



FrieslandCampina 

The co-operative sustainability approach of FrieslandCampina



Jaap Petraeus, Manager Corporate Sustainability

April 19th, 2012



Table of Contents

- Sustainability approach of FrieslandCampina
- Actual level of sustainability at farming and processing
- Our co-operative approach with our farmers to implement sustainability
- Conclusion and next steps

Key elements of the sustainability policy of FrieslandCampina (company)

There is a fundamental need in the world for nutritious foods. Dairy is one of the most nutrient-dense foods. As an international dairy leader we aspire to demonstrate our commitment to responsible production and leadership in the CSR domain by providing:

Health & Nutrition

Combating nutrient deficiency & obesity

company



Sustainable Value Chains

Improving resource utilisation

company



Dairy Development

Helping small farmers
Asia, W-Africa

company



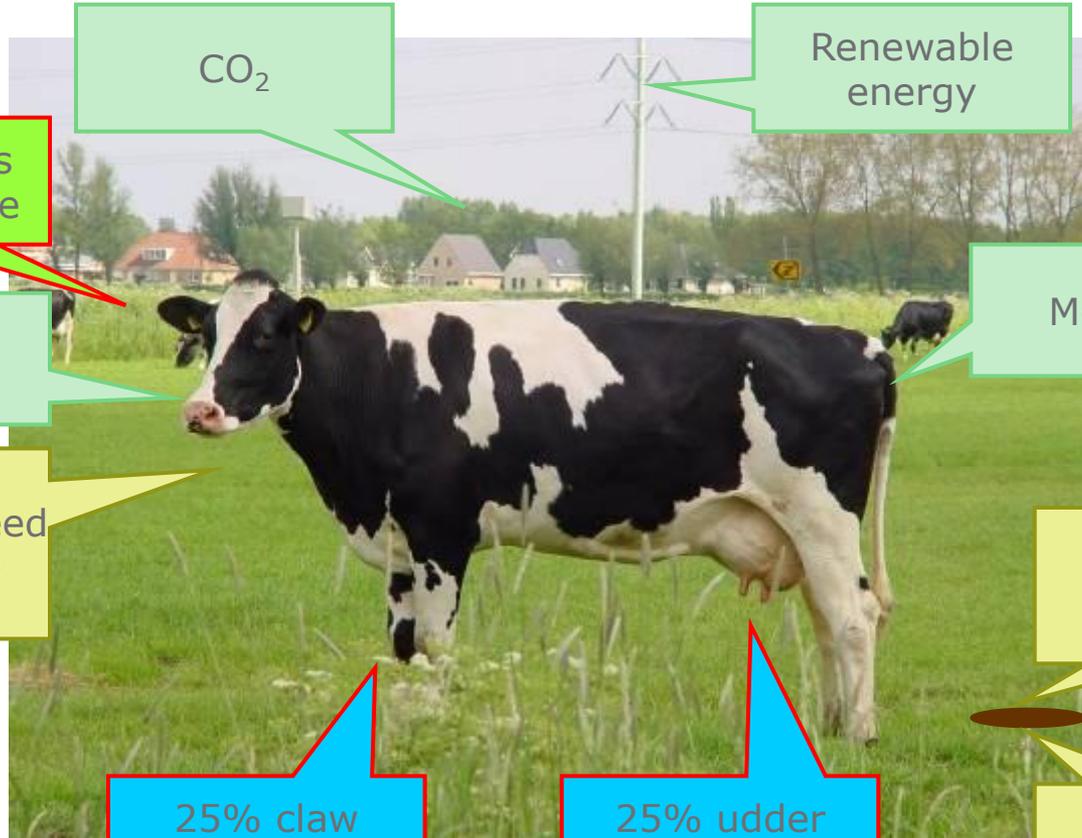
Responsible Dairy Farming

Setting the standard

cooperative



Key sustainability issues at the farm



CO₂

Renewable energy

20% of cows never outside

Methane

Methane

Sustainable feed (soy usage)

Ammonia

25% claw problems

25% udder problems

Phosphate and Nitrogen

Impact on water quality

- Energy and climate
- Cow is key
- Biodiversity
- Outdoor grazing

The most pressing sustainability issue on the dairy farm are: 1) green house gas emissions 2) animal welfare 3) sustainable soy, 4) mineral balance (manure) 5) ammonia

