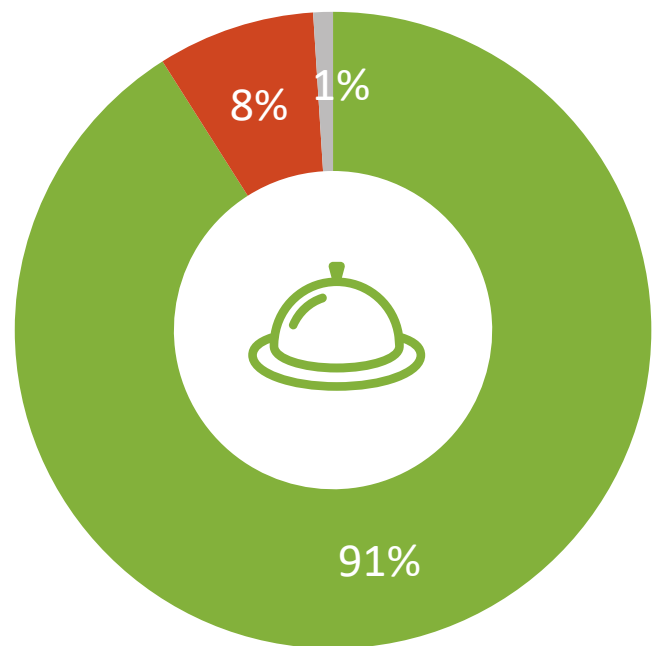
Processing **1.500.000**
tons of potatoes p/y



50 years
experience

Primary focus:

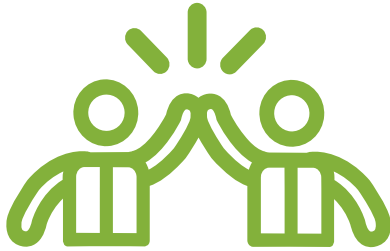
Foodservice professionals



■ Foodservice ■ Retail ■ BtoB



Farm Frites Vision



Growing together

- ▶ Partnering for growth



From potatoes...

- ▶ Using our world class potato knowledge to feed the world



To happy faces

- ▶ Great products
- ▶ Sustainable business
- ▶ Continuous development
- ▶ Safety, health & growth



Farm Frites

Sustainability



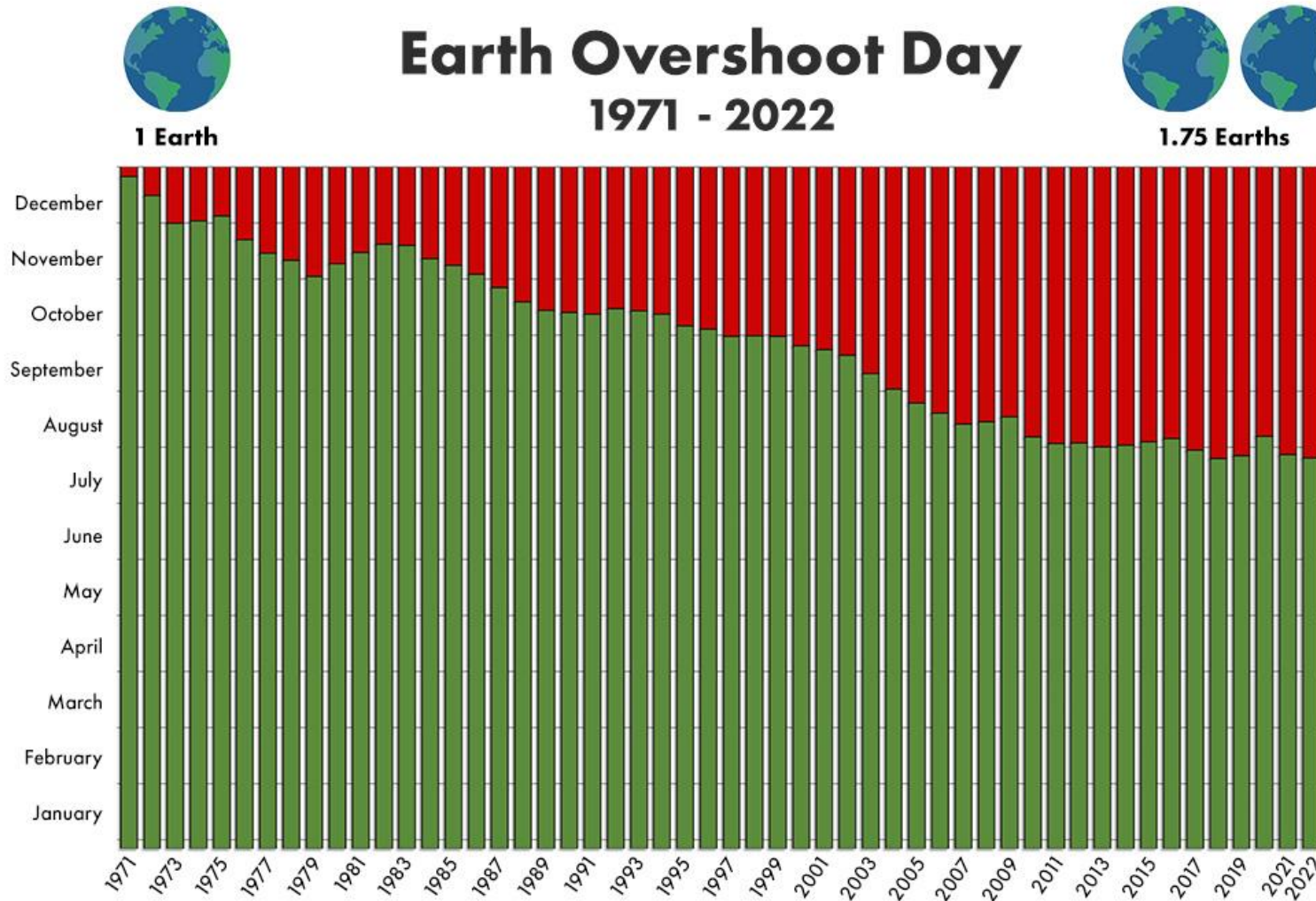
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| What happened on:

