

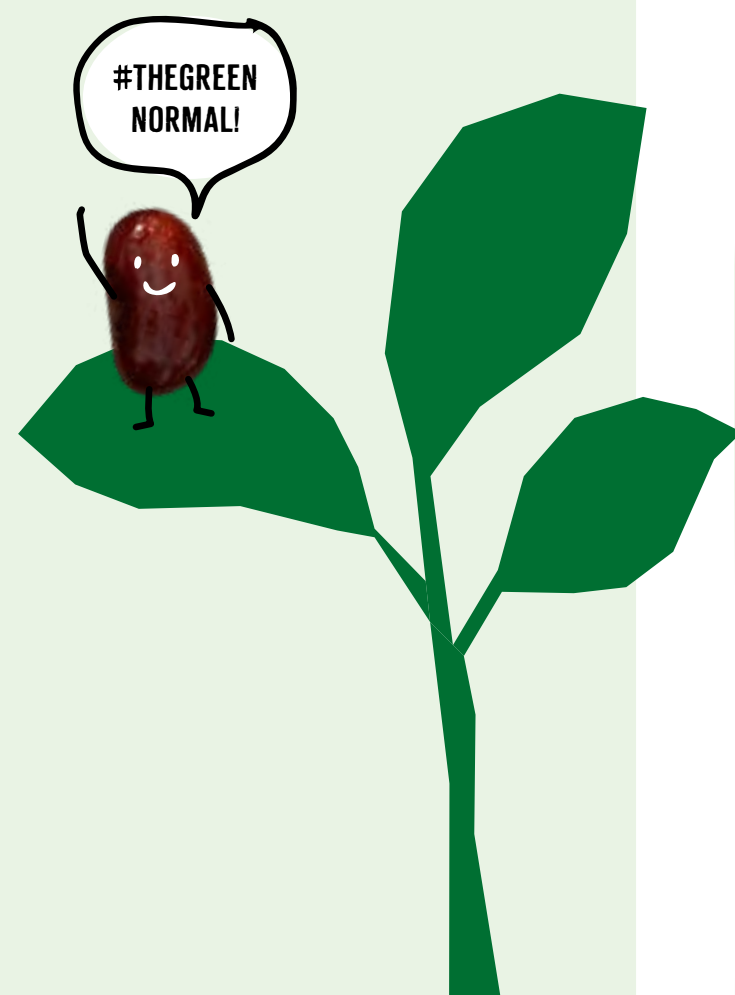
# Our Green Kitchen

**SOCIAL IMPACT REPORT 2019**  
**PLANT-BASED RESULTS, INITIATIVES,**  
**AND AMBITIONS**

# THEGREENNORMAL



# Our Green Kitchen



## PREFACE

by Timo Hoozeboom, CEO and HAKtivist

03

## MISSION AND VISION

06

## HOT TOPICS

Developments with respect to health and growing:  
There's still work to be done

07

## OUR GREEN KITCHEN

Plant-based results, initiatives, and ambitions

22

### Health & consumption

- More natural greens and beans 24

### Farming & production

- Responsible local farming 33
- Circular business practices from soil to jar 38
- Energy-conscious 43

## AS TRANSPARENT AS GLASS

45

## INTERVIEWS

- Food technologist Matthijs Dekker:  
'Fresh or from a jar; it makes no difference' 21
- Founder of Green Protein Alliance Jeroen Willemsen:  
'From bacon to beans' 31
- Gijs Dröge, director  
Stichting Milieukeur/On the Way to PlanetProof:  
'Sustainable in every link of the chain' 35
- Red cabbage grower Wim Straver:  
'Sustainable farming close to home' 36
- Tjeerd Jongsma, director  
Institute for Sustainable Process Technology:  
'Vegetables and sustainability' 42
- Top chef Herman den Blijker:  
'Beans are brilliant!' 47

## APPENDICES

48

- HAK's Value Creation Model 50
- Materiality matrix 51
- Quality marks - a comparison 52

Editorial and contact details 53





PREFACE TIMO HOOGEBOOM

## On the way to the Green Normal

Helping people eat more vegetables and pulses; that is HAK's mission. More highly nutritious vegetables and pulses on our plates that fit into how we eat and cook today. A plant-based diet with a positive impact on health and minimal negative impact on our planet. That's what we call: the Green Normal.

The way we currently eat, distribute and consume our food is no longer sustainable. This has to change – for our own health, for the future of the planet and to enable growers to be good stewards of the land for the future. If we want to eat delicious, healthy and sustainable food in the future, the current normal needs to be replaced by the Green Normal. This means a more plant-based diet and more locally grown food. We examine this area in more detail in this report. We outline what we are doing; results we have achieved, initiatives we have been involved in and specific campaigns. Authorities in the field of health & consumption and agriculture & food processing also share their perspectives on current developments.



## The HAK family

Health and sustainability are concepts we are very familiar with here at HAK. Right from its foundation in 1952, they have been part of the company's DNA. The motto of the Hak family has always been 'living interdependently', and that still goes today. The principle of mutuality and respect for people and nature is central to everything we do.



*Our founders: the HAK family*

## Healthy food is more important than ever

Over recent years, HAK has grown from being a traditional preserved vegetables producer in Benelux to become a brand business in plant-based food across North West Europe. It is tempting to approach health and sustainability from a purely business perspective. HAK obviously wants to grow as a business by fulfilling the growing need of consumers to eat healthily. Our mission, however, is just as driven by social relevance and a sense of urgency.

## Better for health

Vegetables and pulses are really good for you; most of us already know that. People who eat a lot of fruit and vegetables have a lower risk of chronic illness, heart disease and strokes. Eating vegetables is associated with a lower risk of developing intestinal cancer and a reduced risk of type 2 diabetes.

Despite all this, however, we all still eat too few vegetables. In the Netherlands and neighbouring countries, the average diet contains only half the daily recommended intake of vegetables. The picture is no better for pulses, where it stands at just a third of the recommended amount.

## Better for the planet

Eating more vegetables and pulses is not just better for your health. It is also better for our planet. Most vegetables and plant-based products have a low impact on the climate. Pulses also contain a high proportion of plant-based protein and are an ideal replacement for meat. In addition to their nutritional value, they account for around 20 times less greenhouse gas emissions per 100 grams than meat. They are mother nature's powerhouses!

## The consumer

Why is it so difficult to increase consumption in line with recommended daily amounts? A great deal of research has already been conducted in this area. Responses vary from 'I'm stuck in a routine, I don't know how to prepare tasty vegetables' to 'I just don't have time'. This is where HAK has stepped in to take the initiative. In our campaigns, we showcase our solutions for appetising, healthy, easy-to-cook and colourful meals. Meal ideas and recipes that fit with modern lifestyles and cooking habits, and that contain a high proportion of vegetables and pulses.

## HAKtivism

As you would expect, we've done this in true HAK style, with the emphasis on fun and accessibility. Together with a good dash of HAKtivism! ...Which is a mix of HAK and activism. HAKtivism stands for our clear ambition, combined with our down-to-earth, can-do attitude whose roots go right back to the foundation of the business.

## HAK Our Green Kitchen

In order to have a real impact, we have refined our sustainability strategy in the form of 'HAK's Green Kitchen'. When it comes to health and consumption as well as growing and food processing, we have high ambitions and have set ourselves some bold challenges.

I am proud of what, along with our employees, we have achieved so far. At the same time, it motivates us to go even further. We examine this area in more detail in this report. A few highlights:

## Health & consumption

To help customers make healthier choices when they are out grocery shopping (more vegetables in the trolley or basket), we have started introducing the Nutri-Score logo on our products. In Belgium and Germany, these are already on the shelves, and in the Netherlands we are conducting a pilot with some of our range in the run-up to the official launch in 2021. Nutri-Score is a clear label which should help consumers make healthier choices when buying within a product group. Nutri-Score is a traffic light system with 5 levels; A is the best choice and E should be avoided. At the end of 2020, all HAK's vegetables and pulses will have a Nutri-Score of A.



### Sustainable farming & processing

We are making huge strides in terms of sustainability when it comes to growing our products. The first 'On the Way to PlanetProof' red cabbage is now available in stores. The independent On the Way to PlanetProof (formerly 'Milieukeur') quality mark considers a broad range of sustainability indicators, of which soil fertility levels and biodiversity are key aspects. Over the course of 2020, all of our leafy vegetables, sauerkraut, Brussel sprouts and beetroot will be grown in line with these sustainability criteria.

Working with growers, we will assess what extra costs are involved along with appropriate compensation. By 2021, we also aim to have all vegetables and pulses that are grown within a 125 km radius certified under the On the Way to PlanetProof scheme.

We will compensate our growers for the extra costs they incur to obtain On the Way to PlanetProof certification. We are doing this because we believe it supports a healthy earnings model and that it motivates growers to use more sustainable practices.

### 100 percent recycling of waste streams

We aim to realise a circular business model, right through from soil to jar. This means recyclable packaging, reusing scarce raw materials, using as little water as possible, and the considerate use of energy. And the result? – practically 100 percent of all waste streams from our factory are now recycled. But, we don't just want this to be confined to our factory, we want to see it happen across the whole supply chain. We are aiming to become fully circular throughout the supply chain by 2035.

### Energy-conscious

We are taking specific actions to reduce our energy consumption. These include efforts to rationalise processes in our factory as well as ensuring transport to and from the factory is as efficient as possible. In 2020, we started work on replacing the roof to enable solar panels to be fitted; from 2022, we will have a solar energy facility with 7,000 solar panels. The panels will cover an area of 20,000 m<sup>2</sup>, which will enable us to generate roughly 35% of the energy needs for our factory, warehouses and offices in Giessen.

It is difficult to predict what the structural impact of COVID-19 will be on our business. However, it will not alter the ongoing investment by HAK in our Green Kitchen, spurred on by the conviction that the need to support consumers in eating more healthily with more vegetables and pulses will only grow. As far as I'm concerned, this also applies to the need for shorter, local and circular food supply chains.

The publication of this Social Impact Report is not a one-off and in no way discharges us of our obligations. We are conscious there is much more we want and need to do. Our next Social Impact Report will be published in 2022. In this way, we seek to fulfil our pledge to be completely transparent.

### The Green Normal.

The time is right for a new standard; for growers, for the planet and for consumers. The Green Normal – that is a more plant-based diet with more locally produced food – will only be realised if producers, consumers, supermarkets, growers, stakeholders and other partners with the same goals work in cooperation. So, in a sense, this is also a call to action. If everyone in the chain does their bit, we can all work towards a sustainable food system that looks to the future. We can only make the Green Normal the new normal by working together.

### TIMO HOOGEBOOM

CEO and HAKtivist  
June 2020





A close-up photograph of a person's hands holding a black tray filled with vibrant purple and green leafy vegetables, likely rocket or similar greens. The person is wearing a blue long-sleeved shirt and dark trousers. The background is a blurred outdoor setting with dry ground.

# Vision and mission

As a major vegetable brand with a leading position in our market, our mission is to help as many people as possible to eat their 'greens and beans' – at any moment throughout the day, at home and on the move. We are taking various approaches to make our vision a reality.

## **More vegetables and pulses with respect for the planet**

HAK believes eating more vegetables and pulses can make the world a better place, one in which we can all live more healthy and longer lives. We are driven by our desire to help consumers in the Netherlands, Belgium, Luxembourg and Germany to eat more greens and beans.

We want to do this by making it easier for people to eat tasty vegetables and pulses. With natural, good quality products that are quick and easy to prepare as a meal in their own right or as an element in a meal. Goods that are produced locally, as far as possible, and prepared with minimal negative impact on the environment. With respect for the earth on which our vegetables and pulses grow.





# Health & farming: There's still work to be done

## WHAT'S THE PROBLEM? 3 HOT TOPICS

In this section, we will guide you around the world of vegetables and pulses. We will do this on the basis of 3 hot topics with respect to health and farming .

We look at why the consumption of vegetables and pulses continues to be on the low side. Why, despite the many health benefits, we are not eating enough veggies. And how we aim to change that without the consumer having to make big lifestyle changes. We explain the positive impact of vegetables and pulses, i.e. healthier for us and better for the environment and climate. Finally, we take an in-depth look at the shift towards local, circular agriculture that needs to be made, and why that suits us down to the ground.



**HOT TOPIC:**  
**CONSUMPTION OF VEGETABLES AND PULSES: ROOM FOR IMPROVEMENT**

**Everyone’s weekly menu has its firm favourites**

The consumer’s routine generally consists of between six and ten meals that are eaten on a regular basis. The weekly menu has changed significantly over recent years. Although the traditional meat and two veggies can still be found on the weekly menu for 80% of households, pasta (no. 2: 62%) and salad (no. 3: 60%) are gaining on it fast. The inclusion of Mexican food and wraps in the weekly diet is an emerging and growing trend. This trend is particularly marked among young families, with as many as 57% regularly eating Mexican. In supermarkets, sales of Mexican food are growing fastest.

**What is our favourite food?**



**MEAT & 2 VEGGIES**



**STEW**



**PASTA**



**SALAD**



**WRAPS/MEXICAN**



**RICE/ASIAN**



**PIZZA**



**(MEAL) SOUP**



**CURRY**



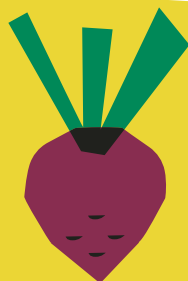
**BREAD**

**MEXICAN FOOD  
GAINING POPULARITY  
FASTEST**



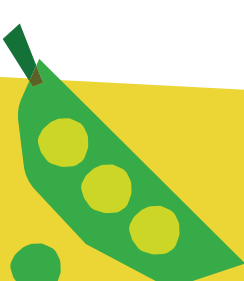
**50%**

**RECOMMENDED  
AMOUNT  
250G  
PER DAY**



**30%**

**RECOMMENDED  
AMOUNT  
100G  
PER WEEK**



**Vegetables: raising the bar**

Pasta, salad and Mexican food are increasingly included on the menu. These popular meals, however, contain relatively low levels of vegetables compared to traditional meals. On average, three quarters of Dutch people eat around 131g of vegetables a day, according to the National Institute for Public Health and the Environment (RIVM). That is slightly less than half the recommended daily intake. The 250g target is rarely achieved in the Netherlands. German and Belgian consumers do not fare much better. Even though 84% of Belgian people eat vegetables every day, just 46% of them consume the recommended daily amount. 59% of Dutch people and 54% of Germans eat vegetables every day, below the European average of 64%. There’s a lot of work to do when it comes to pulses too, since just 30% of the weekly recommended amount of pulses is eaten.