4 pillars of the sustainability approach and objectives

1. Energy and climate

Reduction of GHG with 30% between 1990 and 2020

2% energy reduction per year

2. Animal health and -wellness

Reduction antibiotics
Mastitis/claw problems: at natural level

3. Biodiversity

Visible care for nature

Responsible soy from 2015

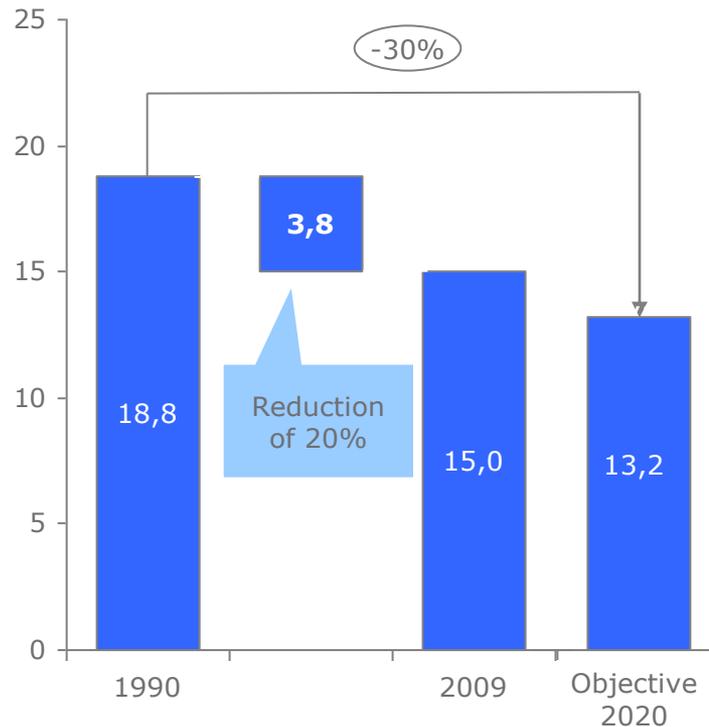
Improved mineral balance



4. Outdoor grazing: at actual level

One objective is 30% GHG reduction between 1990 and 2020

GHG emissions Dutch dairy sector (Mton CO₂-eq)



GHG emissions per kg milk
kg CO₂-eq/kg milk

1,7

1,3

0,95

Planned measures:

- Green gas installations (Manure digesters)
- Wind and solar energy
- Cow feed adjustments
- Yield increase (to 9000 kg per cow on average)



Objective: to have the lowest GHG per kg of milk in the world

About outdoor grazing

- Grazing cows are characteristic of the Dutch landscape and are an important part of the cultural landscape
- Grazing dairy makes visible and determines the social perception of the Dutch dairy sector, its products and animal welfare

But:

- More and more dairy farmers tend to keep cows in the stable
- Dairy farmer as an entrepreneur makes the choice of yes / no / limited grazing
- Selection for grazing is part of comprehensive assessment on dairy farm management and differs from company to company
- Choice yes / no / limited grazing is often limited by economic and spatial limitations. These restrictions may not always be adequately removed

Role of FrieslandCampina

- We highlight the importance of grazing actively (among dairy farmers and stakeholders)
- We give grazing advice and offer tools
- We give financial support for grazing (secured and at least 120 days per year, at least 6 hours per day)
- We bring dairy products on the market that are produced with milk from cows grazing in the Netherlands have had (and secured at least 120 days per year, at least 6 hours per day)

Financial benefits

System	Bruto-vergoeding per jaar	Inhouding voor deelweiden	Netto-vergoeding per jaar t.o.v. garantieprijs	Vershil ten opzichte van nietweiden
Weidegang melkkoeien	3.000 euro	180 euro	2.820 euro	+ 3.000 euro
Deelweidegang	750 euro	180 euro	570 euro	+ 750 euro
Geen weidegang	0 euro	180 euro	- 180 euro	0

