

GREENYARD



FROZEN

for a healthier future



Ever since our establishment in 1965, we have been true pioneers. We were one of the first companies to realise the full potential of frozen vegetables and fruits, and their ability to make people's lives healthier and easier.

This pioneering spirit has been part of our company's DNA ever since. This is perhaps best illustrated by the constant renewal of our product portfolio, to which we have recently added frozen soups and smoothies, and a range of smart meals. Every day we deliver proof that frozen vegetables and fruits still hold many opportunities to innovate. We take pride in finding new ways to answer the needs of modern consumers, who may be spending less time in the kitchen, but have not lost their interest in great-tasting, healthy food – on the contrary.

We use the same innovative approach in all aspects of our business, from the drones we use on our fields to determine the optimal moment of harvesting, to our advanced logistics in which we share warehousing space and loading capacity with other frozen food manufacturers.

Close collaboration with our customers has been an important success factor as well. We build strong partnerships, not just supplying them with great products, but helping them differentiate from competitors and anticipate new market trends.

Likewise, we are investing in long-term relationships with the farmers that are growing our vegetables and fruits, guiding them towards more efficient and sustainable working methods and creating mutually beneficial partnerships.

Finally, it almost goes without saying that our people are of utmost importance in realising our ambitions. It is their hard work, their commitment and their talent that have made our company what it is today.

I hope our divisional brochure will bring you insight into our company, the way we do business and how we see things. But most of all, I hope it can inspire you to collaborate with us. I am already looking forward to it.

Hans Luts,
Managing Director Greenyard Frozen

- 3 Greenyard Frozen in a nutshell
- 5 The best of nature, always fresh
- 7 Close to the farmer's field
- 9 Easier and more pleasurable
- 11 Building strong partnerships
- 13 Working smarter every day
- 15 Fostering nature
- 17 A global player, always near you
- 19 Frozen – a Greenyard division

Greenyard Frozen in a nutshell

Greenyard Frozen is a worldwide market leader in frozen foods. We transform freshly harvested vegetables and fruits into food products that are easy to store, conserve and consume. Our products respond to the needs of modern consumers who want to enjoy healthy and tasty food, with a minimum of preparation time. We offer our customers – including retailers, food service companies and the food industry in general – a wide range of innovative and high-quality products, excellent service, and advanced logistics.



10 production sites
in Europe



n° 2 in frozen vegetables
and fruits **in Europe**



More than
2,000 employees



Export to more than
80 countries



Annual **production** of
450,000 tons



More than **50 years**
of experience

Product range

vegetables / vegetable mixes & purees / fruits / organics / herbs / pasta & rice / soups / smoothies / sauces / ready-made & smart meals

3 market segments

Retail – vegetables, fruits, ready-made products (soups, smoothies, sauces, purees) and ready-made meals for consumers

Food service – frozen vegetable and fruit products for use in the catering industry, including restaurants, hospitals and company canteens

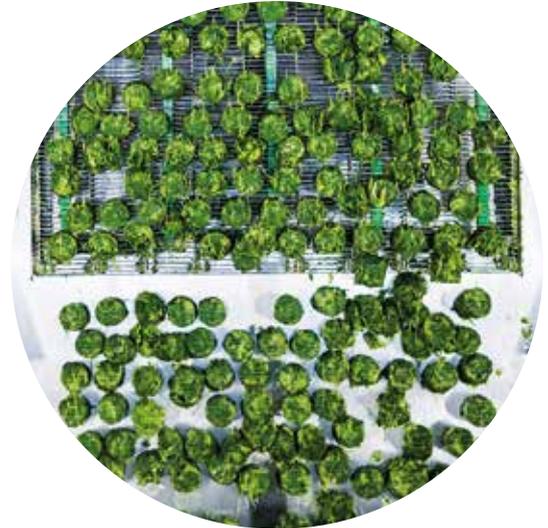
Business-to-business – ingredients for the food industry



“Our products enable people to enjoy the many benefits of freshly harvested vegetables and fruits, every day of the year.”