## WHY ARE VEGETABLES AND PULSES SO GOOD FOR YOU?

The Netherlands Nutrition Centre endorses the positive health effects of vegetables and pulses.

### Vegetables: healthy for body and mind

Eating vegetables is associated with a lower risk of developing chronic health conditions. Different scientific studies have shown that a diet which includes more vegetables, pulses, wholegrain products, fruit and plant-based meat replacements (and less meat) supports effective digestion, feeling full and satisfied after eating, and reduces the risk of cardiovascular disease, type 2 diabetes and intestinal cancer.

Vegetables supply fewer calories and plenty of nutrients, such as fibre. Pulses also contain a lot of dietary fibre.

The Netherlands Nutrition Centre advises that around 30-40g of dietary fibre should be eaten. This target is rarely achieved. As many as 90% of consumers are not eating enough fibre each week, according to The Netherlands Nutrition Centre.

### Pulses: mother nature's powerhouses

The family of pulses is a huge family which includes peas, beans and lentils. Peanuts and 'green' pulses such as garden peas and French beans are also regarded as pulses, but we treat them as nuts and vegetables as they have similar nutritional values.



Pulses are rich in plant-based proteins. This makes them ideal for eating on a meat-free day and they also have a lower carbon footprint. They are genuine powerhouses.

Pulses are a key element in the Netherlands Nutrition Centre's nutritional model in which the advice is to eat beans, such as brown beans, lentils or chickpeas, on a weekly basis.

## 5 good reasons to eat pulses more often

### + THEY HAVE A LOW CARBON FOOTPRINT

They can be grown in the Netherlands and require little fertiliser or water. Pulses also offer good yields on poor or dry agricultural land. They improve the soil in which they grow and are often used in organic farming as a natural way to regenerate the soil.

### + THEY ARE HEALTHY

Pulses contain 12% fewer calories, the same amount of protein, and much more fibre than the same amount of meat. Pulses contain around twice as much protein as cereals such as wheat, oats or rice.

### + THEY ARE PACKED FULL OF VITAMINS AND MINERALS.

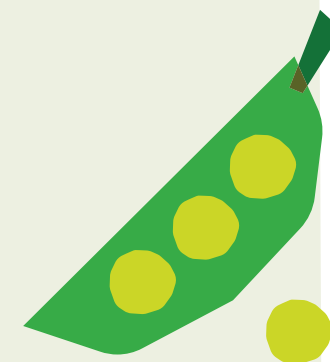
Pulses contain iron, potassium, magnesium, zinc, vitamin B and more.

### + THEY HAVE A LONG SHELF LIFE.

Just like dried pulses, pulses in a jar will keep for 3-4 years, so waste is kept to a minimum.

### + THEY ARE TASTY AND A SOURCE OF PLANT-BASED PROTEIN

This makes pulses a great replacement for meat, fish or eggs!



More information on the properties of pulses can be found on The Netherlands Nutrition Centre website [www.voedingscentrum.nl](http://www.voedingscentrum.nl) or [pulses.org](http://pulses.org).



## Why are we not eating enough?

Despite all the health benefits of vegetables and pulses, we are still not eating the recommended amounts.

Why is that? Good question.

There has been a great deal of research into the reasons and barriers to eating more vegetables.

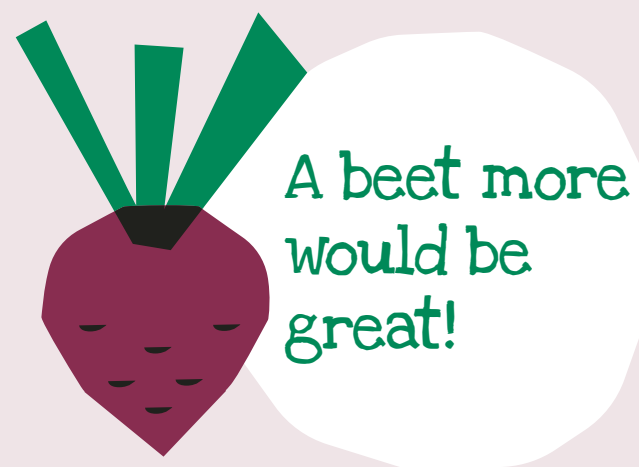
Firstly, it lies in the meals we eat themselves, often they simply contain too few vegetables. The research came back with responses varying from 'I'm stuck in a routine, I don't know how to prepare tasty vegetables' to 'I just don't have time'. Many people also overestimate their daily consumption of vegetables. That comes as no surprise, because it is hard to estimate how many grams you actually have on your plate.

Our conclusion: don't try to break people out of their mealtime routines, because that's really tough to do.

Don't tell them to eat more vegetables and pulses.

Nobody likes to be told what to do; finger-pointing does not work. And it certainly won't encourage people to eat more greens and beans! So, how can we do it?

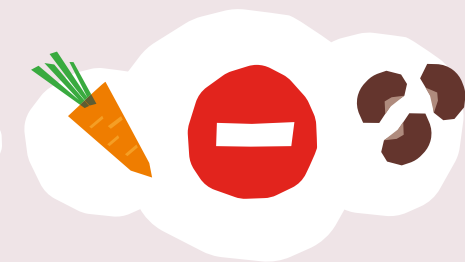
Read on!



## What the consumer thinks about vegetables



- + THEY ARE HEALTHY
- + ADD COLOUR TO YOUR PLATE
- + ADD VARIETY TO MEALTIMES



- I AM STUCK IN A ROUTINE
- DON'T LIKE THEM/DON'T KNOW HOW TO COOK THEM TO MAKE SOMETHING APPETISING
- PREPARING VEGETABLES TAKES A LOT OF TIME AND EFFORT

### It really isn't that hard

Eating more vegetables and pulses in a way that fits into regular weekly routines: that's what we're aiming for.

So, you could toss a few green peas into your pasta (it's quick, easy, tasty and adds colour!). Or, how about a few French beans in your salad to add some extra bite? Vary it a bit and add a second vegetable to your meal; raw bell pepper and baby carrots always go down well.

At the same time, they make your meal more nutritious. Put cheese, cucumber and tomatoes in your sandwich and add a few chickpeas or haricot beans to your soup. It's really simple!

There are loads of ways of eating more vegetables and pulses without really changing anything. By giving what you currently eat a bit of a twist it all adds up to make a difference.

### On a presentation sheet

HAK wants to show that there is a solution for every person and for every meal on their weekly menu. We have gone for a light-hearted approach with solutions that fit into people's existing routines and weekly menus and that contain a high proportion of vegetables and pulses. Whether you have a lot of time or not much, whether you are a fully trained chef or need a little help; it really isn't that hard.







### Plenty of variation

HAK's meal strategy will support the consumer to make healthy choices: whether it's pasta ('Make your pasta happy and add a little HAK') or a Mexican wrap ('Make your wrap happy and add a little HAK') or a salad ('Make your salad happy and add a little HAK').

And because consumers do not always know what to do with vegetables or pulses, we are on hand to help here too. With a wide range of vegetables and pulses, we provide solutions for virtually every conceivable meal on people's menus.

This applies equally to ingredients, components of meals or ready-meals; whether a curry dish or a traditional dinner with meat and two veggies.

We are using bright, relatable TV commercials with the emphasis on fun and accessibility, online videos, and many face-to-face encounters in supermarkets focusing on questions like: what is it, how do I prepare it and what can I combine it with. So, always from the same, clear perspective; what can I do with it?



## HAK FRESH: FRESH TAILORED SOLUTIONS IN GREENS & BEANS

HAK Fresh focuses on fresh tailored solutions in greens & beans concepts to enrich meals that can be eaten both in and outside the home; ready-to-cook and ready-to-eat vegetables are supplied to customers in the food-service channel and to retail chains. HAK Fresh (previously Peter van Halder Grootverbruik, and now part of HAK) uses these fresh concepts to offer HAK quality to target groups in food industry, chained restaurants and retail. The fresh vegetable ingredients and components are also delivered for fresh meal preparation in supermarkets. In this way, we are working towards realising our mission, i.e. to help as many people as possible to eat their greens and beans – at any moment throughout the day, both at home, out-of-home and on the move.





## HOT TOPIC: ANIMAL VERSUS PLANT-BASED; TOWARDS A BETTER BALANCE

### Plant-based is healthy

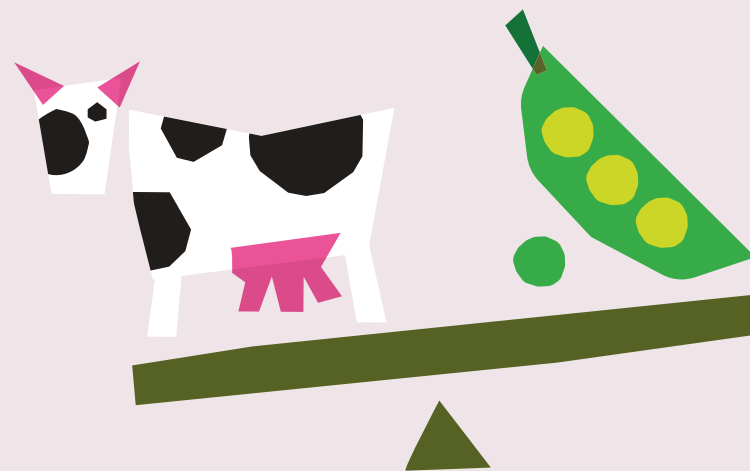
Protein comes from both plant and animal sources. Meat, dairy, eggs and fish are examples of animal protein sources. Aside from pulses, plant-based protein is also found in cereals and nuts. It has been scientifically proven that a more plant-based diet reduces the risk of cardiovascular disease. The Health Council of the Netherlands (Gezondheidsraad) recommends eating plant-based protein more often and reducing our intake of animal protein. We refer to this as the 'protein transition'.

### It's good for the planet too

Vegetables and pulses offer positive health benefits. And there are other benefits too: growing vegetables is better for the planet. Most vegetables and pulses have a better impact on the climate.

Current food production places a huge burden on the earth. Food is responsible for 20-35% of all greenhouse gas emissions. Over half of this comes from animal and dairy products. Food production processes use large amounts of water, as well as being destructive to forests and the natural environment.

In Western countries, we eat too much animal protein that could be partially replaced with plant-based proteins. This is healthier for us and better for the environment and planet. The ratio of animal/plant protein is currently 62/38 percent. We need to redress this balance.



### Should we all stop eating meat then?

In a word, no. Our aim is to realise at least 50/50, in line with the targets set by the Green Protein Alliance (GPA). GPA is a broad-based alliance made up of stakeholders from society and knowledge partners. Their collective ambition is to support consumers in adopting a more plant-based diet, as this will help improve human health as well as the health of the planet. HAK is one of the founding members of the GPA.

Did you know, for example, that in the 1960s we had a balance of 40% animal protein and 60% plant-based protein? It's clear from this that much has changed in our diets over the years!

### ➔ Read more:

- [Blog from Wageningen University Research: Eating more plant-based protein](#)
- [The Netherlands Nutrition Centre on protein transition](#)





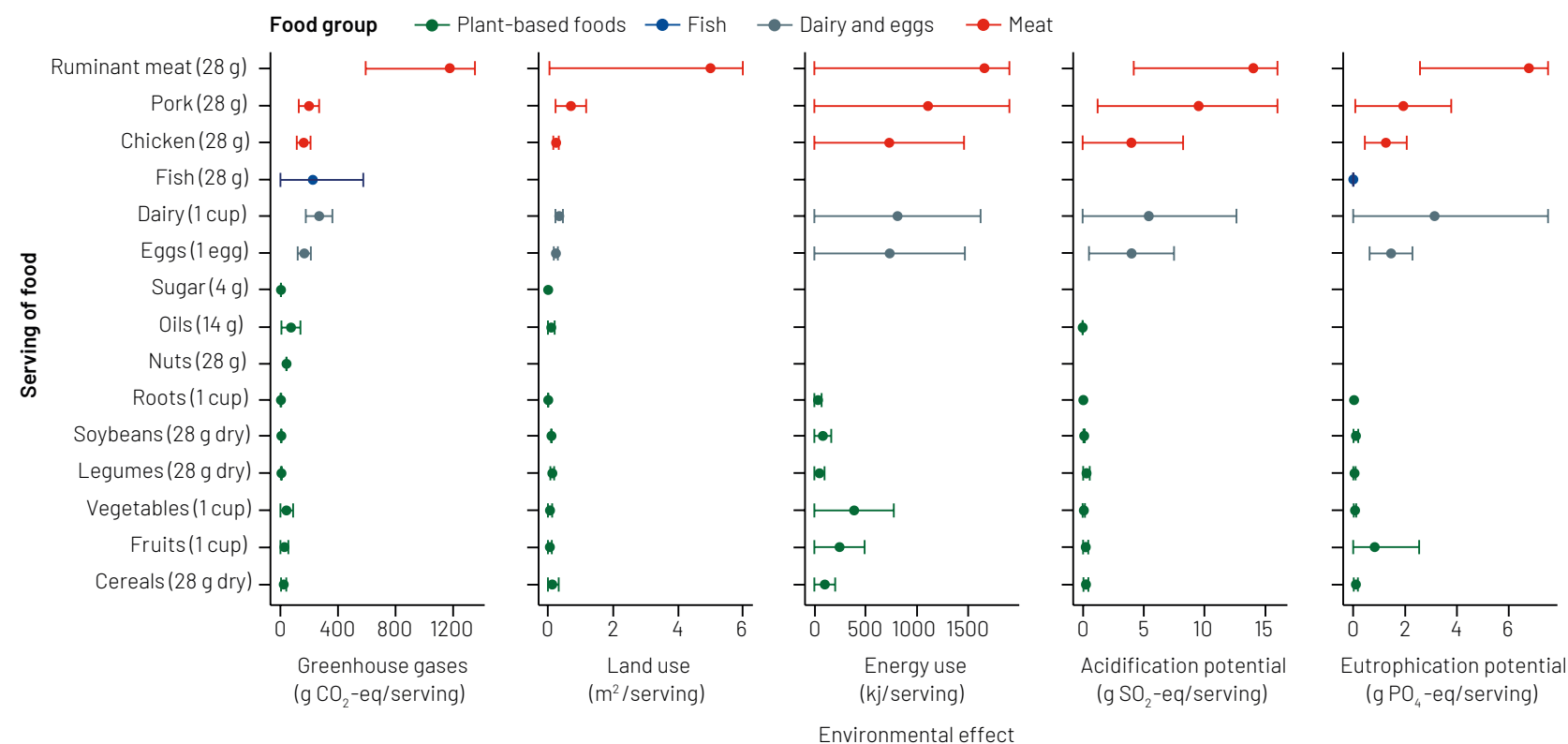
# Good for you; good for the planet

The EAT-Lancet Commission, comprising 37 experts from 16 countries, published Food in the Anthropocene in 2019. This scientific report provides recommendations for a diet that is both 'good for you and good for the planet', taking account of the growth in the world's population. By 2050, around 9.7 billion people are expected to be living on the earth; by 2100 this will rise to 11.2 billion. The Commission has designed a diet that includes healthy and sustainably produced food.