July 2022

Wk	Sun	Mon	Tue	Wed	Thu	Fri	Sat
26						1	2
27	3	4 Independence Day	5	6	7	8	9
28	10	11	12	13	14	15	16
29	17	18	19	20	21	22	23
30	24	25	26	27	28	29	30
31	31						

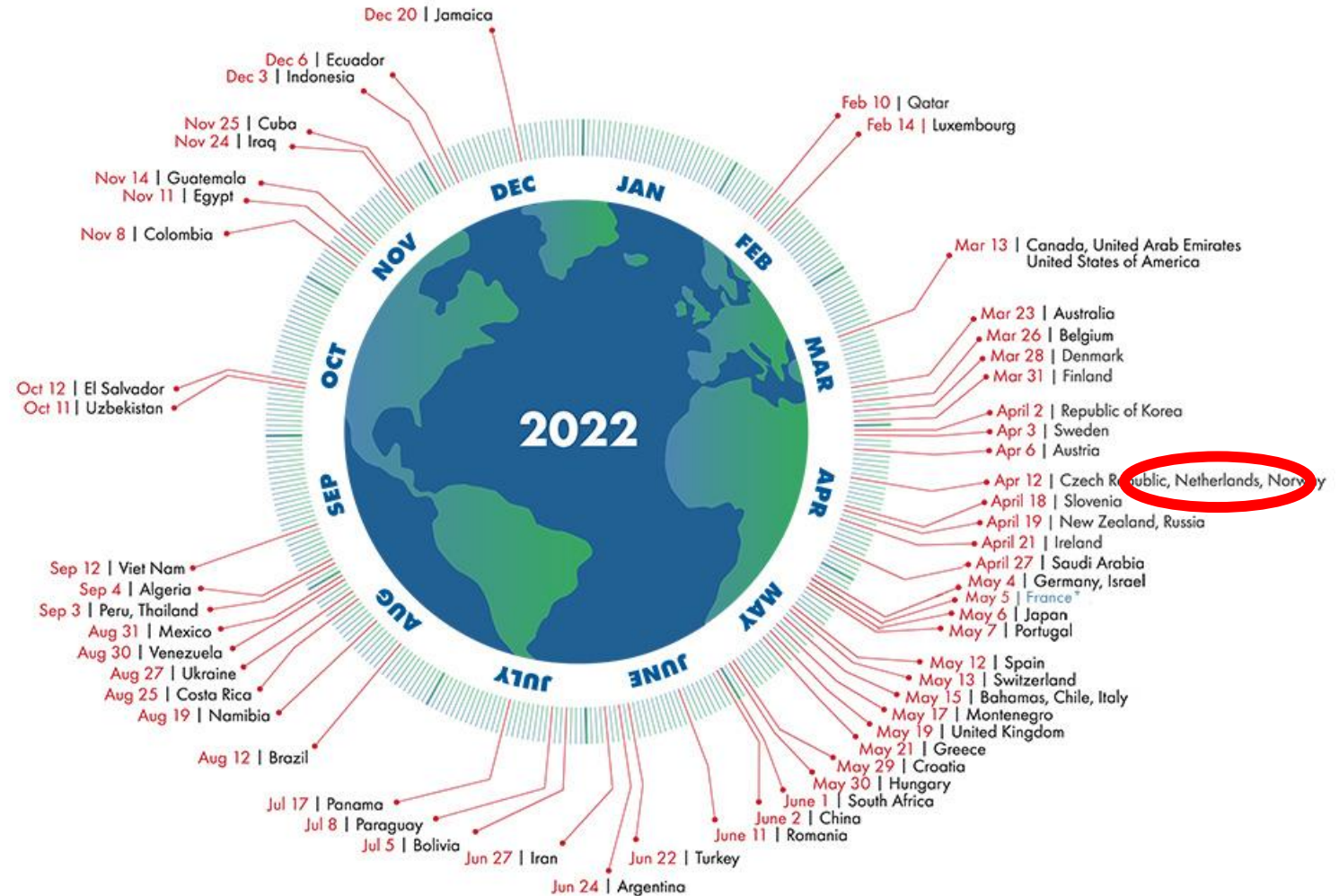
Earth Overshootday



Earth Overshootday

Country Overshoot Days 2022

When would Earth Overshoot Day land if the world's population lived like...



For a full list of countries, visit overshootday.org/country-overshoot-days.

*France Overshoot Day updated April 20, 2022 based on nowcasted data. See overshootday.org/france.

Source: National Footprint and Biocapacity Accounts, 2022 Edition
data.footprintnetwork.org