The best of nature, always fresh

Since its establishment in 1965, Greenyard Frozen has been a pioneer in frozen foods. Over the years, we have perfected our craft, preserving all the good things that nature has to offer – without the need for additives – and making them available anytime, anyplace.



Available in every season

Harvested at precisely the right time – when they are at their very best – frozen vegetables and fruits can be enjoyed all year long, bringing healthy variation to our diet and adding much-needed vitamins and minerals in every season.

Preserved at the peak of perfection

Our state-of-the-art instant freezing technology pauses the ingredients at the peak of perfection, preserving colour, texture, flavour and nutrients until consumers are ready to enjoy them.



Prepared in no time

Frozen vegetables and fruits are already washed, peeled, sliced or diced, saving time in preparation, and making it easy to store and conserve them in any home.

Nothing goes to waste

Our frozen vegetables and fruits can be perfectly portioned. Just take the amount needed – for one person or a family, a main course or a side dish – and the rest can be saved for later.





“Our vegetables and fruits are frozen within a few hours after harvesting, ensuring maximum freshness and great taste.”

Close to the farmer's field

All our vegetables and fruits are sourced locally, usually within a maximum range of 40 km from our production plants. This close connection to the field enables close collaboration with the farmers and ensures the freshness and quality of our products, while reducing our environmental footprint. It also makes it easier to monitor quality and crop progress. We invest in long-term partnerships with our farmers and help them work in a more efficient and sustainable manner.

Local sourcing, all over Europe

The Greenyard Frozen plants are strategically located in some of the most fertile agricultural areas of Europe, including Belgium, France, Hungary, Poland and the United Kingdom. This enables us to source a wide variety of vegetables and fruits locally, and process them within a few hours after harvesting, guaranteeing maximum freshness and nutritional value. At the same time, it also reduces the environmental impact of our activities. Finally, the geographical spread of the fields – with a great variety of soil types, temperature and weather conditions – balances out risks and ensures the continuous availability of our products.

Long-term partnerships with farmers

Greenyard Frozen has developed long-term partnerships with the farmers that are growing our vegetables and fruits. We work closely together to minimize the time between harvesting and processing, because every minute counts. Our agronomists guide them every step of the way: selecting the right varieties, optimising cultivation and protection of crops, and determining the best moment for harvesting. We invest in education and help farmers discover new agricultural techniques to reduce the environmental impact of their activities, safeguarding nature and biodiversity. We give our full support to farmers who want to make the transition to organic cultivation.





“Our culinary experts are always looking for new ways to surprise and delight consumers.”



Easier and more pleasurable

Today's consumers are consciously seeking out food that is good for them, looking for the optimal combination of health, taste and convenience. Greenyard Frozen offers them a wide range of products that cater to the needs of any lifestyle. Our culinary experts are actively monitoring the latest food trends, continuously looking for new ways to surprise and delight consumers.

A wealth of vegetables and fruits

Greenyard Frozen offers a wide range of frozen vegetables and fruits. There are of course the everlasting classics – carrots, peas, spinach, broccoli and cauliflower, with or without extra ingredients – and vegetable mixes. But we are also rapidly expanding our range of organic products, with a clear focus on local products. Our frozen herbs add extra flavour to every-day meals, while our frozen fruits liven up desserts throughout the year. For people who are looking for a vegetarian alternative, we combine vegetables with protein-rich ingredients such as quinoa. And finally, we are re-acquainting consumers with the great taste of vegetables that have been long forgotten, such as parsnip, beetroot or kale. Our grandparents knew how beneficial they were to our health. Now we are ensuring that these vegetables are enjoying a revival.

