



Role of sustainability within FrieslandCampina

- We aim to be responsible for the future world and future generations in our thinking and our actions;
- We pursue the long term sustainability in a balance between our people, the environment and our business;
- We try to make all of our actions sustainable in the dairy chain, from farm to fridge.



Priority areas

For the present:

- Good nutrition
 - Health, Hunger, Hygiene
- Vital people
 - Human rights, community vitality, safe and healthy workplace conditions
- Care for environment
 - Green house gas reduction, Energy efficiency, water optimization
- Animal welfare
 - Grazing outdoors (Netherlands), animal health



Collaboration with others

- Life-cycle analyses helps us the address the sustainability issues at the partners in the dairy chain
- As a director of the dairy chain we work together with:
 - Farmers, Feed industry, Retail, Competitors and others

To improve the sustainability of the total dairy chain

- We believe in a cooperative approach to add value by sustainability



Measuring success

- Judgement by customers, consumers, NGO's and governments are important to measure success
- Transparency is a important weighting factor that is measured by the Dutch government
- In consumers research sustainability of our products is measured