

Organic Berries International conference



Koen Kromhof – April 27th

Program

- Tradin Organic Agriculture – Koen Kromhof
- The Organic Market
- Working with Tradin
- Challenges in Organic

Certified Organic Ingredients from Farm to Factory

Tradin strives to be the **global front runner** in organic food ingredients. We lead through our **unique sourcing, distributing and processing capability** and **full-service** offering.



Unique sourcing



Highly efficient
distribution & processing



Full-service
offering

Operations Europe



All products stored, according to organic regulations, in contracted warehouses in the Netherlands and Germany



Deliveries from stock within the EU to end users as well
Also direct deliveries from origin, when desired by customer



Supply contracts with defined volume, prices and
delivery period: Guaranteed contract execution





SunOpta[™]
International Sourcing & Supply

**Globally Sourced
Organic
Ingredients**



Source organic & non-GMO ingredients from 65 countries via a network of 5,000 suppliers

**State of the Art
Manufacturing
Facilities**



Transform inputs into on-trend ingredients & consumer products via 24 manufacturing operations

**Innovative
Consumer
Packaged Goods**



Marketing and Innovation departments collaborate with over 3,300 global customers to produce unique and innovative packaged goods



3 SPECIALIZED COMMERCIAL DESKS



COCOA:

Cocoa, Sweeteners & Oil



DRY:

Grains Rice, Pulses, Seeds
Dried Fruits, Nuts & Animal feed



FRUIT:

Juices, Concentrates & Purees



Global sourcing



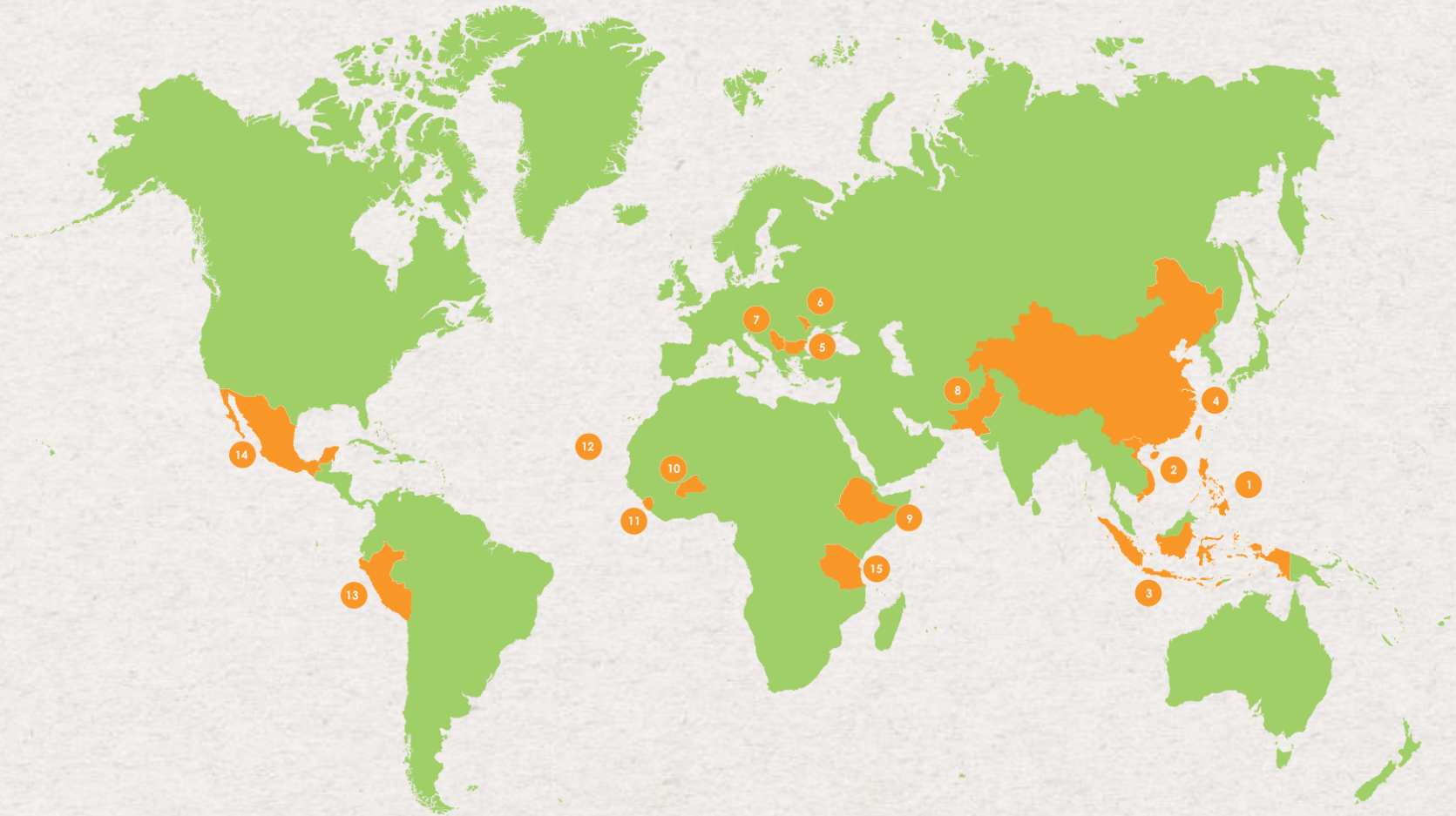
150+

raw materials

40+
origins



Own sourcing projects



- | | | | | | | | |
|---|---|---|--|---|---|--|-----------------------------------|
| 1 Philippines
Banana chips,
Coconut milk/oil/water | 3 Indonesia
Coconut sugar
Coconut oil | 5 Bulgaria
Sunflower kernels
Sunflower oil
Sunflower meal | 7 Serbia
Frozen fruit | 9 Ethiopia
Sesame
Sesame oil | 11 Sierra Leone
Cocoa beans
(Coffee) | 13 Peru
Cocoa beans | 15 Tanzania
Cocoa beans |
| 2 Vietnam
Cashew, Macademia
Fruit juice, Fruit chunks, Frozen fruit
Tapioca | 4 China
Goji berries
Soy meal
Beans & seeds | 6 Moldova
Sunflower
Grains
Corn | 8 Pakistan
Paddy basmati
Rice brown/white | 10 Burkina Faso
Dried mango | 12 Cape Verde
Coffee | 14 Mexico
Frozen fruit
Citrus | |

Sourcing Projects - Midi

Supporting family-owned organic fruit processing facilities in Serbia:

Since 2006, Tradin has been working with family-owned facilities in Serbia to orchestrate the freezing and drying of organic fruits grown in the local region.

- 700 Organic Farmers!
- 3-4 agronomists
- Organic Raspberries, Blackberries, Sourcherries, Strawberries & Plums!