Farm Frites Sustainability

Sustainability – Focus areas

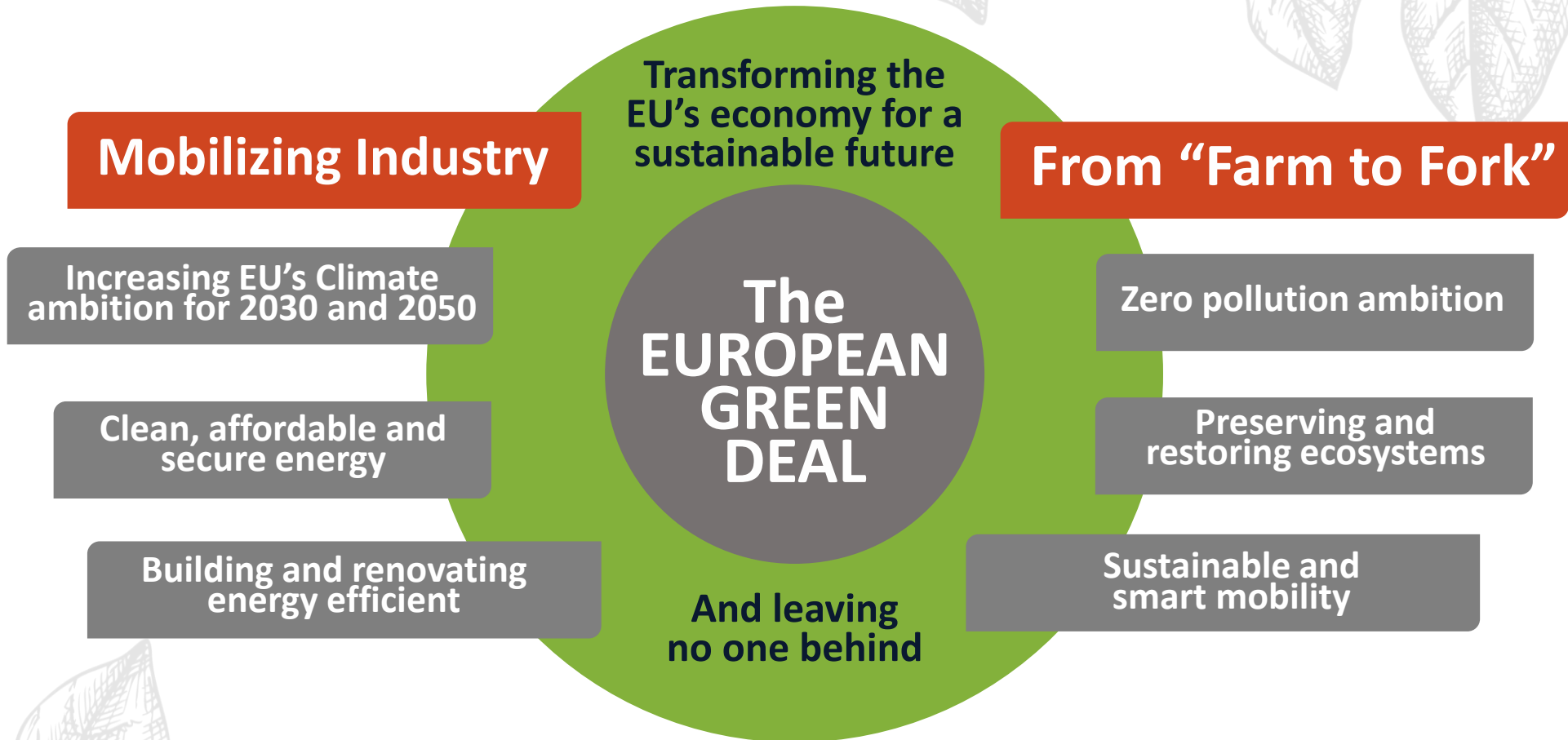


1. Climate change & energy
2. Sustainable Agriculture
3. Sustainable packaging
4. Water management
5. Product
6. Food waste
7. People and community



Our Sustainability Approach: The GREEN DEAL

Farm Frites Agro 2030 challenge



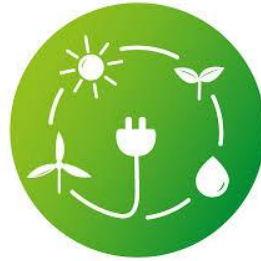
GREEN DEAL

Mobilizing Industry



Reduction by 2030;

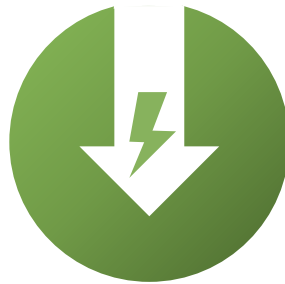
55%



By 2030;

40%

Renewable sources



By 2030;

9%

Less Energy usage

GREEN DEAL

From “Farm to Fork”