Adding extra convenience

Convenience is of the essence in today's world, where consumers are leading busy lives. We respond to their needs by continuously reinventing products, packaging and preparation methods. Our range of ready-made soups, sauces, and smoothies present consumers with new and convenient ways to enjoy vegetables and fruits. Cut into small cubes, they are easy to prepare and portion. Our smart meals combine our fresh vegetables with protein-rich ingredients (meat, fish or meat substitutes) and/or healthy carbohydrates such as pasta, bulgur, rice or quinoa. Finally, we also introduce new and smart cooking methods, like our steam bags: perfectly cooked in the microwave, while optimally preserving taste and texture. The Superior Taste Awards we have received for several of our products, clearly indicate that culinary experts and chefs appreciate our efforts to combine convenience with great taste.





GREENYARD

“We use our expertise to help our customers anticipate new trends in the market.”

Building strong partnerships

Over the years, Greenyard Frozen has built strong partnerships with its customers, which include some of the world's largest retailers and food service companies. We put our expertise at their service to jointly develop products that will enhance their business and help them successfully anticipate new market trends.

Developing new markets together

We closely collaborate with retailers to create new recipes and products that will delight and surprise their customers. Our expertise enables them to anticipate trends, develop new markets and enhance their brand image. We invite them to our kitchens – which have become true innovation labs – to experience the latest food trends first-hand and consult with our culinary advisors. We show them ways to strengthen and diversify their offering, and help them develop business strategies that will differentiate them from competitors and lay the foundations for future growth.

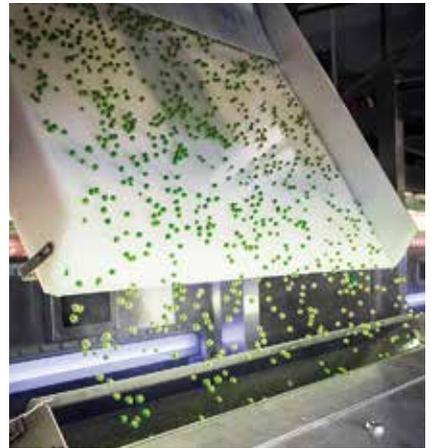
Growing demand for healthy meals

Foodservice companies – usually suppliers to hospitals, schools, restaurants or pubs – are particularly aware of the growing demand for healthy meals. They are continuously looking for ways to integrate more vegetables and fruits into their menus and product offerings, as they are the cornerstones for any balanced diet. We inspire their chefs to create great, delicious meals, try new flavours and combinations, and think of new ways to present and prepare them. We develop the products and packaging that will help them do this in a cost-effective way, reducing preparation times and minimising waste.





“Continuous improvement has become part of our company’s DNA.”



Working smarter every day

Greenyard Frozen strives for operational excellence in all its activities, from the cultivation in the farmer's fields to the distribution of our products. Our focus on continuous improvement ensures we are using our resources in the best way possible, making our workplaces safer, increasing our cost-efficiency and improving the quality of our products and processes.



Quality throughout the chain

We use state-of-the-art technology to continuously monitor our production processes, ensuring quality, food safety and full traceability throughout the entire chain, from the moment the vegetables are sown on the field to when they are packed and distributed to our customers. In several regions, we are already working towards precision farming, using modern technology – including drones and satellite GPS systems – to gather data straight from the field, optimise cultivation, and determine the right moment for harvesting. These developments will enable us to increase efficiency and monitor quality even further down the chain.



The search for continuous improvement

We look for ways to work smarter every day. We analyse our processes, define the crucial parameters, eliminate waste and improve those things that really make the difference. All our employees are both committed and involved in our search for continuous improvement. We are working towards self-steering teams, empowered to make positive changes in their personal working environment. We are also a pioneer in innovative logistics, sharing warehouse spaces and co-loading opportunities with other producers of frozen food.





“We depend on nature for our products, so we consider it our duty to preserve our environment in every way we can.”

Fostering nature

The mission of our company is to enable a healthier future by making it easier for people to consume more vegetables and fruits. But we can only achieve this ultimate goal if we also make the necessary efforts to foster nature and minimise the impact of our activities on the environment.