The menu includes a lot of vegetables, fruit, plant-based proteins such as pulses, whole grains and unsaturated plant-based fats. To a lesser extent, it includes dairy and animal proteins and a small amount of sugar each day. It is made up of healthy and sustainably produced food, and must be within the reach of all by 2050. To find out more, read the [full report here](#).



## ENVIRONMENTAL IMPACT OF FOOD PER PORTION



Source: EAT-Lancet Commission 2019



## HOT TOPIC: SUSTAINABLE LOCAL FARMING AND SHORT CHAINS

### Sustainable farming close to home

To be able to continue to enjoy good quality locally grown food into the future, there needs to be a shift towards sustainable, local and circular agriculture.

The grower of today works according to an unsustainable earnings model. Growers are, in fact, stewards. They have inherited the land from their parents and will hand it on to the next generation in due course. For that reason if no other, growers want to take care of their land and soil. However, they have fallen into the trap of producing commodity products for the world market. As a result, the profits from what they grow on their land are falling over time. Growing even more is not a sustainable solution; not for the grower, not for the consumer and not for the planet.

### What about organic agriculture?

Organic agriculture is better for the soil and commands higher prices. However, we believe that this is not a solution for the short term, not if we are going to make real headway. We have worked with growers to look at whether we could move over to organic agriculture entirely. During this process, we came up against a number of issues relating to availability and quality. The higher prices commanded by organic products go hand in hand with increased crop insecurity, and switching to organic growing all at once would bring too many risks. Because of climate change there is also an increased risk of crop disease and rot, which will make the challenge even greater in the short term.

### So, what can we do?

A sustainable solution that is achievable in the short term is On the Way to PlanetProof. This system represents the best of all worlds, allowing for greater sustainability over time, large-scale, local farming and crop security. These three aspects are vital for the huge volume of vegetables and pulses that we need at HAK.

On the Way to PlanetProof pushes sustainability in growing to improve as part of an ongoing process. For HAK, this means that growing takes place nearer to home and is combined with a circular process in which the bar is set that bit higher each time. The system will set increasingly higher standards. By 2021, all our vegetables and pulses grown within a radius of 125km (85% of our vegetables and pulses) will have On the Way to PlanetProof certification.

### A deal is a deal

Sustainable, locally grown food and short, transparent chains with an attractive earnings model for the grower: that's got to be a better way of doing things. Only then can we be assured of good quality, sustainable and locally produced food into the future. Because we are committed to compensating our growers for extra costs they incur from growing certified crops, we want to motivate them to grow their crops in a more sustainable way. Ultimately, this should be borne out across the whole chain, creating greater added value and a more sustainable earnings model for growers.



## Conclusion: There's work to be done!

There's no doubt: we've got a big task on our hands. There's work to be done!

### + WE ENCOURAGE THE CONSUMPTION OF PLANT-BASED FOODS

And continue to introduce new vegetables and pulses to the market.

With tasty and natural, good quality products and innovative solutions that are quick and easy to prepare as a meal in their own right or as an element in a meal.

### + PLAYING OUR PART IN THE PROTEIN TRANSITION

Vegetables and pulses from HAK will be grown with the lowest possible negative impact on our planet. They are packed full of vitamins, fibre and plant-based protein.

This way we can support the transition to more plant-based protein and less animal protein.

### + SUSTAINABLE GROWING & PROCESSING

We will continue to work on boosting sustainability in the local growing of our products and the earnings model for the growers who work with us on this.





# A few questions for HAK

How much salt is there in a jar of vegetables?  
Do you add preservatives?  
And the preserving process - how does that work?  
HAK provides answers to these and other questions.

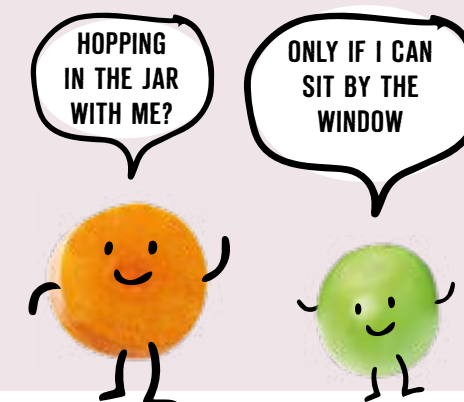




## DO VEGETABLES FROM A CAN OR A JAR HAVE THE SAME AMOUNT OF VITAMINS AND MINERALS?

This was the subject of research by The Netherlands Nutrition Centre and other research bodies. Outcome: vegetables from a can or a jar and frozen vegetables contain as many nutrients as unprocessed vegetables.

[Read more on page 21.](#)



## HOW MUCH SALT IS THERE IN 1 JAR OF VEGETABLES?

We add very little or no salt.

On average 0.3-0.4g per 100g.

We sometimes add a pinch of salt and/or herbs and spices to bring out the flavour of our vegetables. Sometimes, it's not needed and we leave the salt out entirely.

**YOU CAN FIND  
MORE INFORMATION  
ABOUT OUR  
INGREDIENTS  
HERE**



## WHAT ABOUT SUGAR?

We make a distinction between naturally occurring sugars and added sugar. Almost all vegetables, pulses and fruits contain naturally occurring sugars. Most of the range has nothing added to it. Just a few traditional Dutch recipes have a little sugar added to ensure there is a balance in the flavours (e.g. as a counterpart to vinegar).



# PreServing in the factory

## DO HAK PRODUCTS CONTAIN PRESERVATIVES?

No. None of our products contain preservatives to extend their shelf life. Preserving is a method of keeping food for longer and there are several ways of doing this. HAK preserves vegetables using heat and vacuum processing, just like our grandmothers did. We explain exactly how it works here.

INDUSTRIAL PROCESS FOR GIVING FRUIT AND VEGETABLES  
A LONG SHELF LIFE BY HEATING AND VACUUM

How does preServing work again?  
We have been making our products  
to be preServed without  
preServatives for nearly 70 years.



JARS DESCEND.  
PRESSURE OF THE WATER INCREASES.  
WATER TEMPERATURE INCREASES.

JARS ASCEND.  
PRESSURE OF THE WATER REDUCES.  
WATER TEMPERATURE REDUCES.

The height of the tower creates pressure in the water column. This rising pressure results in the temperature of the water we use for preServing rising to above 100 °C. This is vital to ensure that all germs/bacteria are killed and that the product can be kept naturally for an extended period.

CLEANING AND  
PROCESSING VEGETABLES  
AND PUTTING THEM IN JARS

99 °C

88 °C

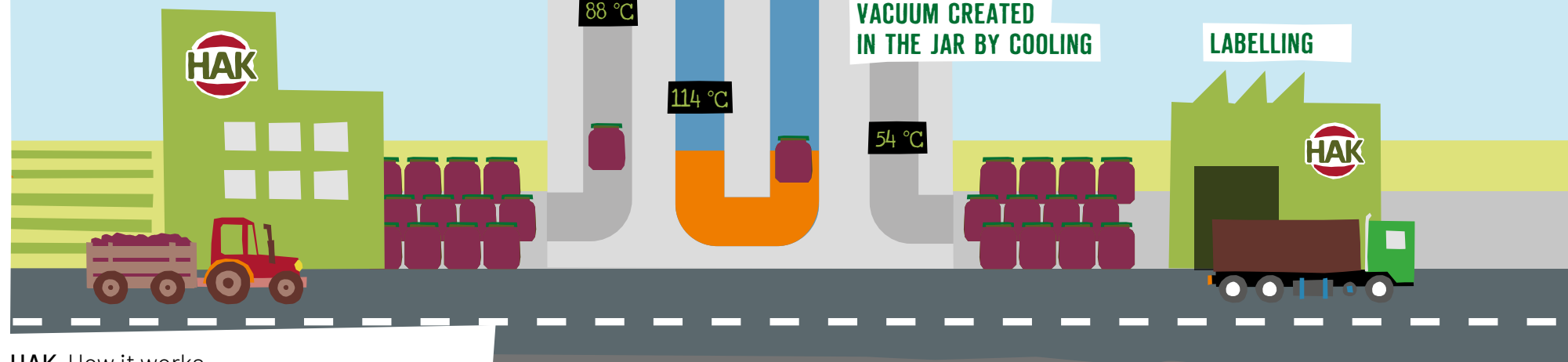
114 °C

105 °C

VACUUM CREATED  
IN THE JAR BY COOLING

54 °C

LABELLING



# PreServing at home



1

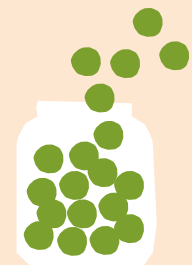
**DISINFECT JAR**

with bicarbonate of soda and boiling water.

2

**FILL UP WITH  
BLANCHED VEGETABLES**

pour up to the edge.



3

**GLASS LID + FIT RUBBER  
RING + SNAP FASTENERS**

4

**BOIL JAR IN WATER**



5

**- COOL DOWN  
- VACUUM  
- REMOVE SNAP FASTENERS**

6

**FRESHLY PRESERVED VEGETABLES  
THAT CAN LAST FOR YEARS!\***

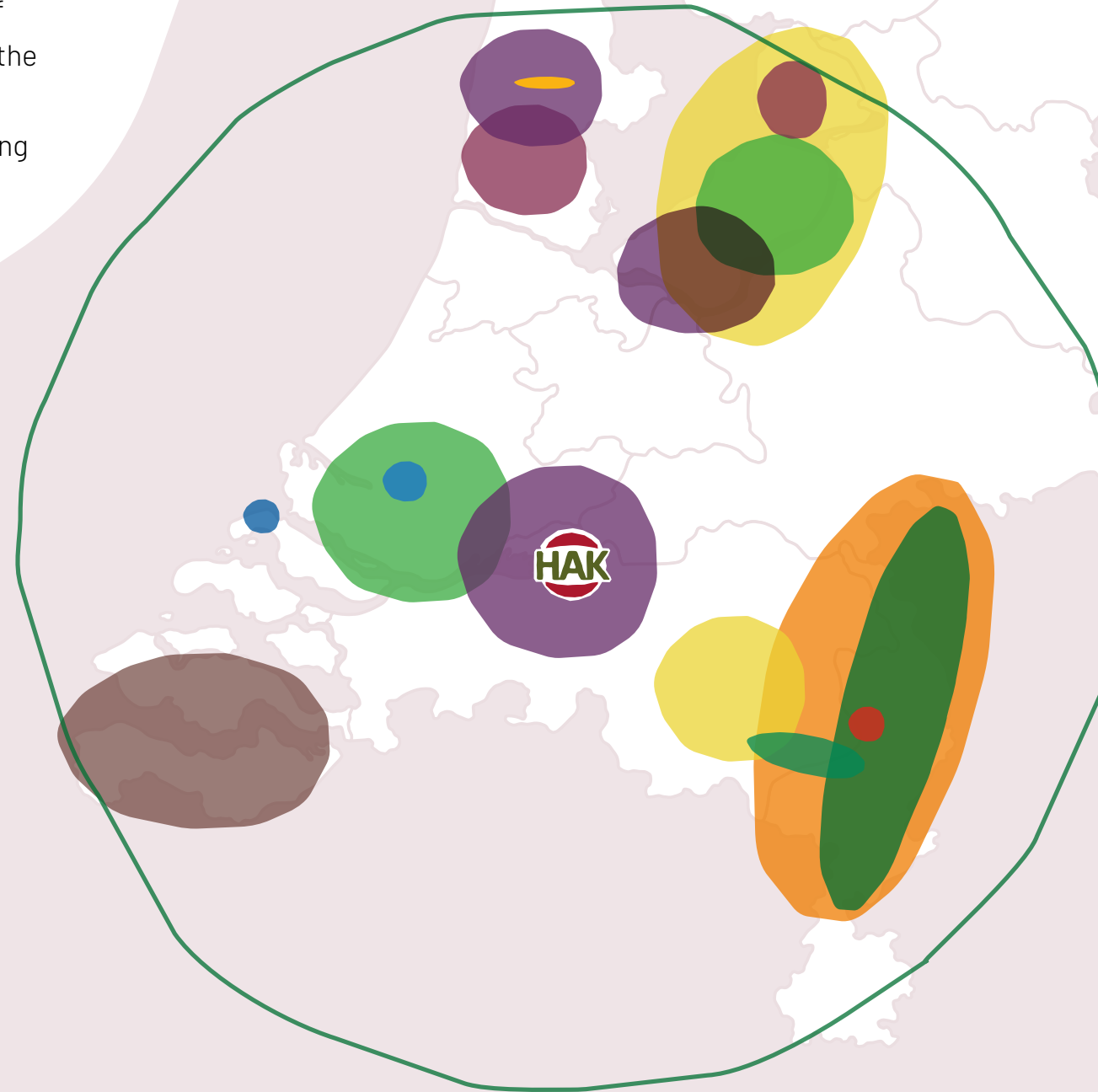


\* If you preserve at home, you must cook for for a further 15 minutes before eating. In the factory, we don't need to because we can heat to above 100 degrees.



## WHERE DO HAK'S VEGETABLES COME FROM

HAK's vegetables are grown according to the harvesting calendar. They are largely sourced from within a radius of 125 kilometres of Giessen in Noord-Brabant where our factory that processes the vegetables is located. For example, our brown beans and marrow fat peas come from Zeeland and our red cabbage is grown right next to our factory in the Land of Heusden and Altena. Not all products can be grown in the Dutch climate. Together with growers, we have started local trials of chickpeas (which generally grow in dry, warm climates). Over the coming years, we are also planning local trials of black beans, haricot beans and split peas. And kidney beans have been doing really well!