Market support

Website support Campina brand



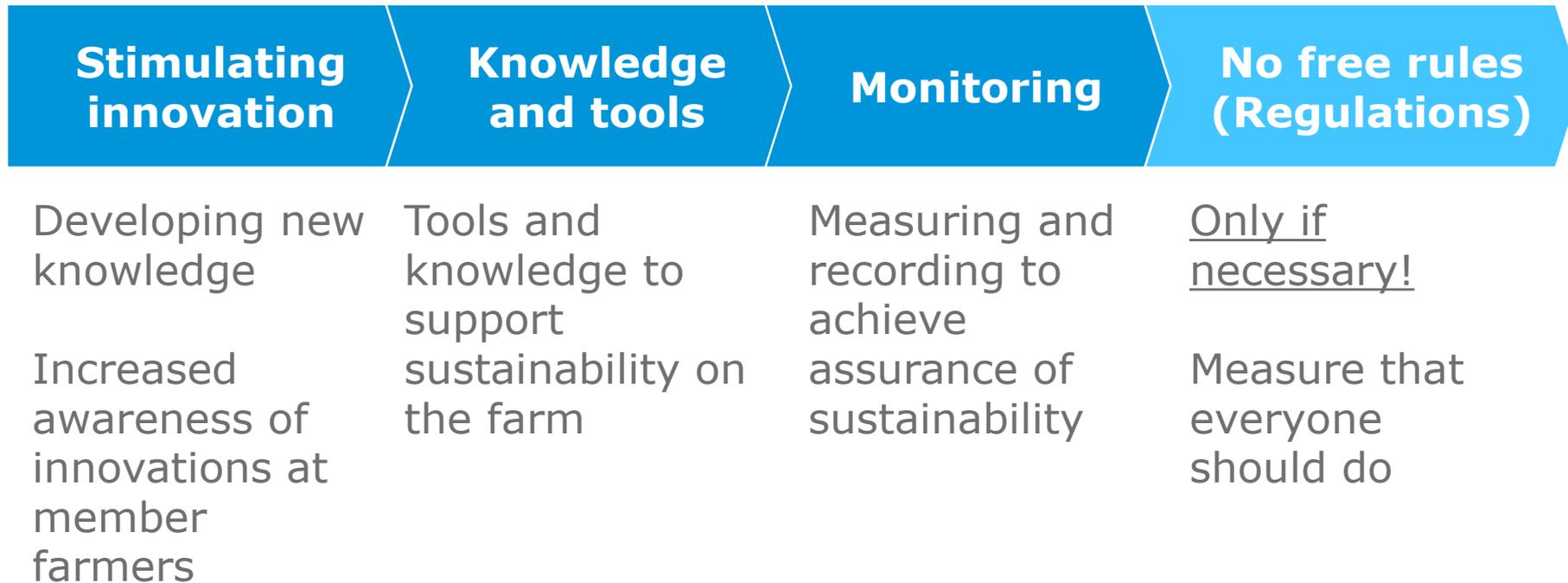
Outdoor grazing logo



Marketing event about cows going out the first time of the year

Key role for our dairy farmers

Tools and instruments



Profiel



Bert Visser
Amsterdam

[Profiel aanpassen](#)
[Uitloggen](#)

Inbox 20

Agenda 5

Mijn Discussies 

Netwerk updates

Favorieten ★

Meest bekeken

Mijn Interessegroepen

[Diergezondheid](#)

[Melkvet](#)

[Antibiotica \(studiegroep\)](#)

[Zoek andere groepen](#)

Aanbevolen

[Melkrobots](#)

[Veengrond boeren](#)

[Bekijk andere groepen](#)

Zoeken in ▼ [Zoek](#)

Laatste levering vr. 3 juni 2011 om 10.35 - [Leveringsoverzicht](#)

Gewicht -	Vet ↓	Eiwit ↓	Lactose ↑	Ureum ↑	Bijzondere melk
16.0 kg <small>15.580.5 liter</small>	4.18 %	3.26 % 	4.54 %	26 mg/100g	OK

Fokus laatste update wo. 6 juni 2011 - [Kwaliteitsoverzicht](#)

Melk	Koe	Proces	Omgeving	Prestatieklasse	120 px.
623 <small>16/6/11</small>	OK <small>16/6/11</small>	Goed <small>23/6/11</small>	OK	Excellent	

Netwerk updates

[Relevant](#) - [Nieuw](#) - [Mijn discussies](#) - [Favorieten](#) - [Meest bezocht](#) 



Cees 't Hart - FrieslandCampina, Amersfoort - [Gisteren FrieslandCampina - Weblog CeesiesCorner](#)

Milk2020 voor jongeren de ondernemers van de zuiveltoekomst



16-6-'11 - De zuivelsector, FrieslandCampina en de toepassingen van melk zullen in 2020 duidelijk anders zijn dan nu. Onder het motto milk2020 ontvouwde Cees 't Hart, CEO van [Lees Blog](#)

Annual Report 2011



Milk2020 voor jongeren de ondernemers van de zuiveltoekomst

[Download financieel verslag](#)