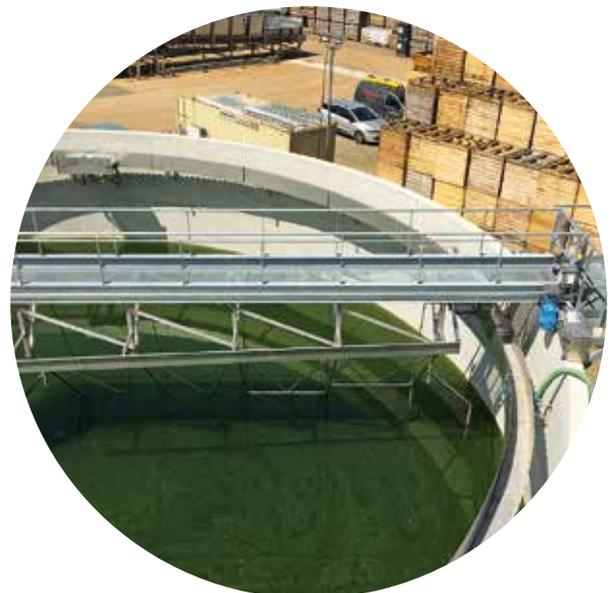
Reducing food waste

As a food company, we are intensely aware of just how valuable products of nature are. Our frozen products can be perfectly portioned and are easily preserved over a longer period of time, reducing the amount of food that goes to waste at the consumer's home. We take the same care in our production plants. Our wide range of products enables us to process all of the different grades of the harvested products. Vegetables and fruits that do not have the right visual appearance or shape are used in our soups and prepared meals. Peels and other residues go into animal feed or fertilizer for our fields, thereby closing the loop.