## GROWING AREAS

- Green beans
  - Spinach
  - Brown beans
  - Red cabbage
  - Beetroot
  - Garden peas
  - Carrots
  - Field peas
  - Broad beans
  - Kale
  - Sauerkraut
  - Rhubarb
- HAK grows beans within a radius of  $\pm 125$  kilometres





## EATING SUSTAINABLY: HOW DOES IT WORK WITH VEGETABLES?

Choose products with an eco-label, e.g. On the Way to PlanetProof or Organic (EKO). To ensure the lowest possible negative impact on the environment, eat fresh vegetables in season and avoid fruit and vegetables that are transported by plane. Take green beans, for example. In season (from July to September): the best, fresh green beans come from the Netherlands. Out of season, you can choose fresh beans that are grown as close to home as possible (e.g. southern Europe) or a jar of Dutch beans, from HAK. These are harvested in season and preserved immediately so they have a much longer shelf life. There is no waste from food going off, no energy consumption during storage, and no big distances to be covered from where they are grown because HAK products are mostly grown within a radius of around 125 kilometres.

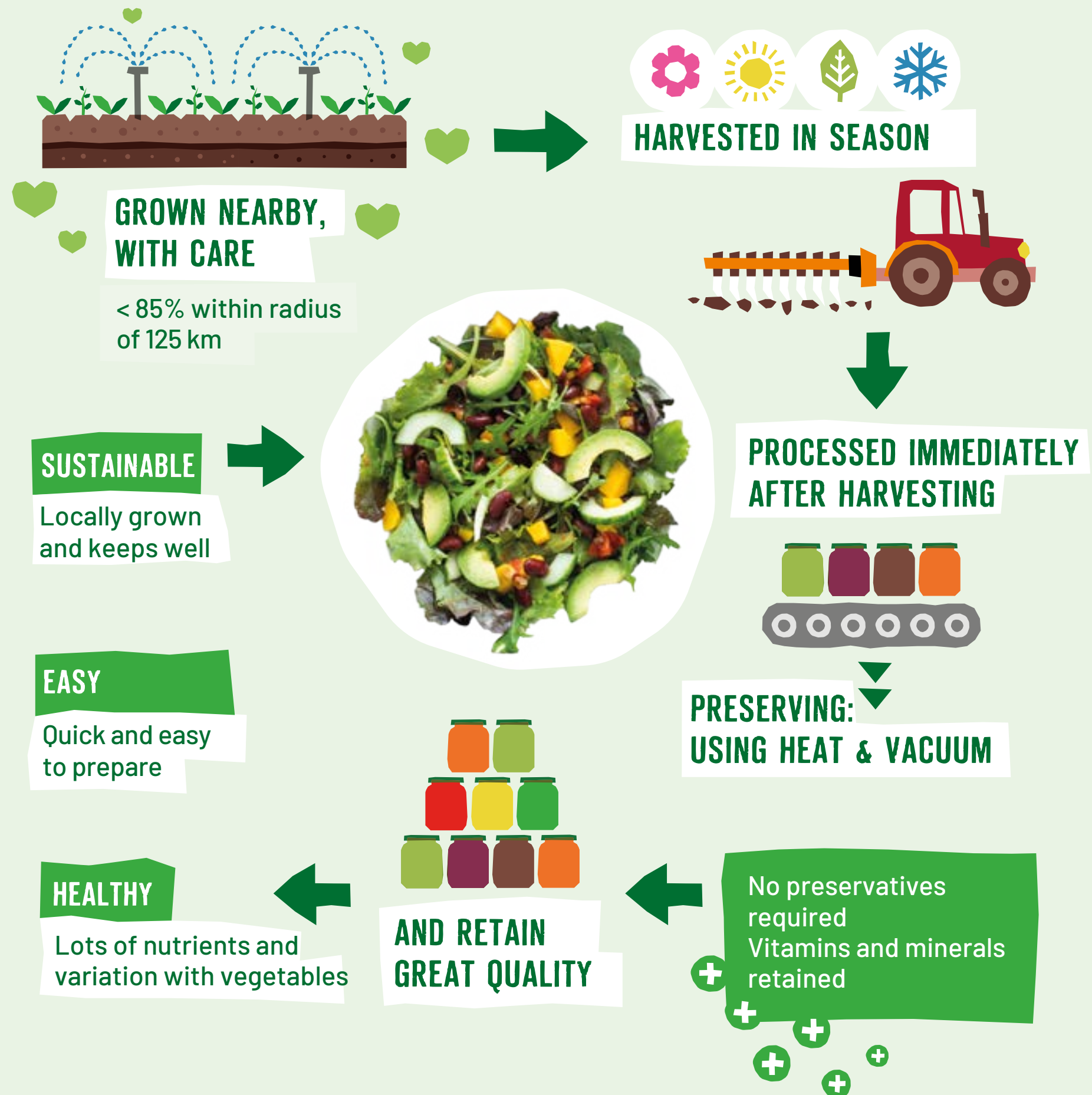


SEE THE HAK HARVESTING CALENDAR HERE FOR  
SEASONAL VEGETABLES AT DIFFERENT TIMES OF THE YEAR.

## WORKING WITH THE SEASONS

For the majority of its products, HAK works with the seasons. This means that vegetables are harvested from the land (usually locally) during the season, and then processed and preserved shortly thereafter. We then keep them in a huge store cupboard so they can be supplied to stores as and when needed, and ultimately make their way onto consumers' plates. When the new harvesting season comes around 12 months later, the store cupboard is more or less empty and is replenished with the new harvest. This is how we work with the seasons.

# Freshly processed vegetables from farm to fork







VS



# How fresh is fresh?

Vegetables and pulses in a jar are not labelled as 'fresh'. But, a red cabbage that has spent 8 weeks in storage and is then sold in the supermarket is. How that works is explained by food technologist Matthijs Dekker from Wageningen University & Research. 'The term 'fresh' is nothing more than a marketing term.'

HAK's vegetables are harvested in season, processed immediately and preserved to give them a longer shelf life. So, why are they not considered to be 'fresh'? Food technologist Matthijs Dekker: 'The term 'fresh' is merely a marketing term. There are no rules about what we can and cannot call fresh. Fresh for a lettuce is different to fresh for red cabbage. One lasts a lot longer than the other. Nevertheless, they are all fresh vegetables.'

### Fresh green beans

Green beans are another example of so-called fresh vegetables: 'Green beans are seasonal vegetables and are harvested in Dutch soil in July, August and September. Green beans that are bought outside these months will have made a significant journey before getting to the supermarket. They could have travelled from Kenya or Morocco, for example. However, we still refer to them as fresh green beans. Even though they could already be a couple of weeks old.'

### Vitamins

After harvesting, the vitamin levels in vegetables slowly diminish. During storage and transport, they lose up to 30% of their vitamins. Longer storage has a negative impact. This is the argument for eating local, seasonal vegetables because storage leads to a loss of vitamins. It is also more sustainable.

Not only that, vegetables in jars also contain lots of vitamins. They are usually harvested locally and processed almost immediately. The preserving process leads to a slightly higher loss of vitamins than cooking fresh vegetables at home. But there are still more than enough for a healthy diet.

### Preserving

Food in cans or glass jars are referred to as having been preserved vegetables. This means that they keep for a long time. However they do not contain any preservatives. 'It could be that people associate preserving with preservatives, but these are two entirely different things. None of our products contain preservatives to extend their shelf life. Salt is sometimes added, as are herbs and spices. But that is for flavour, not for increased shelf life.'

What is the most healthy? Fresh vegetables, frozen vegetables or vegetables from a can or jar? The food scientist: 'The short answer is: it's all healthy. It is important to eat a varied diet that includes as many vegetables as possible. You can vary the product type too; from fresh vegetables, to frozen, to cans and jars.' So, if you are short of time but want something healthy to eat, vegetables and pulses from a can or jar make a great option.

**'During storage and transport, fresh vegetables lose up to 30% of their vitamins. Extended storage has a negative impact.'**







# Our Green Kitchen

## RESULTS, INITIATIVES AND AMBITIONS

Welcome to HAK's Green Kitchen. Here, we will show you what we are doing to boost consumption of vegetables and pulses, and how we grow and process our products so as to minimise our impact on the planet.





Helping people eat more vegetables and pulses can take many guises. We focus on two fields of impact:

#### Health & consumption

We aim to help people eat more vegetables and pulses at as many moments in the day as possible. We want them to enjoy tasty, healthy and natural products.

#### Farming & production

We aim to grow and process our vegetables and pulses so as to minimise our impact on the planet. That means growing as close to home as possible, with respect for nature and in close collaboration with the growers.

So, how  
is HAK  
doing?

On the following pages, you can see in detail what we are doing and where we have got to.

FIELD OF IMPACT

## Health & Consumption

### MORE NATURAL VEGETABLES AND BEANS



250G VEGETABLES PER DAY  
100G PULSES PER WEEK  
BY 2035

100%  
NATURAL  
INGREDIENTS  
BY 2021

100%  
FOR OUR VEGETABLES  
AND PULSES  
NUTRI-SCORE A  
BY 2020



FIELD OF IMPACT

## Farming & production



### RESPONSIBLE LOCAL FARMING



100%  
ON THE WAY TO  
PLANETPROOF  
BY 2021

for all our vegetables and  
pulses within <125km (85%)

### CIRCULAR BUSINESS MODEL FROM FARM TO FORK



WASTE-FREE  
SUPPLY CHAIN  
BY 2035

### ENERGY-CONSCIOUS



A CO<sub>2</sub>-NEUTRAL  
SUPPLY CHAIN  
BY 2035

### AS TRANSPARENT AS GLASS



FULLY DIGITAL  
CHAIN INFORMATION  
BY 2025  
for >70% of  
our range





HAK Our Green Kitchen



# Health & consumption

## MORE NATURAL GREENS AND BEANS

### Ambitions:

- 250 grams of vegetables per day and 100 grams of pulses per week per person by 2035.
- 100% natural ingredients in our products by 2021.
- 100% vegetables and pulses with Nutri-Score A in 2020.

### Some initiatives and actions:

- Campaigns and activities that encourage vegetable and pulse consumption.
- Introduction of the Nutri-Score for our products.
- Even more natural ingredients.
- Less added salt and sugar in our products.
- 30 new products to help consumers eat more vegetables and pulses.

### What has been achieved so far?

More natural greens and beans	Target	2016	2018	2019	2019 vs 2016
Products with 100% natural ingredients	100% by 2021	48%	84%	88%	+ 83%
Consumption of vegetables and pulses in NL	250g vegetables per day 100g pulses per week	131g* 35g*	N/A	N/A	
% added salt	0%	0.41%	0.33%	0.30%	- 27%
% added sugar	0%	3.2%	2.5%	2.5%	- 23%
Vegetables and pulses Nutri-Score A	100% in 2020	N/A	N/A	89%	

\*source: VCP RIVM 2012-2016. The new VCP 2019+ is currently ongoing.  
VCP: Food Consumption Survey by the RIVM (National Institute for Public Health and the Environment)  
The survey is being carried out over two to three years and includes children as well as adults.



## PROMOTING THE CONSUMPTION OF VEGETABLES AND PULSES

### Tasty for all

HAK wants to help people make healthier choices when doing their weekly shop and encourage the consumption of vegetables. We do this by developing products that are not only great-tasting but that also fit into daily eating routines and that can be added to existing meals.

### Complementing weekly menus

Consumers won't eat more greens & beans by themselves. There is definitely a trend towards eating more veggies, but there is a long way to go yet and many people still struggle with how to prepare vegetables and pulses to make an appetising meal. HAK makes it easy for consumers:

by complementing their existing weekly menu. It is easier to link in with people's existing dietary patterns than to add completely new meals to their weekly menu (after all, consumers tend to have a fairly set routine).

We don't tell them to eat more vegetables and pulses because finger-pointing does not work. In short: don't change mealtime routines but complement existing menu plans with easy and tasty solutions using vegetables and pulses.

We do this in collaboration with the supermarkets and sometimes in combination with other ingredients and components. We demonstrate that existing meals can be enriched, more nutritious and varied if you add vegetables



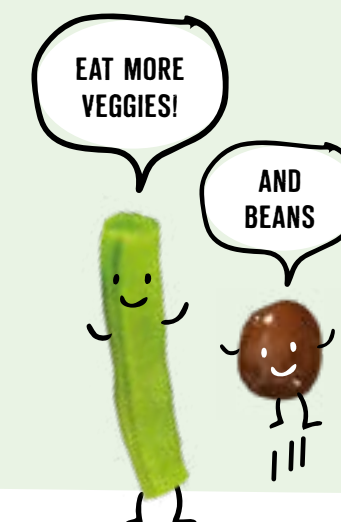
and pulses.

### Advertising campaigns and activation

We use accessible, inspiring communication with a humorous element in the form of advertising campaigns and activation on the shop floor. This has included our 'With beans' campaign (2015-2019). The Brown Bean by HAK is the favourite pulse among the Dutch, closely followed by baked beans. Trendy pulses are also rapidly gaining ground. In big cities, the demand for pulses such as chickpeas and lentils has increased enormously. Beans that are packed in our innovative stand-up pouch appeal to younger consumers and are seeing significant growth.

Our campaign 'Happy with HAK' ('Blij met HAK erbij'), which began in January 2020, focuses on variation.

We demonstrate how consumers can easily prepare or enrich existing daily meals with our vegetables and pulses – whether it's pasta, a burrito or salad.



➔ **See the commercials here:**  
['Happy with HAK' \('Blij met HAK erbij'\)](#)





## INTRODUCTION OF THE NUTRI-SCORE

### Nutri-Score label

In 2019, we introduced the Nutri-Score label for products in Belgium and Germany, and in the Netherlands we are conducting a pilot with some of our range in the run-up to the official launch in 2021. Their high nutritional value makes vegetables from a jar or pouch an excellent alternative to fresh, and the Nutri-Score label will provide this information at a glance. This will help to further boost the consumption of vegetables. Nutri-Score is easy to understand, and has been independently developed on a scientific evidence base. It is the only food choice logo that indicates a product's overall nutritional value. Fibre, proteins and ratio of vegetables, fruit and nuts give a plus score. Energy, sugars, salt and saturated fats give a minus score. These relative scores are put together to produce a total score. [How the Nutri-Score works.](#)

### Scientific research

Scientific studies and results from practice show that the Nutri-Score label supports increased consumption of vegetables and helps the consumer make healthier choices when doing their weekly shop.

#### ➔ To read more about the scientific studies, go to:

- [International research on front-of-pack labels in 12 countries](#)
- [Consumer research on front-of-pack labels in the Netherlands](#)
- [Research by French supermarket chain E.Leclerc among 300,000 consumers](#)

### 100 percent A-score

Over the course of 2020, all of HAK's vegetables and pulses achieved a Nutri-Score label A.