By 2030

Pesticides

Reduction

50%



By 2030

Fertilizers

Reduction use

20%



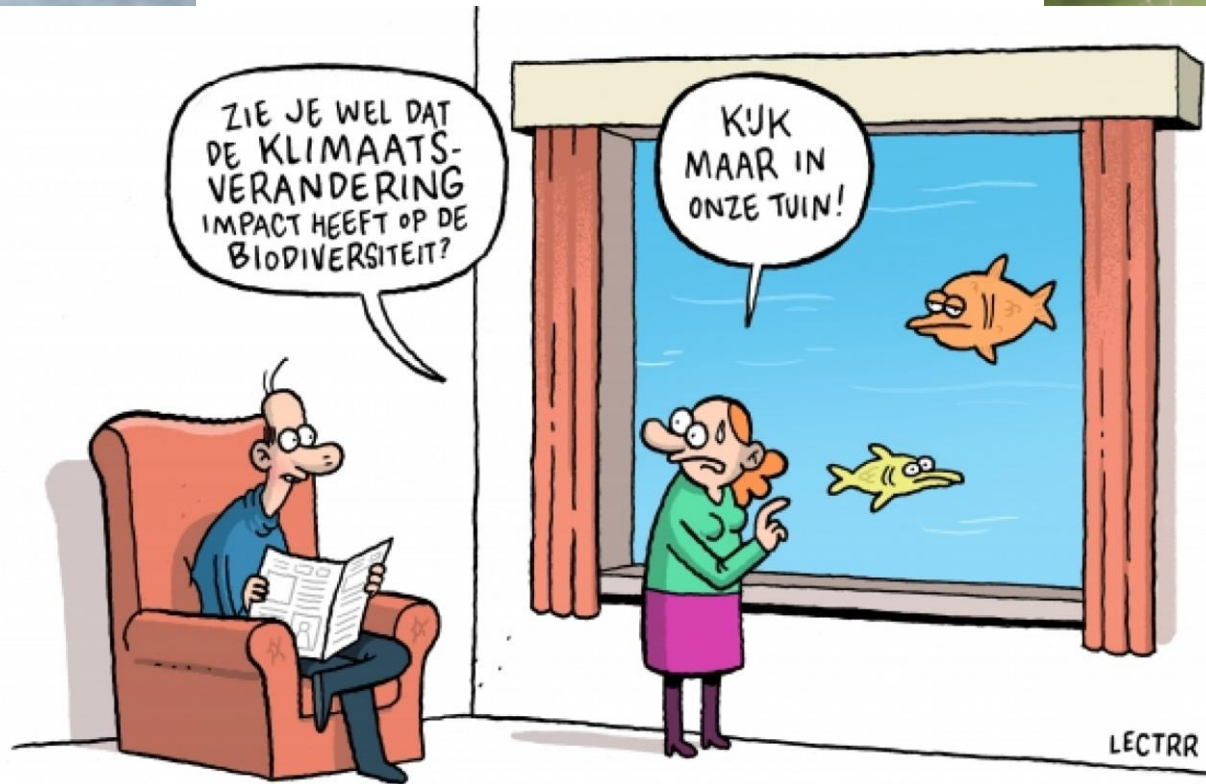
By 2030

Organic farming

organic farming area

25%

Farm Frites Sustainability



A group of people are dining at an outdoor restaurant called Farm Frites Groene cirkel. The scene is set in a rustic, open-air environment with wooden tables and chairs. In the foreground, a man and a woman are seated at a table, smiling and looking at each other. They are surrounded by other diners, some of whom are also smiling and engaged in conversation. The tables are set with plates of food, including fries and burgers, and glasses of water. A menu card is visible on the table. The background features a large glass wall that looks out onto a lush green landscape with trees and plants. The overall atmosphere is warm and inviting, with natural light filtering through the foliage.

Farm Frites

Groene cirkel



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Groene Cirkel

Werking



- DROOM
- Gelijkwaardigheid
- Openheid
- Gezamenlijk-*Eigen* belang

Groene Cirkel

Groene Cirkels
Circulaire
Suikerbieten
keten

Groene Cirkel
Groene
Gezonde
Stad

Groene Cirkels
HEINEKEN

Groene
Cirkels

Groene Cirkel
Duurzame
Fritesketen

Groene
Cirkels

Bijen
land
schap

Groene Cirkel
Kaas en
bodemdaling

Groene Cirkel

Partners



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provincie
ZUID HOLLAND

Groene Cirkel Duurzame Fritesketen



Groene Cirkel

Ambities/DROOM

- Een duurzame en vitale fritesketen in een aantrekkelijke omgeving.
- *100% hernieuwbare energie voor fabriek*
- *Een emissie loze, veilige corridor van fabriek naar haven*
- *Werken aan een klimaatneutrale keten*



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provincie **HOLLAND**