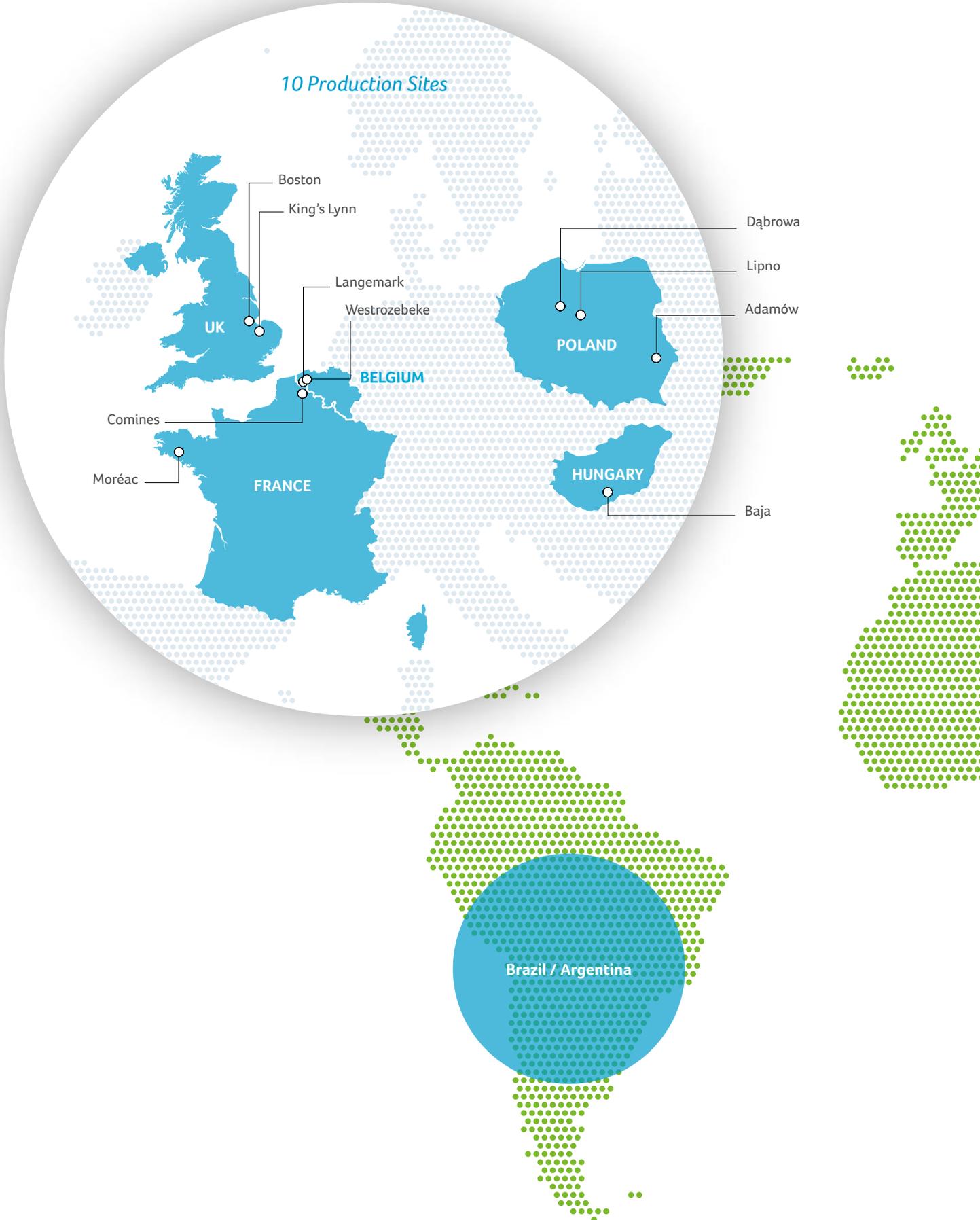


Sustainable use of resources

Greenyard Frozen is committed to reducing the consumption of resources in all its processes. We pay specific attention to the water we need to wash our vegetables and fruits. We measure exactly how much water is used in each process, and optimise wherever we can. We have made major investments in large on-site water treatment installations, which enable us to purify and recuperate as much of the water as we can within the limits of high quality and food safety standards.



5 Business Units



A global player, always near you

Greenyard Frozen started out more than 50 years ago as a small local enterprise, and grew into an international producer and supplier of fresh-frozen vegetables and fruits. Today, we run ten production sites at strategic locations in some of the most fertile regions in Europe. Thanks to our international sales and distribution network, our products are now available to consumers all over the world.

Sales Network



To make lives healthier



by helping people enjoy fruit and vegetables



at any moment, easy, fast and pleasurable

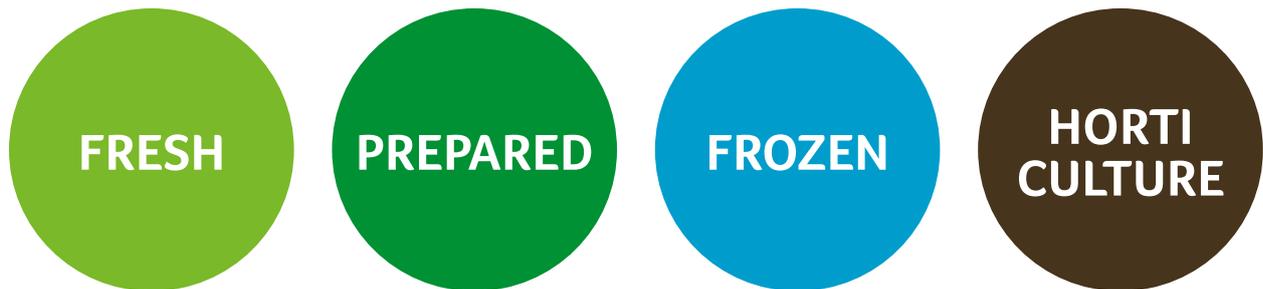


whilst fostering nature.



Frozen – a Greenyard division

Greenyard Frozen is a division of Greenyard, a global market leader in fresh and prepared fruit and vegetables, flowers and plants, fresh food logistic services and growing media.