## 100% NATURAL INGREDIENTS

We process our vegetables and pulses to be as pure as possible, with the minimum of additives. All vegetables and pulses from HAK are vegetarian and gluten-free. Nearly all our products contain 100% natural ingredients and are suitable for vegans or those with a lactose intolerance. That's not yet possible for a few products due to food safety and quality requirements. In this case, a good, natural alternative is not yet available and we are working on developing one.

### What additives do we use?

Want to know exactly what ingredients our vegetables, pulses and apple puree contain? You can see it on our labels and on our website, but you can also find details in [this summary.](#)

## LESS ADDED SALT AND SUGAR IN OUR PRODUCTS

Our summer vegetables have contained no added sugar since 2017. They are naturally sweet enough already! In total, around 75% of the whole range contains no added sugar, including our bean and vegetable meals in pouches. We prefer to season our products with herbs, spices and, if needed, a pinch of salt.

### 0% sugar

The popular favourites in the HAK range have also been available without added sugar, salt or sweeteners since 2019. There are four 0% varieties: Red cabbage with apple, Beetroot, Brown beans and baked beans. These are seasoned to taste with vinegar, herbs and spices: popular store cupboard ingredients found in most kitchen cupboards.

These popular favourites follow in the footsteps of three 0% Apple puree varieties already introduced to the market. HAK introduced 0% Apple puree in 2014. It is also worth mentioning that not only do these products contain no added sugar, but the percentage of naturally occurring sugar in the apples has also been reduced. This has been achieved by choosing tasty, sweet apples with a naturally low sugar content (9.5g/100g).



### With a pinch of salt

Aside from lower sugar content, since 2011, the amount of salt in many of our recipes has also been reduced by 40-60%. Most of our products now contain an average of 0.3g/100g salt. This is slightly less than the amount the consumer would add to their freshly prepared vegetables at home (on average 0.625g/100g - source: National Institute for Public Health and the Environment (RIVM)). Even though it is very low, we are still gradually reducing the salt content a bit at a time. We do this using regular taste tests with consumers that allow us to closely monitor taste acceptance. We believe it is important to continue encouraging vegetable consumption (so they must taste good). We also want to avoid extra salt being added at the table. Our traditional Dutch Red Cabbage with pieces of apple now contains around 30% less sugar and 40% less salt.

NO  
PRESERVING  
AGENTS

33.7%  
water

66%  
vegetables

0.3%  
salt



## What's inside?

On average, a jar of vegetables contains no more than 0.3-0.4% salt. We rarely add sugar to our products as we believe they are usually sweet enough already; we only do so if sugar was added in the original recipe. There are a few traditional Dutch recipes, such as Red cabbage with apple, to which we add a little sugar as a counterpart to the vinegar.



## INNOVATION IN TASTE AND PACKAGING

### 30 new products

Innovation in flavour and taste as well as meal solutions are vital when it comes to encouraging consumers to eat more vegetables and pulses, and move towards a more plant-based diet. Taste is the priority. This means that HAK's chefs and product developers have a hugely important role to play. Over the past three years, following thorough testing and trials, we have introduced 30 new vegetables and pulses in stand-up pouches in Benelux and Germany.



### Introduction of the stand-up pouch

The stand-up pouch is our new, lightweight packaging. Our aim with the stand-up pouch is to target new markets and primarily younger consumers (aged 18-40). The pouch provides virtually endless options. We fill them with beans, bean mixes, bean meals, vegetable meals, single vegetables and salad enrichers.

The meals in the pouches contain at least 400g of vegetables and pulses. So, with just one pouch you are already well on your way towards your recommended daily intake. In combination with rice, pasta or a wrap, they are an easy way to create a complete, tasty and healthy meal.

Our special production line for stand-up pouches gives us the ability to develop new meal solutions with vegetables and pulses, and to reach out to new groups of consumers. The official launch in mid-2018 was an important milestone for our strategic direction.

The pouch line is multi-functional and can fill practically anything. From green beans, sauce, bell peppers to chickpeas, any conceivable combination is possible. The highly automated filling and packing line that makes use of robots can process many sizes and recipes. The line processes packs from 100 ml (approx. 100g) to 2 litres (approx. 2 kg).

## COLLABORATION AND PARTNERSHIPS

HAK is active in various platforms. We can only realise our mission by working in close collaboration with partners who have the same aims: further increasing the consumption of vegetables and pulses.



HAK is affiliated to the **Green Protein Alliance (GPA)**. HAK, along with other leading names in the food sector for plant-based foods, was a founding member of the GPA. The GPA is a broad-based alliance made up of stakeholders from society and knowledge partners that aims to accelerate the protein transition. Our aim: reach 50/50 by 2025. It currently stands at 62/38.

As the market leader in pulses, we can play a key role in the growing trend among consumers to eat a more plant-based diet. The collective efforts of the GPA members act as a catalyst. The companies and organisations involved, from retail, catering and the food industry, share a vision: creating a food system in which plant-based proteins are an easy and obvious choice. With the support of government agencies and knowledge partners, the GPA seeks to increase demand among consumers for plant-based proteins.



HAK is an enthusiastic partner in the National Meat-Free Week (Nationale Week Zonder Vlees) as part of its efforts to help consumers choose plant-based foods more often. We want to ensure that supporting a better climate and healthier lifestyle is both easy and tastes good.

A pilot project looking at the protein transition in the food chain is currently taking place in the Noord-Brabant town of Woudrichem (Land of Altena). The **Centre for Help, Innovation, Education and Fascination (Centrum voor Hulp, Innovatie, Educatie en Fascinatie)**, abbreviated to CHIEF, is a place where new ideas on healthy, plant-based and sustainable food can come to life. It is an education centre with trial fields, a restaurant and beer brewery. HAK is a partner with organisations such as Schouten Europe (GoodBite) and Enkco (Vivera).



We are a member of the **Smart Food Alliance (SFA)**, a platform of around 30 (medium-sized) agrofood businesses that believe our current food system can be better and more sustainable. Over the coming 10 years, the SFA aims to make growing, production and distribution smarter so that our food is healthy, climate-neutral and circular. It aims to realise all this for a fair price so that the consumer can eat better and farmers can continue to innovate and invest.



The **HAS University of Applied Sciences and the University of Arnhem and Nijmegen** have been offering the 'Plant(w)aardige toekomst' (Plant-based future) educational programme since 2017. HAK supports this education programme with learning projects and has already facilitated the programme kick-off several times. This is the first educational programme that prioritises the entire plant-based food chain, from 'farm to fork' and focuses on the transition from animal to 'green' proteins.

➔ **Read more:**  
[Growcampus.nl](https://growcampus.nl)



In Belgium, we work with the **Flemish Health Institute** (Vlaams Instituut voor Gezond Leven) to encourage the consumption of pulses in Belgium.

➔ **Read more:**  
[www.gezondleven.be/peulvruchten/](https://www.gezondleven.be/peulvruchten/)





HAK is a partner in two projects being run by **Wageningen University Research (WUR)**. The project 'Towards healthier and more sustainable supermarkets' provides greater insights into food choice behaviour by consumers in supermarkets, with a focus on the environment and the context. It also looks at long-term effects and interventions that could be implemented in practice. The aim of this public/private cooperation is to gain insights into:


- food choice behaviour by consumers in supermarkets.
- how we can increase sales of healthy products.
- the effectiveness of various interventions.

The aim of the other WUR study 'Food Waste: from Excess to Enough' is to develop a roadmap for a new food system in which waste is minimised. Three aspects are central: the dynamics of the food system, the demand side (consumers) and the supply side (retail). In addition to HAK and WUR, project partners include the Rijksuniversiteit Groningen, TU Delft, The Netherlands Nutrition Centre Foundation, 'Stichting Samen Tegen Voedselverspilling' (Tackling food waste together) and HelloFresh.



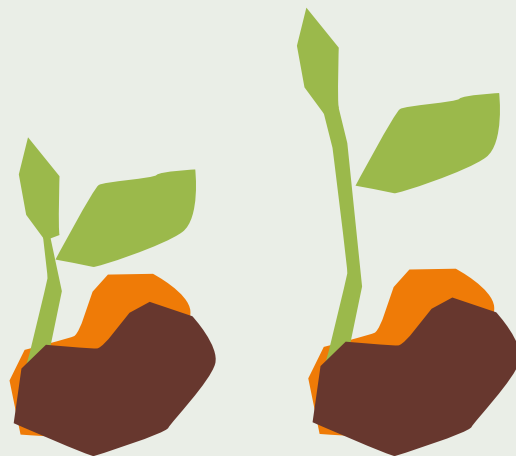
HAK has been a regular supplier to **Voedselbanken Nederland** (the Union of Dutch Food Banks) for nearly ten years now. Recently, we supplied our 5 millionth jar, a new milestone in this partnership. Around 35,000 families are provided with vegetables, pulses and fruit to use as part of a daily meal. The families who benefit from this service live on less than a specified, minimum income and depend on food parcels from the Food Bank.

We provide items such as green beans, apple sauce and beets that are 100% food-safe but that, for a variety of reasons, are not suitable for sale through regular supermarket channels. This could be because there is a dent in the lid or the jar is not quite as full as it ought to be. Rather throwing these items away or destroying them, we donate them to the Food Bank, including covering transport costs, in this way helping families to eat healthy, nutritious meals with vegetables.

 **Read more:**  
[The 5 millionth jar](#)



# Moving from bacon to beans



To achieve a sustainable and fair future, a more plant-based diet is just as important as, say, driving an electric car or using green energy. The Green Protein Alliance (GPA) works hard to get plant-based proteins onto menus and policy agendas.

Jeroen Willemsen, Founder of the Green Protein Alliance:

‘The three steps from raising awareness to actually changing behaviour are: Why? How? and Just do it! The last step is the most difficult – because consumers all have their own routines, and their own stock recipes they go to time and again. And there lies the biggest challenge: how to cook with plant-based products and what to combine them with to make a great-tasting meal.’ GPA is a broad-based alliance with 25 members and 10 knowledge partners. These include HAK, Unilever, the big supermarkets, the Netherlands Nutrition Centre and the Ministry of Agriculture, Nature and Food Safety. HAK is one of the founding members of the GPA.

## Try another way

To help consumers with the Do it! aspect, GPA has developed the ‘Zo kan het ook’ (Try another way) online platform that now offers 300 easy, plant-based products and recipes. GPA also reaches out to consumers and can often be found at trade fairs, including the ‘50Plusbeurs’, the Margriet Winter Fair and the ‘Huishoudbeurs’.



**‘More and more people are discovering pulses and using them in place of meat.’**

## A healthy choice

Current figures show that 62% of protein in the average diet comes from meat, fish and dairy, while 38% comes from plant-based sources. The aim of the GPA is to get this ratio to 50/50 by 2025. Willemsen: ‘You can only create an impact on consumers’ plates when people choose plant-based rather than animal protein.’

## Results

What has been achieved by the GPA? Willemsen: ‘What I’m really proud of is that we have succeeded in getting this topic on the national political agenda. Minister Schouten of the Agriculture, Nature and Food Safety Ministry is working on the National Protein Strategy: ‘how can we accelerate the protein transition?’



‘Since the foundation of GPA (2017), the volume of plant-based proteins sold in supermarkets has increased by 52%. The percentage of meat substitutes and pulses is still small but is increasing. Many people are discovering pulses and using them as a substitute for meat more often. These are promising trends.’

## The obvious choice

To conclude, Willemsen talks about the power of the Green Protein Alliance: ‘The great thing is that businesses can come together at our meetings, such as the GPA Café. This leads to great initiatives and partnership working. GPA members, including HAK, have introduced 70 new plant-based protein products to supermarkets. The aim is always to ensure that plant-based protein is an easy and obvious choice.’





HAK Our Green Kitchen

## WE ARE HAK: A DIVERSE BUNCH

Diversity at HAK is reflected in our employees' varied backgrounds and cultures and their talent and experience. HAK is a welcoming place for all, whatever your background or wherever you are from. We are very proud of all our employees, some of whom have been with HAK for more than 40 years. HAK has a unique culture, which is manifest in our employees who represent the best of the best. Other important pillars include health and safety, appreciation for one another and taking personal responsibility. This culture is also reflected in our core values; we take responsibility from farm to fork and represent HAK quality. These core values act as a compass within our organisation.



## HAK AS EMPLOYER

A pleasant, welcoming working environment is energising and contributes to job satisfaction. We also believe it is very important that our employees enjoy their job and can do their work in a healthy, safe environment. Every year, there are 5 focus areas which relate to ongoing employability. These topics cover quality, communication, safety at work, wellbeing and collaboration. We integrate these themes into various consultations and conversations with employees. We also offer a varied and inspiring range of healthy meals in our company canteen, with plenty of greens & beans (from HAK) and free fruit every day. Individual needs are addressed when it comes to ongoing employability. We always look at what an employee wants to do and how HAK can support their aims. This can range from supporting training needs, coaching and specific wellbeing programmes, to relocating employees to other roles or departments if they are unable to continue their duties in their current role.

HUMAN CAPITAL	2019
#FTEs	150.3
# accidents with absence	0
% sickness absence	3.27%
male/female ratio in management team	57/43
male/female ratio in production	91/9
male/female ratio in offices	47/53





HAK Our Green Kitchen



# Farming and production

## RESPONSIBLE LOCAL FARMING CLOSE TO HOME

### Ambition:

- For 100% of all our vegetables and pulses, grown within a 125 kilometre radius of the HAK factory, to be on the Way to PlanetProof by 2021.

### Some initiatives and actions:

- First ‘On the Way to PlanetProof’ red cabbage is now available in stores.
- First kidney beans and chickpeas grown in Dutch soil.
- Our production location is now close to 100% circular.

### What has been achieved so far?

Responsible local farming close to home	Target	2016	2018	2019
% OPP certified vegetables and pulses within a radius of 125 km	100% by 2021	0%	0%	13%
% vegetables and pulses within a radius of 125 km	minimum 85%	88%	87%	87%



## FIRST ON THE WAY TO PLANETPROOF RED CABBAGE IS IN THE SHOPS

### 100% On the Way to PlanetProof

We want to be good stewards of the soil in which our vegetables and pulses grow, so that healthy greens & beans of the very best quality can continue to be grown in the future. To enable this, HAK does not simply buy in whatever vegetables and pulses are available; instead, it uses the best quality raw goods that have been grown in a responsible manner. This means with respect and concern for soil health and limiting the use of pesticides.