The World of Organic Agriculture

Organic Land 2016

57.8M
ha

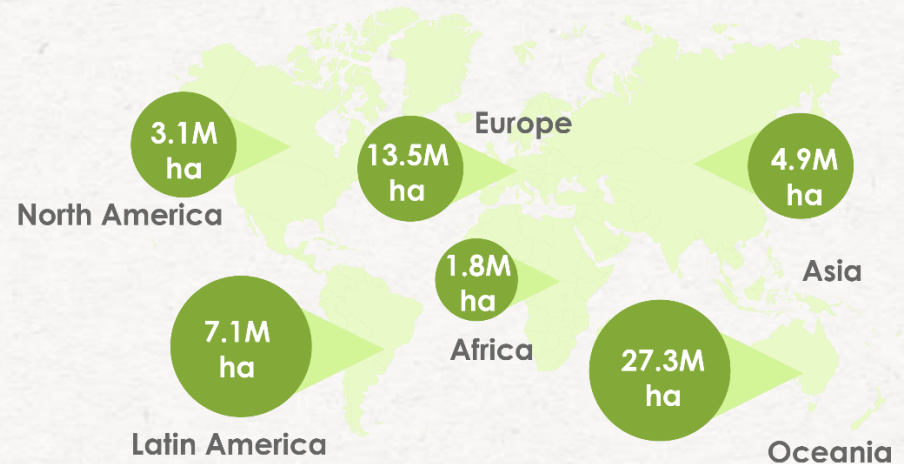
Organic farmland

179

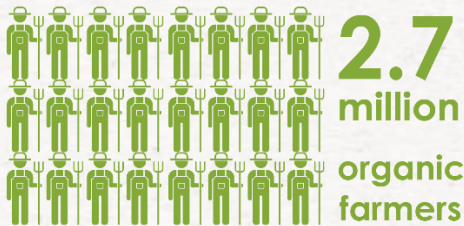
Countries with organic farming

+13.6%

Change from 2015




Organic Producers 2016



+12.5%  from 2015

Organic Market 2016

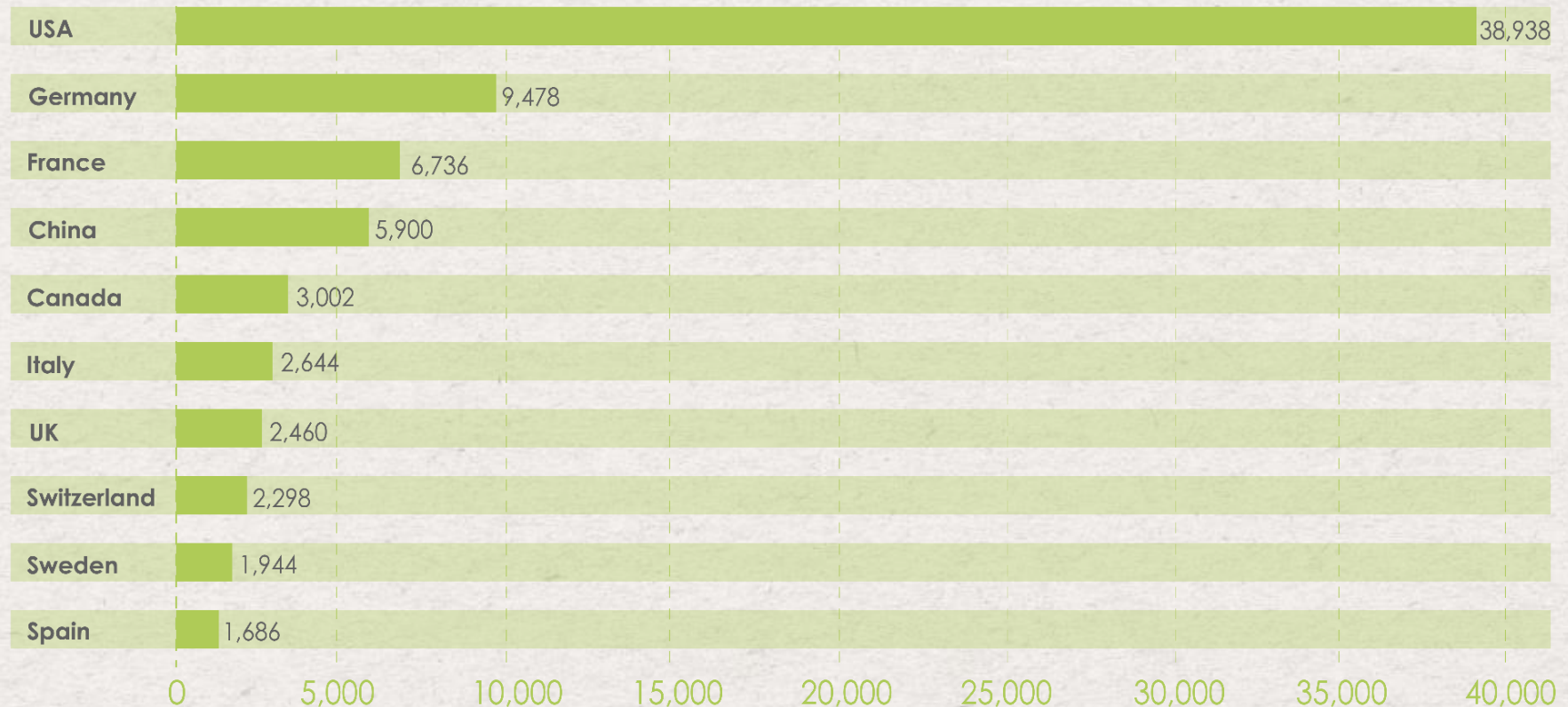
 **89.7 billion** Global Organic Food Market in billion USD