ZUID



WAGENINGEN
UNIVERSITY & RESEARCH

Groene Cirkel
**Duurzame
Fritesketen**

Groene Cirkel

Thema's

Groene Cirkel Duurzame Fritesketen



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Energie



Water



Bodem



Biodiversiteit



Grondstof-
kringlopen



Mobiliteit en
logistiek

Groene Cirkel

Groene Cirkel Duurzame Fritesketen

2019

2022

2025

??



Groene Cirkel

Leren...

Groene Cirkel

Duurzame
Fritesketen

- ...samenwerken
- ...luisteren
- ...communiceren
- *Doen - Denken*
- *Investeren-Rendement*
- *Definitie*

Carbon Footprint Reduction

Factory



40%

Savings by replacing PE foil with bio plastic.

Logistics



90%

Savings by replacing diesel with biodiesel.

Farm



380%

Savings with compost instead of fertilizer, and more.



Energie



Bodem



Mobiliteit en
logistiek



Groene Cirkel

Akkerranden



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Bodem



Biodiversiteit



19-7-2022

Groene Cirkel

“Levende natuurdijk”

Biodiversity,
the nature
living Dyke



Biodiversiteit



Grondstof-
kringlopen



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Groene Cirkel

Zonnepark Oudenhooon



- 50% renewable electricity
- Saves 10 million kg CO2
- Field of 20 hectare
- Helps biodiversity
- Operational in 2023



Energie



Biodiversiteit



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Groene Cirkel

Waar zien jullie mogelijkheden?

Biodiversiteit



Energie



Grondstof-
kringlopen



Groene Cirkel Duurzame Fritesketen

Water



Bodem



Mobiliteit en
logistiek



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Sustainability is here to stay, or we may not be

-Niall FitzGerald-

Hens Gunneman

Specialist Sustainability

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