Even though we already process responsibly grown vegetables and pulses, we are aiming to go a step further. We are committed to ensuring that all the products we grow within our radius of 125 km have been awarded the On the Way to PlanetProof quality mark by 2021.

We have made some progress already; the first On the Way to PlanetProof Red cabbage from HAK is already on supermarket shelves. Spinach, beets and sauerkraut will follow this year. Next year, all summer vegetables, brown beans and marrow fat peas will follow suit.



### 36 requirements

Getting the On the Way to PlanetProof quality mark is no small matter. It requires intensive collaboration with our growers and impacts on the processes in our factory, product development, packaging and how we work with our distribution partners.

On the Way to PlanetProof certification sets 36 requirements over and above those stipulated by legislation. These requirements relate to crop protection agents, soil fertility, biodiversity, landscape management, water and energy consumption, packaging and waste. Growers are also required to implement a package of additional measures to obtain the ten mandatory 'bonus points'.

A key element in this sustainability scheme is limiting pesticide use. Fertilisers must be used efficiently, with animal manure being used as much as possible instead of man-made fertilisers, there is a big focus on soil quality and flower-rich field margins can be sown to benefit bees and other insects.

The requirements for On the Way to PlanetProof are subject to annual review and updating. So, the bar is constantly being set higher.

Implementing the requirements is feasible, despite the associated challenges for the chain.

It does, however, bring extra costs for the grower.

HAK believes it is important to compensate growers who fulfil these requirements for the extra costs they incur.



## HAK IS LEADING THE FIELD

The On the Way to PlanetProof quality mark is an independent eco-label (formerly 'Milieukeur' - SMK) and is only awarded to farmers, market gardeners and producers who grow, produce and process in a sustainable manner. HAK is the first company to carry the quality mark in the fresh, processed vegetables category.

[For more information about On the Way to PlanetProof, go to.](#)





## Sustainable farming and production

With the independent quality mark, On the Way to PlanetProof, growers are able to fulfil the strict requirements of sustainable farming. Gijs Dröge, director of Stichting Milieukeur (SMK), on the positive environmental impact of On the Way to PlanetProof.

'On the Way to PlanetProof is an independent international quality mark that can be found on dairy products, vegetables and fruit, eggs, flowers, plants, trees and flower bulbs. It demonstrates or provides 'proof' that you are buying a product that is more sustainable and has been produced to benefit nature, the environment, the climate and animals.'

### Organic or On the Way to PlanetProof?

Dröge: 'On the Way to PlanetProof and organic exist alongside one another. Organic crops are always grown in full soil, and chemical pesticides are not permitted. Growing on a substrate, an artificial base as is often used in greenhouses, is not allowed. As a result, yields are lower in relative terms and sometimes higher amounts of water and energy are needed per kilogram of product. On the Way to PlanetProof permits the limited use of pesticides and substrate growing but in combination with a raft of demanding, supplementary requirements that are constantly evolving and being added to.'

Only businesses that fulfil all On the Way to PlanetProof requirements can use the quality mark on their products. 'Supermarkets are undoubtedly deriving benefit from On the Way to PlanetProof products since that way they can demonstrate they have sustainable products on their shelves. The certification enables consumers to buy a jar of red cabbage, say, whose contents have been grown more sustainably with a more positive environmental impact.'

### Within easy reach

Supermarkets are making the sustainability of products on their shelves a greater priority, and that means that On the Way to PlanetProof production must be feasible for growers and others. There's no doubt it is technically feasible for vegetables and other products, explains Dröge. 'Growers operating a modern business can certainly fulfil the requirements. Sometimes, an investment will be required, but it is within easy reach of many growers. Growing under On the Way to PlanetProof conditions does require changes to how the business operates, and that can present financial challenges. Supermarkets are mostly seeking to drive prices down and, as a result, growers will not always opt for certification. So, we applaud the fact that HAK is compensating growers for the extra costs they incur growing red cabbage under On the Way to PlanetProof conditions. Not all buyers will be willing to pay these additional costs. This is what we were looking to see happen, for the whole chain to work together.'

'We're not there yet, but we are 'on the way' to PlanetProof and want to continuously improve on the basis of new understanding and insights. The quality mark also needs to be really visible on the product. That presents a bigger challenge with unpackaged products, so we are delighted that the quality mark is now being used on a household-name product, that is HAK jars.'

**'We're not there yet, but we are 'on the way' to PlanetProof and want to continuously improve with new insights.'**



## INTERVIEW WITH WIM STRAVER

Red cabbage grower

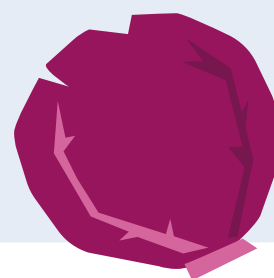
# sustainable farming close to home

The first On the Way to PlanetProof Red cabbage has been in the shops since November 2019. Red cabbage grower Wim Straver on achieving the quality mark. 'It's all about the long-term vision. This is just the beginning.'



Straver: 'In arable farming, and farming as a whole, you're always looking for ways you can improve. From the end of the sixties to the 1980s, we used artificial fertiliser and chemical pesticides to produce high yields of good quality products with high income security. Now, we know that there is a down-side to this approach and we need to make changes. It is a process of incremental steps towards ensuring we can sustain large-scale growing without negatively impacting our earth. We are 'on the way' but this requires long-term thinking.'

On the Way to PlanetProof farmers and market gardeners work to achieve fertile soil, clean air, good water quality and animal welfare standards. They introduce measures to increase wildlife numbers, improve the natural environment on their farms, and introduce circular waste processing and recycling. The requirements for On the Way to PlanetProof certification are reviewed and, where possible, the standard set higher year on year.



**'It's all about long-term vision. In arable farming, and across all agriculture, you're always focussing on how you can improve.'**

### Under development

Red cabbage grower Straver is affiliated to the CIGTRA cooperative, which has been supplying HAK with red cabbage for 30 years. Straver: 'The first Planet Proof growing year ran relatively smoothly and we had few problems. But one year isn't a true reflection. You need five years to be able to get a true picture. You need to take time, as producer and grower, to see how things develop.'

### Investment

For Straver, On the Way to PlanetProof means taking action on all sorts of fronts to make the growing process future-proof, that is making it more sustainable – even though he has issues with that specific term. It demands more of the grower than conventional growing: 'Within On the Way to PlanetProof, you are limited as to the amount of pesticide you can use. We have opted to use mechanical protection and manual methods to a greater extent when it comes to tackling disease, infestations and weeds, and that seems to be working. But, it also means that you incur higher costs to do so. The same goes for other aspects too, such as transparent reporting.' These extra costs vary depending on the crop. The additional costs for On the Way to PlanetProof red cabbage equate to around 10%, which is reimbursed to growers by HAK.

### This is just the beginning

Red cabbage with the On the Way to PlanetProof quality mark is just the beginning for HAK. All summer and winter vegetables and pulses grown in the Netherlands are on the agenda for 2021 at the latest, and within <125km if that's possible. That will certainly be the case for spinach and beetroot as they are set to achieve the quality mark in 2020.



## KIDNEY BEANS AND CHICKPEAS GROWN IN DUTCH SOIL

### The nearer, the better

The majority of our vegetables and pulses are grown within a radius of 125 km of our factory in Giessen. As well as keeping our ecological footprint small, this helps us keep a tight control on growing quality. Some of the growing is done directly through our own growers and some involves specialist growing businesses with whom we have good agreements. Our field men walk the land to ensure quality requirements are met. If it's not possible to grow the crops in the Netherlands, we import into Europe.

It's a bit more difficult to grow popular, exotic bean varieties, such as kidney beans, chickpeas and black beans close to home. In general, they do not grow very well in the Dutch maritime climate and that's why they are mostly imported from North America and Canada. We do regular visits to the fields and factories in the locality to ensure our quality requirements are being met. We make sure that quality, sustainability and employment conditions in growing the vegetables or pulses meet our standards and are in compliance with the contracts we have with growers and suppliers.

I COME FROM  
ZEELAND!



Ideally, we would like to be in a position to grow all our beans and pulses in home soil. We have been growing brown beans and field peas in The Netherlands for close to 70 years. We have benefited from the expertise and know-how of pulse and bean specialist Termont & Thomaes and the CZAV Cooperative in this context.

Together with these specialists, we have initiated growing trials to see if we can grow kidney beans and chickpeas on Dutch soil. The kidney bean trials have proved successful, and we are gradually scaling up so that, in a few years, the Dutch kidney bean is set to make its appearance on supermarket shelves.

The first trials with Dutch chickpeas have also started. In spring 2019, together with our growers, we started local trials of chickpeas (which generally grow in dry, warm climates). Over the coming years, we are also planning trials of black beans, haricot beans and split peas.

Exotic beans are all the rage. Consumption of modern pulses such as chickpeas, kidney beans, black beans and lentils continues to increase. Modern pulses are even overtaking more traditional pulses such as brown and haricot beans. Since 2016, HAK has increased its turnover from modern pulses by an average of 17.5%.



## CHICKPEAS FROM ZEEUWS-VLAANDEREN

Our Dutch chickpea trials began in Zeeuws-Vlaanderen in the summer of 2018. The trials were a success, in part due to the exceptionally hot and dry summer: we achieved a yield of roughly 3,500 kg/hectare, a good 15% above the average crop yield. So it's going great then? Well, not quite. The quality of the harvest was not really up to scratch. So, we will carry on testing. Do you know why we are growing our first chickpeas in Zeeuws-Vlaanderen? It has really fertile ground. And the sea is not far away so the temperature is moderate and there is more sun than in the rest of the Netherlands. More than that, it is home to the bean experts – people who have been growing Dutch pulses for HAK for many years.





HAK Our Green Kitchen



# Farming and production

## CIRCULAR WAY OF WORKING FROM SOIL TO JAR

### Ambition:

- A waste-free supply chain by 2035.

### Some initiatives and actions:

- Started production of the first plastic, recyclable stand-up pouches without aluminium.
- Our production site produces less than 1% waste. The other residual streams go back into the cycle.

### What has been achieved so far?

Circular business model from farm to fork	Target	2016	2018	2019	2019 vs 2016
% recycled residual streams	100%	98%	99%	98%	0%
% recyclable packaging	100% by 2023	100%	99.8%	99%	-1%



## 100% RECYCLABLE PACKAGING

Sustainability and zero waste is our baseline measurement. We prefer not to throw anything away and, rather than disposing of or incinerating waste, we choose to reuse and recycle.

### 100% recyclable packaging

Our packaging materials are recyclable wherever possible. 85% of glass jars that get a second life through the glass recycling scheme are recycled. Most of the other types of packaging are also easily recycled; from cardboard boxes through to lids and can. We started processing recyclable stand-up pouches at the end of 2019. They are 100% plastic and contain no aluminium. After recycling, the pouches get a new life as pallets or bollards. In the not-too-distant future, all of the pouches in our range will be replaced by new, recyclable materials. We are also investigating how we can use thinner materials (with fewer layers) without compromising on food safety and quality. This will make them easier to recycle and further reduce their environmental impact. We are constantly seeking to innovate and develop new packaging.

Our glass jars are made of 60% recycled materials. We are continually looking to increase this percentage, however this is not always feasible. One reason being that too little recycled material is available or the quality is unsatisfactory.

## WASTE AND RESIDUAL STREAMS: ZERO WASTE

Almost no waste in our factory is incinerated. We separate, reuse and recycle. We produce minimal levels of waste and our production location generates close to zero waste.

### High quality cattle feed

During the processing of our vegetables and pulses in our plant, we produce around 12,000 tons of waste each year; these are called residual streams. One half is made up of fruit and vegetable waste. This includes the tips of green beans, the heart and outer leaves of red cabbage, pea pods and the core and peel of apples. However, this waste is not thrown away: it is processed and turned into high quality cattle feed. A great example of circular farming.

Fruit and vegetable waste that is not suitable for cattle feed composts naturally on the land or is fermented. The former provides natural fertiliser and the latter biofuel. So, very little in the chain goes to waste.

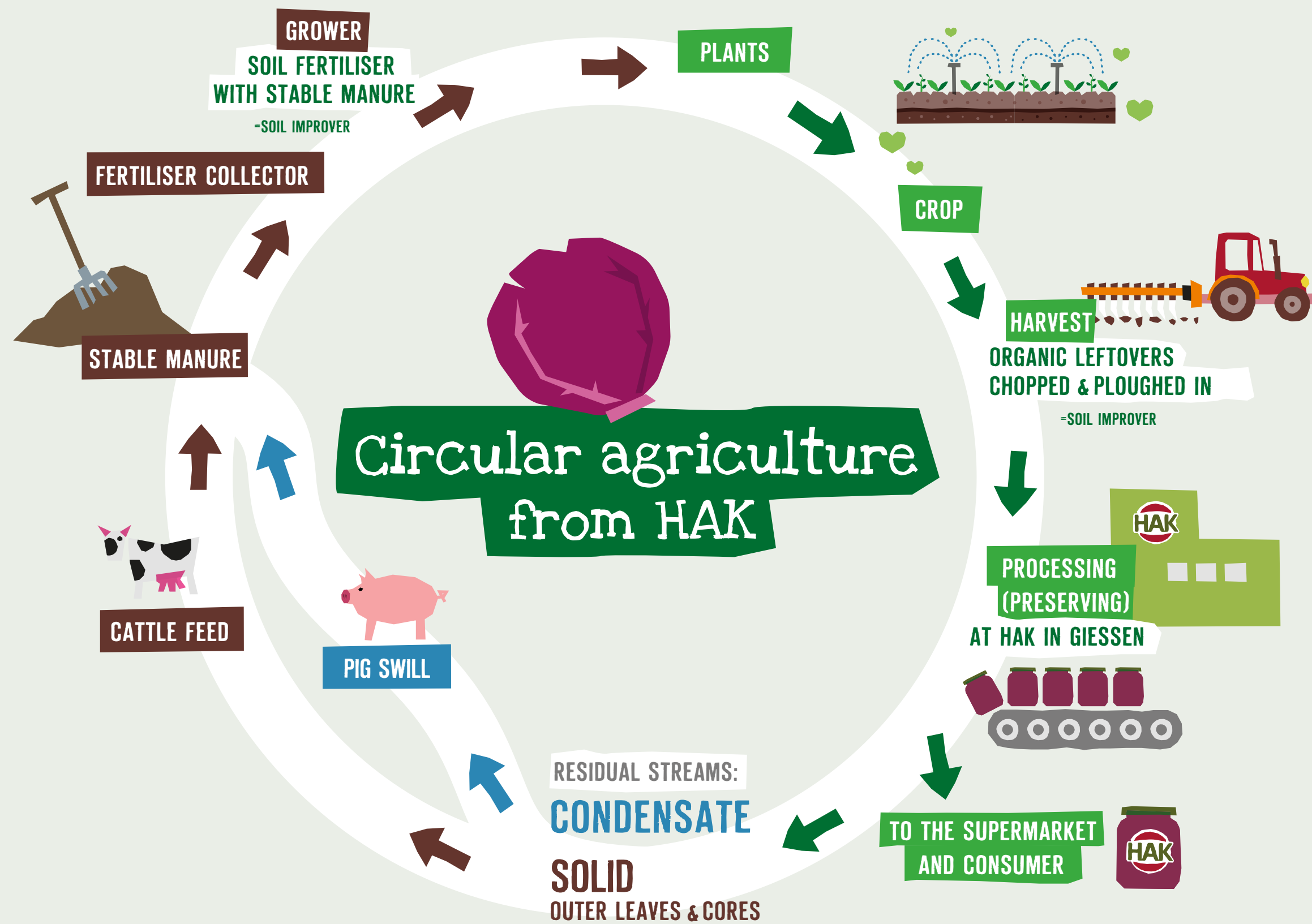
### Other residual streams

The remaining 6,000 tons of waste is made up of 20+ different residual streams. These include paper and card for our packaging materials, various plastics, glass waste, metal waste, condensate and other materials used during the production process. Here too, we ensure that virtually all waste streams are put to good use, for example to make new paper, glass, plastics or metal.