For a healthier future

Greenyard wants to make lives healthier by helping people enjoy fruit and vegetables at any moment, easy, fast and pleasurable, whilst fostering nature. We count the majority of Europe's leading retailers among our customers. We provide them with efficient and sustainable solutions through best-in-class products, market-leading innovation, operational excellence and outstanding service. With a total annual turnover of approximately 4 billion euro, Greenyard is one of the largest suppliers of fruit and vegetables worldwide.

Today, Greenyard consists of four divisions:

- **Greenyard Fresh** is a global market leader in fresh fruit and vegetables, flowers and plants and fresh logistic services.
- **Greenyard Prepared** processes freshly harvested vegetables and fruits and delivers ready-to-eat food products, such as soups, sauces, dips and pasta dishes.

- **Greenyard Frozen** is a pioneer and market leader that processes a wide range of freshly harvested vegetables and fruits into fresh-frozen products.
- **Greenyard Horticulture** is a European player that offers professional growers and hobby gardeners a wide range of growing media for plants, fruits and vegetables.

Enabling a healthy diet

Greenyard Frozen enables busy consumers to enjoy all the benefits that vegetables and fruits offer and maintain a healthy and balanced diet. We process freshly harvested vegetables and fruits into food products that are easy to store, take little or no time to prepare and contain maximum nutritional value. Our wide range of packaging is designed for easy portioning and reduces waste to an absolute minimum.



www.greenyard.group
info@greenyardfrozen.com

ARGENTINA

Greenyard Frozen representative in Argentina

Romenstraat 3
8840 Westrozebeke, Belgium

AUSTRALIA

Greenyard Frozen representative in Australia

Romenstraat 3
8840 Westrozebeke, Belgium

AUSTRIA

Greenyard Frozen representative in Austria

Romenstraat 3
8840 Westrozebeke, Belgium

BELGIUM

Greenyard Frozen Belgium NV

Romenstraat 3
8840 Westrozebeke

Greenyard Frozen Langemark NV

Poelkappellestraat 71
8920 Langemark

BRAZIL

Greenyard Frozen Brazil Ltda

Av. Magalhães de Castro, 974
05502-001 Butantã – São Paulo

CHINA

Greenyard Frozen representative in China

Romenstraat 3
8840 Westrozebeke, Belgium

FRANCE

Greenyard Frozen Comines SAS (Comines site)

Chemin des Rabis - BP 97
59560 Comines

Greenyard Frozen France SAS (Moréac site)

ZA Le Barderff – CS 20227
56502 Moréac Cedex

GERMANY

Greenyard Frozen representative in Germany

Romenstraat 3
8840 Westrozebeke, Belgium

GREECE

Greenyard Frozen representative in Greece

Romenstraat 3
8840 Westrozebeke, Belgium

HUNGARY

Greenyard Frozen Hungary Kft.

Nagy István utca 36
6500 Baja

ITALY

Greenyard Frozen representative in Italy

ZA Le Barderff – CS 20227
56502 Moréac Cedex

POLAND

Greenyard Frozen Poland Sp. Z o.o. (Lipno site)

Ul. Wojska Polskiego 12
87-600 Lipno

Greenyard Frozen Poland Sp. Z o.o. (Dąbrowa Chełmińska site)

Ul. Fermowa 1
86-070 Dąbrowa Chełmińska

Greenyard Frozen Poland Sp. Z o.o. (Adamów site)

ul. Targowa 24
21-412 Adamów

Greenyard Frozen Poland Sp. Z o.o. (Ełk site)

Ul. Suwalska 88
19-300 Ełk

Greenyard Frozen Poland Sp. z o.o. (Warszawa site)

Ul. Przasnyska 6A
01-756 Warszawa

SLOVENIA

Greenyard Frozen representative in Slovenia

Romenstraat 3
8840 Westrozebeke, Belgium

UNITED KINGDOM

Greenyard Frozen UK Ltd (King's Lynn site)

Greenyard Way, Hardwick Industrial Estate
King's Lynn PE30 4WS

Greenyard Frozen UK Ltd (Boston site)

Marsh Lane - Riverside Industrial Estate
Boston Lincolnshire PE21 7RY

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