The global organic market is growing and consumer demand is increasing

Global Organic Market 2016

Distribution of organic retail sales value by region 2016

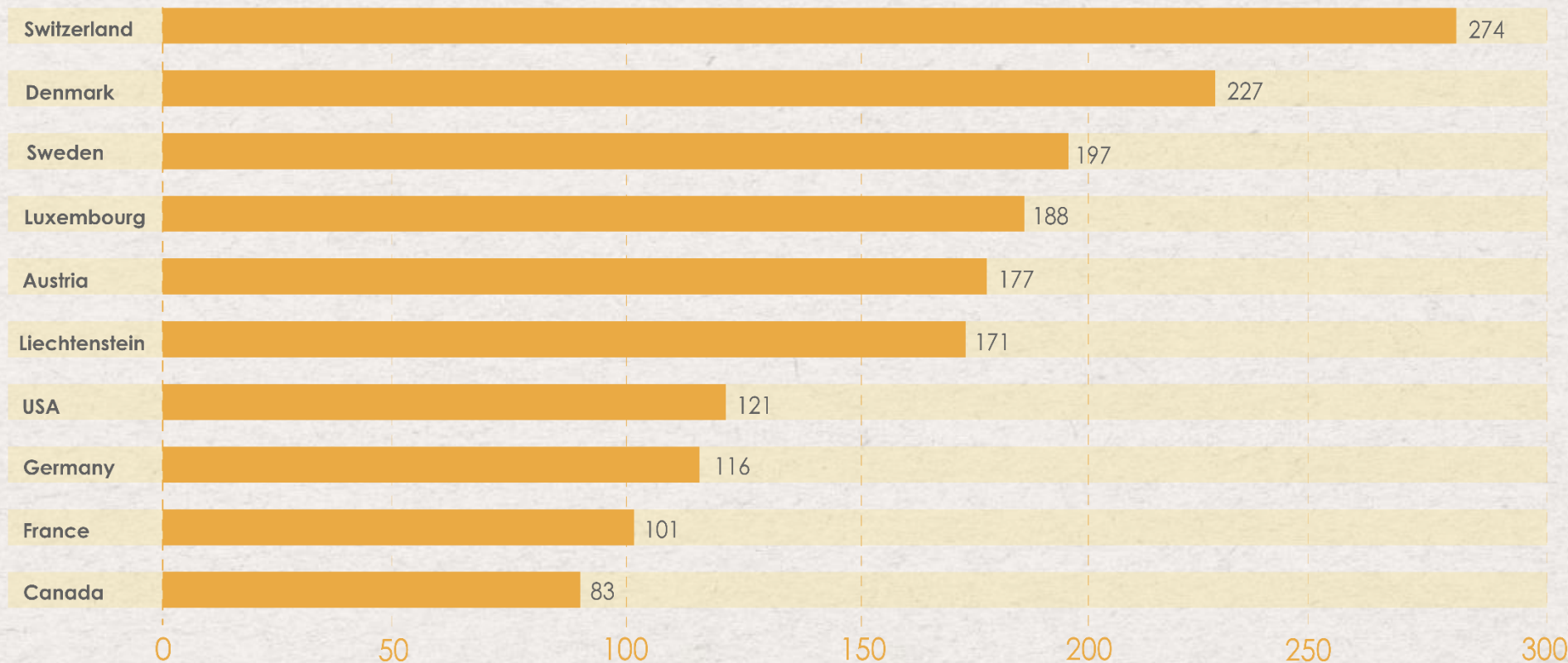
Top 10 countries with the largest markets for organic food - Retail sales in million euros



Source: FiBL - AMI survey 2018, based on data from government bodies, the private sector and market research companies.

Per capita consumption 2016

Top10 countries with the highest per capita consumption of organic food - Per capita consumption in euros



Source: FiBL - AMI survey 2018, based on data from government bodies, the private sector and market research companies.

WHAT CAN YOU EXPECT FROM US?