We separate,  
reUSe  
and recycle.





## OUR PRODUCTION PROCESS USES WATER AS EFFICIENTLY AS POSSIBLE WITHIN THE RELEVANT PARAMETERS

Washing, blanching and cooling our greens and beans requires a lot of water. In the factory, various measures have been put in place to keep water consumption to a minimum. HAK has its own waste water purification plant that purifies water to the level at which can be processed by the Werkendam water purification plant nearby.

The soil sediment produced during the purification process can be used as natural fertiliser (as long as it fulfils the appropriate standards). If these standards cannot be fulfilled, we use the sediment in bio-fermentation and to generate energy. Every year, we look at what further measures we can implement in the factory to save water, such as reusing cooling water, reducing the amount of water used in cleaning or alternative cooling techniques.

THE  
CHALLENGE  
IS ON!



## CERTIFICATION

At HAK, food safety and HAK-level quality are at the top of our list of priorities. We work in line with specific procedures and methods and are always looking to raise the bar. For this reason, we are inspected by independent bodies and we hold the following certifications.

### BRC (A LEVEL)

This is a standard for food safety. It sets out hygiene and food safety requirements for food-processing companies that must be assured.

### ISO 14001

This is the internationally accepted standard with requirements for environmental management systems and was developed by the International Organisation for Standardisation. The environmental management system should be used to inform the environmental policy of a company and then ensure its implementation.

### GMP+

This standard enables us to ensure our waste streams can be used as animal feed wherever possible. It enables businesses to demonstrate that animal feed and feed ingredients meet the statutory and non-statutory requirements agreed with the chain parties.





# Vegetables and sustainability

## WHAT IS MORE SUSTAINABLE: FRESH VEGETABLES OR IN GLASS JARS?

You can buy fruit and vegetables in the supermarket fresh, pre-cut, frozen or in a can or jar. If you are looking at waste, which is the best option? Tjeerd Jongsma, director of the Institute for Sustainable Process Technology. 'The whole process, from harvest to jar, creates very little waste.'

Jongsma: 'I always say that 'fresh' is a fast-track to 'waste'. The entire fresh chain is focused on processing items within 10 days. Around 50-60% of the product is thrown away at every stage of the chain.'

### Discarded

'Take fresh green beans as an example. There is waste in the growing process itself, because everyone wants the best beans which means that some get discarded. In the supermarket, people always choose the beans that look the best. Not everything gets sold, so some go to waste here too. Of the beans that are bought by the consumer, not everything gets eaten. So, there are losses throughout the entire chain.'

There are also disadvantages with pre-cut vegetables. You often pay more for them and they have a use-by date.

### From farm to fork

'If we now turn to the process at HAK: during the season, the beans are harvested, transported and preserved within 24 hours. Once a crop is ready, it is harvested and sent to the HAK factory within a very short time frame. This is efficient and produces much less waste than processing fresh vegetables. The beans are packed in portion sizes and have a great shelf life, of several years. This creates a super-healthy product with relatively high nutritional value and few calories. The whole process produces very little waste. OK, the tips of the beans have to be cut off, but you would do that at home anyway.'

### Saving energy

The Institute for Sustainable Process Technology brings together business and science to drive forward sustainability in process technology. How does HAK do it? 'What I like best is that the whole process is based on efficient land use. As a result, less phosphate and nitrogen is used than for fresh sales.'

### Glass or plastic?

If you look at packaging, what is better – glass or plastic? Jongsma comments that glass is not the most environmentally effective packaging. There are good reasons for thinking plastic is the better option. Why is that? During the recycling process, large amounts of energy are used to melt the glass. Much more than single-use plastic that ends up in a waste incinerator, and can be used to generate energy.

### So, why use glass at all then?

Jongsma: 'Vegetables in glass jars or frozen vegetables are more sustainable because there is much less waste produced throughout the chain. Additionally, products in cans, glass jars or frozen vegetables are easy to keep for extended periods, are ready to use, and quick and easy to prepare.'

'What I like best is that the whole process is based on efficient land use. As a result, less phosphate and nitrogen is used than for fresh sales.'





HAK Our Green Kitchen



# Farming and production

## ENERGY-CONSCIOUS

### Ambition:

- A CO<sub>2</sub>-neutral supply chain by 2035.

### Some initiatives and actions:

- Kick-off for project to install 22,000m<sup>2</sup> of solar panels on our roofs.
- LED lighting in all our warehouses, production areas and stores.
- Electric fork-lift trucks.

### What has been achieved so far?

Energy-conscious	Target	2016	2018	2019	2019 vs 2016
CO <sub>2</sub> emissions <sup>1</sup>	t.b.d. <sup>1</sup>	152	166	172	+13%
Proportion of green energy	100%	0%	100%	100%	+100%

<sup>1</sup> The definition of CO<sub>2</sub> emissions is based on our energy consumption at the site. We would like to extend this to the entire chain and we are investigating this further. The new definition, results and targets will be included in our next report.

*Note: the increase in CO<sub>2</sub> emissions is the result of an increase in our energy consumption due to bringing the production of our stand-up pouches in-house in the middle of 2018. This previously took place at an external production location so the energy consumption was not included in the 2016 report.*





Over the coming years, we would like to meet a substantial proportion of our energy needs through renewable energy sources, that is solar and wind. Many of our roofs will be fitted with solar panels and we will create a solar power facility with 7,000 panels to go into operation from 2022. The panels will cover a total area of 22,000 m<sup>2</sup>. This will enable us to generate roughly 35% of the total energy needs for Giessen. We will also look hard at ways to reduce emissions from fossil fuels and fertiliser. We are aiming to be CO<sub>2</sub>-neutral from 2035.

### Energy savings

We are taking specific action to reduce our energy consumption. Energy consumption is a baseline consideration for all investments in our factory. For example, we have switched to LED lighting in the warehouses, production areas and offices. We are also rationalising processes within the factory and making transport to and from the factory as efficient as possible. All fork-lift trucks in the factory are now electric.



### Pouch production line

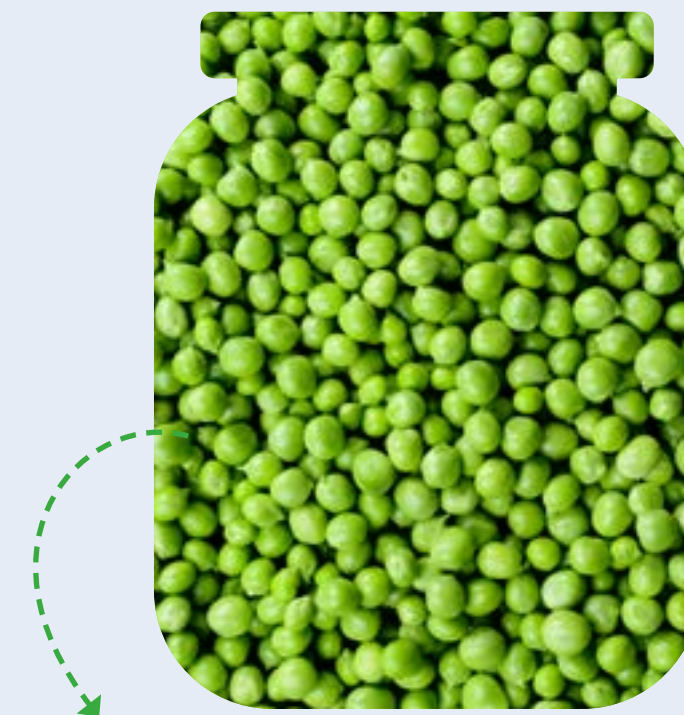
Bringing the filling and packing lines in-house gives us full control of quality and sustainability. The production line uses the best available, energy-efficient technology. We can also save on transport movements which used to be made between the external producer and Giessen. It's all going more or less according to plan in terms of energy results. During the start-up phase of the line, we had to conduct testing and run inefficient batches, which gave a slightly inaccurate picture of the actual energy results. We have learnt a lot from this process and are now ready to start producing in the most efficient way possible.

### Water purification plant

The installation of a new IT control system has made the water purification plant much more energy-efficient. The control system ensures that the aerators in the plant no longer operate on a stop/start basis, instead they run constantly at a slower speed. This is better in terms of energy consumption, but also ensures that bacteria in the water purification process can do their job more effectively since this type of control creates less disturbance for the bacteria. Extraction to the flue has also been modified. A wind-speed meter has been installed; if there are high winds there is a natural draw and the extraction settings can be turned down. If there is no wind, the extraction system works harder so the air from the water purification plant is sent higher into the air. This stops the fan running too slowly when the wind speed is low with the air from the water purification process causing a nuisance for the neighbours. It also means we can avoid using energy unnecessarily since we are able to make best use of the wind's natural draw when it is available.

### Freight transport

Trucks drive in and out of the factory every day. Wherever possible, these are efficient lorries that fulfil Euro 6 emission standards. We also have demanding requirements when it comes to optimum truck size and the degree of loading in order to avoid 'driving empty' as far as possible. Driving style and tyre pressures are also harmonised to ensure a low environmental impact.



## PreServing

The preserving process takes quite a lot of energy. In order to ensure we are as efficient as possible, we reuse the heat released in the cooking process. We also use a sterilisation process which is highly efficient in terms of heat and water. Heat that is released during cooling is reused to heat new jars.



# As transparent as glass

At HAK, we are crystal clear about how our products are made and the ingredients in our products. From farm to fork, we take our responsibilities seriously.



### B Corp certification

HAK is working towards gaining official B Corp (Benefit Corporation) certification. In doing so, we will become part of a worldwide network of organisations that support a sustainable and responsible society. The certification is awarded to businesses with a social and/or ecological impact that take their responsibilities seriously, are transparent and contribute towards the economy of the future.

The certificate will make HAK's profile even more distinct and help us demonstrate our impact. We want to serve as a good example to other food companies and inspire them to make an impact too.

Worldwide, there are more than two thousand B Corps, based in over thirty countries. Other Dutch B Corp companies include Dopper and Tony's Chocolonely. Internationally, Ben & Jerry's and Wessanen are also B Corp certified.

Our aim is to achieve B Corp certification by 2021. But certification has to be earned, so we are rolling up our sleeves and getting stuck in.



### Transparent chains and chain information

Our supply chain for summer and winter vegetables and local pulses is relatively short and transparent. We conclude direct, volume contracts with individual growers for winter vegetables. For summer vegetables and local pulses, the contract partner is a cooperative or 'Distributor' that supports growers and provides equipment such as harvesters.

Due to our growers' expertise, regular inspections and quality assessments, we already know a great deal about our vegetables. On the sales side, we know exactly which jar came from which production run, when it was sent out and to which customer. However, this data – from farmer to consumer and from seed to bean – is not all available digitally. As yet, there is no central shared, digital data and expertise platform where all partners in the chain can share information and cooperate openly and effectively. In 2019, along with our chain partners we started working on a collective vision of how we could share digital information effectively. The next step is the implementation of a digital platform that will allow a few pilots to be initiated. The aim is to have digitised the entire information flow in the chain for more than 70% of our products by 2025, by bringing together data from growers, the factory and supermarkets, and making this data accessible at the click of a button.



### OPEN DAYS

We regularly open the doors to our factory for consumers and journalists during our 'Pottenkijker' open days. Curious about how our greens & beans find their way from field to jar? Find out on the [Pottenkijkers page](#).

As transparent as glass	Target	2016	2018	2019
% of products with full digital information throughout the chain	>70% in 2025	0%	0%	0%
Social impact report every 2 years		-	-	✓
B-corp certification by 2021		-	-	-



# Beans are brilliant!

Together with top chef Herman den Blijker, we show how greens and beans are easy to add to every meal on your weekly menu, with delicious results.

Den Blijker: 'You can do so much more than you think with greens and beans. You just need to know quick ways to prepare them to get great-tasting results. It's always a good idea to use plenty of colour and combine different textures. Go on, surprise yourself!'

'Freshly preserved vegetables in a jar make an excellent alternative to fresh vegetables. The same goes whether you're cooking in a restaurant kitchen or at home. But, beans have that something extra special. In terms of nutritional value, they are real powerhouses and very versatile when it comes to cooking.'

### Beans are great!

There's so much you can do with them, either as a meal in their own right or to add to other dishes. Give your pasta and extra boost, add more bite to your burrito, and more pizzazz to your salad. Haricot beans. French beans. They are brilliant for combining in international recipes. You could make lentil curry, pasta sauce with beans, South American tortillas with beans. But, they also work for snacks. I have a recipe for brownies with beans. Brown beans, a little white chocolate, sea salt.'

### Honest food

The well-known Dutch Chef has worked for HAK since 2015. 'We show you what you can do with vegetables and beans. Well prepared, great-tasting meals. Endless possibilities. The vegetables and beans from HAK are perfect, because no one has time to spend hours in the kitchen every day. Vegetables and beans from a jar or pouch are ideal for those with little time on their hands. Vegetables from a jar or pouch are also natural: healthy, full of nutrients and no junk, like preservatives. Honest and delicious.'