Extensive range of
organic ingredients



Own sourcing projects &
own manufacturing at origin



Reliability of supply &
contract execution



Adaptability &
Just-in-time delivery

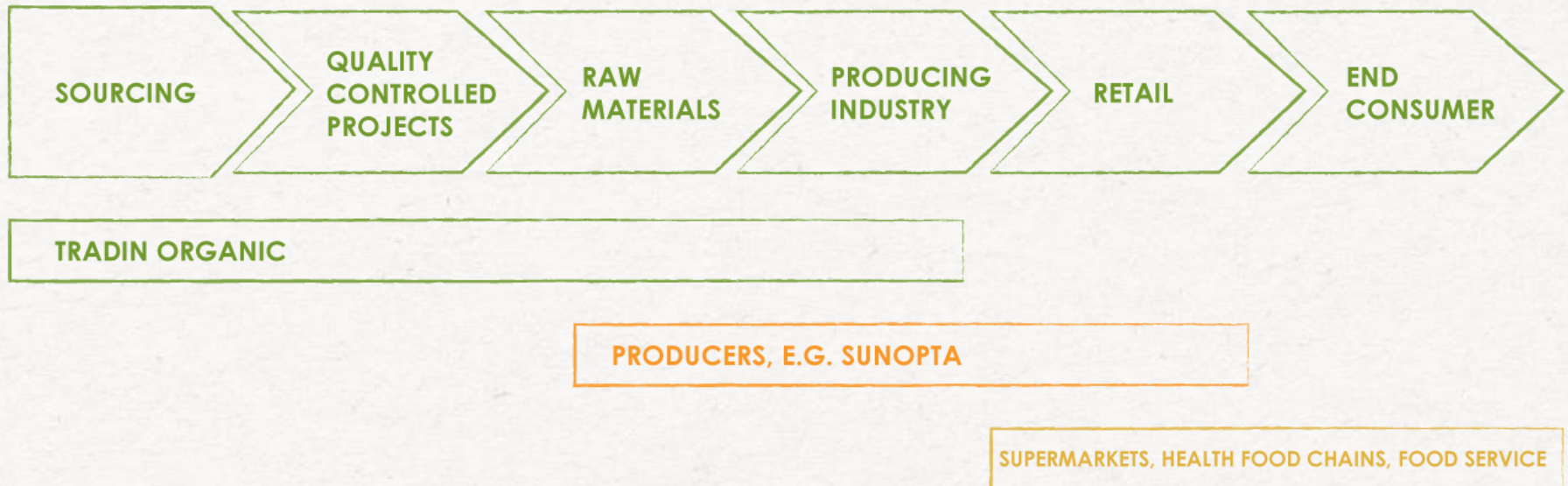


Organic integrity
& Food safety



Sustainability beyond organic
and responsible sourcing

Supply chain - Farm to market



Quality Control



VENDOR CONTROL

Supplier approval/ vendor assurance taking product risk in consideration

PRODUCT CONTROL

Quality control of goods in origin in close coordination with Tradin Organic's HQ Amsterdam