➔ [Herman den Blijker shows you how to make your SALAD or wrap happy with a bit of HAK.](#)

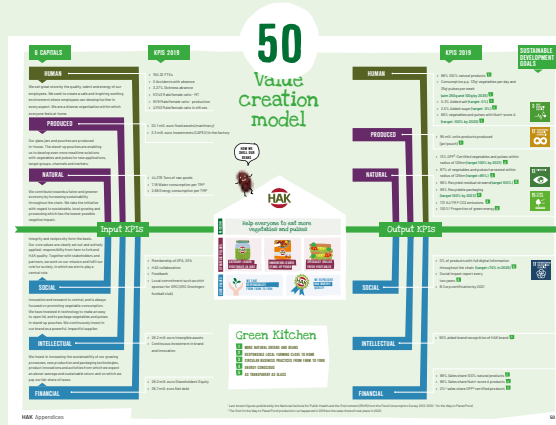




# Appendices

- HAK's value creation model
- Materiality matrix
- Difference between On the Way to PlanetProof and organic



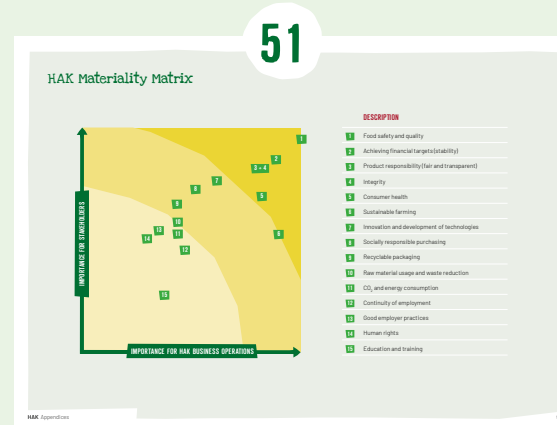


## HAK'S VALUE CREATION MODEL

HAK's value creation model drives our innovation and focuses on using operational processes to fulfil the needs and wishes of our consumers and stakeholders.

We have based our value creation model on that of the International Integrated Reporting Council (IIRC) which has come about as a result of the growing realisation that a wide range of factors determine an organisation's social value. The methodology uses a 'multi capital' lens in which the six capitals equate to 'value reserves' that are influenced or transformed by an organisation's activities:

- **Human capital**  
individuals' competencies, capacities and talents
- **Produced capital**  
products and devices created by people
- **Natural capital**  
the capacity of the ecological environment to supply goods in the past, today and in the future
- **Social capital**  
relationships with communities and stakeholders



- **Intellectual capital**  
organisational, expertise-based, intangible assets
- **Financial capital**  
available funds

Our value creation model provides and insight into which capitals we utilise and how we can create social value, its impact on society and how we can contribute towards Sustainable Development Goals (SDGs). These are seventeen goals for making the world a better place by 2030. The SDGs have been agreed by countries that are members of the United Nations (UN).

HAK aims to go a step beyond integrated reporting; for HAK it's all about implementing integrated thinking – the underlying philosophy – in how we run our business.

### ➔ Read more:

- [Integrated reporting](#)
- [Sustainable development](#)
- [Ecodia](#)

The table compares 'On the Way to PlanetProof' and 'Organic plant-based production' across various areas. The columns are: Area, Conventional, Organic, On the Way to PlanetProof, and Organic. The rows include: Food safety and quality, Achieving financial targets, Product responsibility, Consumer health, Sustainable growing, Innovation and development of technologies, Socially responsible purchasing, Recyclable packaging, Raw material usage and waste reduction, CO<sub>2</sub> and energy consumption, Continuity of employment, Good employer practices, Human rights, Education and training, and Biodiversity / Ecosystems.

## MATERIALITY MATRIX 2019

HAK believes it is important to find out which aspects of our operations are considered important by our stakeholders. In September 2019, we asked our customers, suppliers, employees, shareholders, lenders and supervisory board members for their input via a survey and, on this basis, created a materiality analysis. In the materiality matrix, the areas that are important to us and them appear at the top right.

Food safety and quality are the most important focus areas. Alongside this, it is critical for the continuity of our business that we attain our financial targets. On that much, we agree. Other important aspects that form part of the materiality matrix are:

- Transparency and integrity
- Consumer health
- Sustainable growing
- Innovation and development of technologies

These aspects do not only appear in the matrix, they are also high on our agenda. They are areas we are working on and that we will report on over the coming years.

## THE QUALITY MARKS – A COMPARISON

The On the Way to PlanetProof and Organic quality marks both aim to promote sustainable farming and processing. There are, however, differences between the two. This summary sets out the key characteristics and differences.





## 6 CAPITALS

### HUMAN

We set great store by the quality, talent and energy of our employees. We seek to create a safe and inspiring working environment where employees can develop further in every aspect. We are a diverse organisation within which everyone feels at home.

### PRODUCED

Our glass jars and pouches are produced in-house. The stand-up pouches are enabling us to develop even more mealtime solutions with vegetables and pulses for new applications, target groups, channels and markets.

### NATURAL

We contribute towards a fairer and greener economy by increasing sustainability throughout the chain. We take the initiative with regard to sustainable, local growing and processing which has the lowest possible negative impact.

### SOCIAL

Integrity and reciprocity form the basis. Our core values are clearly set out and actively applied; responsibility from farm to fork and HAK quality. Together with stakeholders and partners, we work on our mission and fulfil our role for society, in which we aim to play a central role.

### INTELLECTUAL

Innovation and research is central, and is always focused on promoting vegetable consumption. We have invested in technology to make an easy to open lid, and to package vegetables and pulses in stand-up pouches. We continuously invest in our brand as a powerful, impactful supplier.

### FINANCIAL

We invest in increasing the sustainability of our growing processes, new production and packaging technologies, product innovations and activities from which we expect an above-average and sustainable return and on which we pay our fair share of taxes.

## KPIS 2019

- 150.32 FTEs
- 0 Accidents with absence
- 3.27% Sickness absence
- 57/43 Male/female ratio – MT
- 91/9 Male/female ratio – production
- 47/53 Male/female ratio in offices
- 20.1 mill. euro fixed assets (machinery)
- 3.3 mill. euro Investments (CAPEX) in the factory

- 44,376 Tons of raw goods
- 7.18 Water consumption per TMP
- 2.68 Energy consumption per TMP

- Membership of GPA, SFA
- HAS collaboration
- Foodbank
- Local commitment such as shirt sponsor for GRC (local soccer club)

- 26.2 mill. euro Intangible assets
- Continuous investment in brand and innovation

- 26.0 mill. euro Shareholders' Equity
- 36.7 mill. euro Net debt

# Value creation model

HOW WE SHELL OUR BEANS



Help everyone to eat more vegetables and pulses

MISSION

STRATEGIC PILLARS

CORE VALUES



## Green Kitchen

- 1 MORE NATURAL GREENS AND BEANS
- 2 RESPONSIBLE LOCAL FARMING
- 3 CIRCULAR BUSINESS PRACTICES FROM FARM TO FORK
- 4 ENERGY-CONSCIOUS
- 5 AS TRANSPARENT AS GLASS

### HUMAN

- 88% 100% natural products <sup>1</sup>
- Consumption p.p. 131g<sup>1</sup> vegetables per day and 35g<sup>1</sup> pulses per week (aim 250g and 100g by 2035) <sup>1</sup>
- 0.3% Added salt (target: 0%) <sup>1</sup>
- 2.5% Added sugar (target: 0%) <sup>1</sup>
- 89% vegetables and pulses with Nutri-score A (target: 100% by 2020) <sup>1</sup>



### PRODUCED

- 95 mill. units products produced (jar/pouch) <sup>1</sup>



### NATURAL

- 13% OPP<sup>2</sup>-Certified vegetables and pulses within radius of 125km (target 100% by 2021) <sup>2</sup>
- 87% of vegetables and pulses harvested within radius of 125km (target >85%) <sup>2</sup>
- 98% Recycled residual streams (target 100%) <sup>3</sup>
- 99% Recyclable packaging (target 100% by 2023) <sup>3</sup>
- 172 KJ/TMP CO2 emissions <sup>3</sup>
- 100%<sup>3</sup> Proportion of green energy <sup>3</sup>



## Output KPIS

### SOCIAL

- 0% of products with full digital information throughout the chain (target >70% in 2025) <sup>5</sup>
- Social impact report every two years <sup>5</sup>
- B Corp certification by 2021



### INTELLECTUAL

- 90% aided brand recognition of HAK brand <sup>1</sup>

### FINANCIAL

- 88% Sales share 100% natural products <sup>1</sup>
- 86% Sales share Nutri-score A products <sup>1</sup>
- 0%<sup>3</sup> sales share OPP<sup>2</sup> certified products <sup>1</sup>

<sup>1</sup> Last known figures published by the National Institute for Public Health and the Environment (RIVM) from the Food Consumption Survey 2012-2016, <sup>2</sup> On the Way to PlanetProof,

<sup>3</sup> The first On the Way to PlanetProof production run happened in 2019 but the sales thereof took place in 2020



# HAK Materiality Matrix



DESCRIPTION	
1	Food safety and quality
2	Achieving financial targets (stability)
3	Product responsibility (fair and transparent)
4	Integrity
5	Consumer health
6	Sustainable farming
7	Innovation and development of technologies
8	Socially responsible purchasing
9	Recyclable packaging
10	Raw material usage and waste reduction
11	CO <sub>2</sub> and energy consumption
12	Continuity of employment
13	Good employer practices
14	Human rights
15	Education and training



# Differences between On the way to PlanetProof and Organic plant-based production

AREA	CONVENTIONAL GROWING (LEGAL LEVEL)	ON THE WAY TO PLANETPROOF GROWING 	ORGANIC 
GENERAL	<ul style="list-style-type: none"> <li>Produced within the legal framework</li> </ul>	<p>Produced in line with requirements over and above those stipulated by legislation aimed at reducing environmental impact in a number of areas: crop protection, biodiversity, soil fertility, water, energy and waste.</p> <ul style="list-style-type: none"> <li>Use of sustainable measures and the latest growing techniques</li> <li>Growing on a growing medium is permitted as long as water is captured and reused</li> </ul>	<p>Produced according to European Organic rules which are based on several basic principles:</p> <ul style="list-style-type: none"> <li>Crop rotation</li> <li>Fertilisers from natural sources</li> <li>Fundamentally without pesticides.</li> <li>If necessary, use of natural products is permitted</li> <li>Plants grown in full soil</li> <li>Non-GM seeds</li> </ul>
CROP PROTECTION AGENTS	<ul style="list-style-type: none"> <li>Growers are free to choose and apply chemical crop protection agents as long as they are legally permitted and the statutory restrictions are taken into account</li> </ul>	<ul style="list-style-type: none"> <li>Use of organic and mechanical crop protection agents wherever possible</li> <li>Active substances for which there are better alternatives available may not be used.</li> <li>Bonus/penalty system (compensation with sustainable measures).</li> <li>Mandatory emission-limiting measures</li> <li>Limit per crop for the applied quantities of active substance</li> </ul>	<ul style="list-style-type: none"> <li>Only limited use of natural crop protection agents</li> <li>No chemical weed killers are permitted, also applies to natural substances (instead of mechanical weed killing)</li> </ul>
FERTILISERS	<ul style="list-style-type: none"> <li>Fertiliser legislation focuses on preventing soil and surface water loss</li> </ul>	<ul style="list-style-type: none"> <li>Fertilising with animal manure, compost and man-made fertilisers on the basis of soil/crop analyses</li> <li>Maintaining soil fertility</li> <li>Preventing fertiliser loss</li> <li>Recirculation (reuse) in greenhouse horticulture</li> </ul>	<ul style="list-style-type: none"> <li>Only organic fertilisers are permitted (animal manure and compost) and auxiliary fertilisers of natural origin</li> <li>Own statutory norm for maximum quantities of fertiliser per hectare</li> </ul>
BIODIVERSITY & NATURE AND LANDSCAPE	<ul style="list-style-type: none"> <li>No requirements</li> </ul>	<ul style="list-style-type: none"> <li>Obligation to promote biodiversity and protect the natural environment on farms</li> <li>Growers choose measures to suit their own farm, such as nesting opportunities, flower-rich field margins, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Mandatory crop rotation (statutory 1 in 2, in practice, usually 1 in 6-7)</li> <li>Growing in harmony with nature. Farm is set up to offer food and shelter to the natural enemies of insects and pests, etc.</li> </ul>
ENERGY	<ul style="list-style-type: none"> <li>No requirements</li> </ul>	<ul style="list-style-type: none"> <li>Energy saving</li> <li>Use green energy</li> </ul>	<ul style="list-style-type: none"> <li>No requirements, but in principle: careful use of finite raw materials</li> </ul>
WATER QUALITY	<ul style="list-style-type: none"> <li>Legislation</li> </ul>	<ul style="list-style-type: none"> <li>Supplementary requirements on preventing pollution of surface and groundwater</li> </ul>	<ul style="list-style-type: none"> <li>Legislation; no requirements, less pollution of ground and surface water due to production requirements</li> </ul>
WATER QUANTITY	<ul style="list-style-type: none"> <li>No requirements</li> </ul>	<ul style="list-style-type: none"> <li>Monitoring and water saving or reuse</li> </ul>	<ul style="list-style-type: none"> <li>No requirements</li> </ul>
WASTE AND PACKAGING	<ul style="list-style-type: none"> <li>Legislation</li> </ul>	<ul style="list-style-type: none"> <li>Separate waste</li> <li>Easily recyclable packaging</li> </ul>	<ul style="list-style-type: none"> <li>Legislation</li> </ul>
FAIR AND SOCIAL	<ul style="list-style-type: none"> <li>Legislation</li> </ul>	<ul style="list-style-type: none"> <li>Legislation</li> </ul>	<ul style="list-style-type: none"> <li>Legislation, no specific requirements, but there are principles</li> </ul>
RELIABILITY / INSPECTION	<ul style="list-style-type: none"> <li>None</li> </ul>	<ul style="list-style-type: none"> <li>Inspection by independent certification body to ensure that products fulfil the requirements set by On the Way to PlanetProof</li> </ul>	<ul style="list-style-type: none"> <li>Independent inspection (by SKAL) to ensure that products fulfil the requirements of European organic legislation</li> </ul>

## EDITORIAL DETAILS

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