TRADIN ORGANIC STANDARDS

Tradin is BRC Agents & Brokers certified

PHYSICAL CHECKS ON PRODUCTS

At origin and upon arrival

PRODUCT CERTIFICATIONS

Our products are available in a wide range of certification schemes

More than
2000 samples
tested a year on


chemical
residue

Analyzed
on 15,000
aspects



20+ 
QA employees
+ factories with own QA staff
Factories FSSC22000 certified

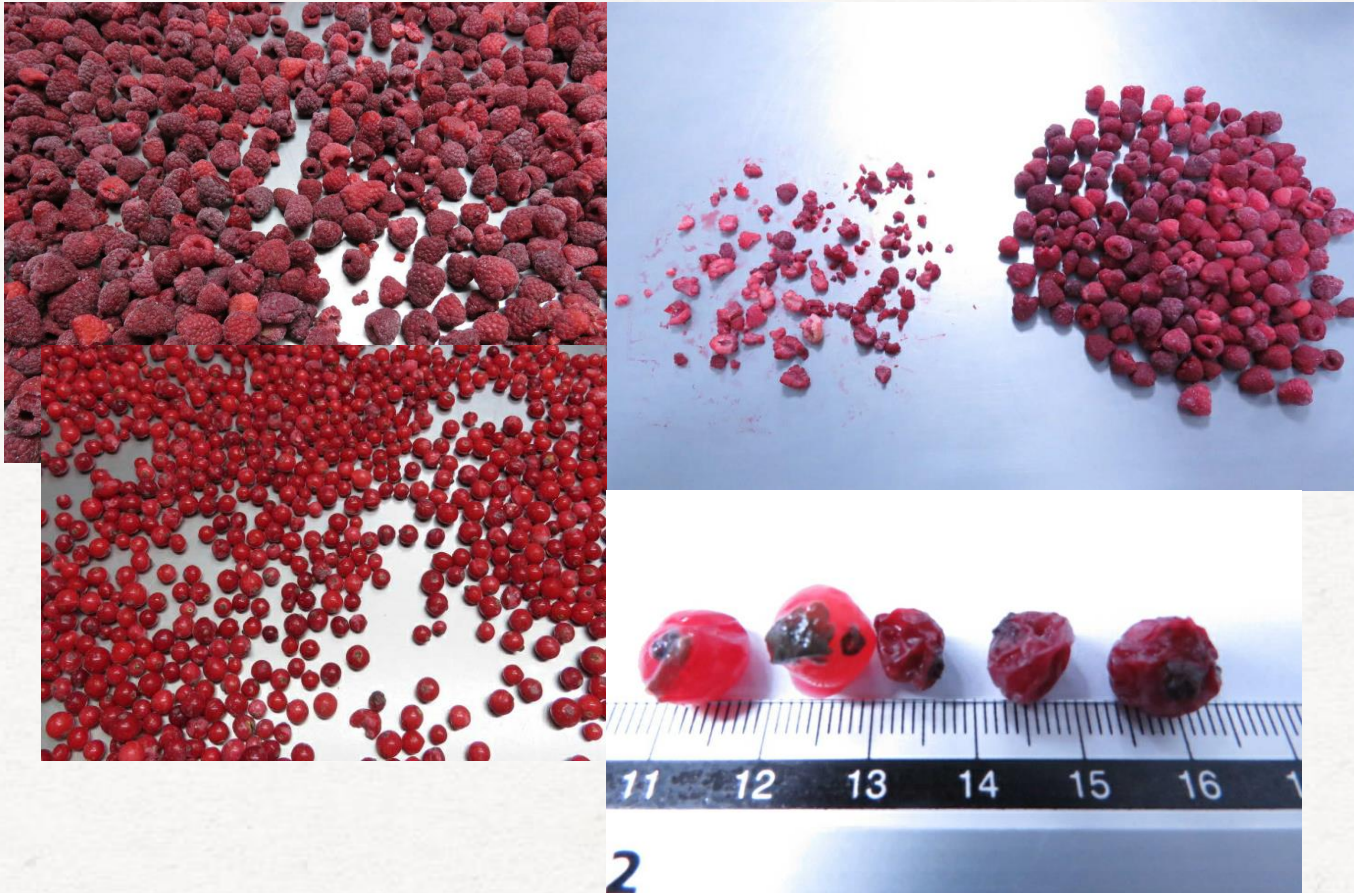


VENDOR CONTROL

Supplier approval/ vendor assurance taking product risk in consideration

- Organic Certificate
- Food safety certification (third party audit for USA)
- Questionnaire (production details)
- HACCP plan
- Flowchart production
- Foreign Body Management
- Specification + Coa product
- Social standards (sedex etc.)
- Recall procedure
- Food grade packaging + migration report

PHYSICAL CHECKS ON PRODUCTS
At origin and upon arrival



Contrast to conventional market



“Inefficient ” supply chain as a result of scale size
• e.g. FCOJ - cane sugar is shipped per FCL instead of bulk ship



Limited availability



Limited origins



Immature market
• Supply - demand issues
• Price fluctuations



New supply takes on average 2-3 years for development
(conversion from conventional farming to organic methods)

Challenges in Organic

- Organic integrity !
- EU regulating is getting more and more strict on residue levels
- Relative small market therefore big price fluctuations

Need more information?

Visit our website: www.tradinorganic.com



INGREDIENTS FROM FARM TO MARKET OUR COMPANY CONTACT NEWSLETTER

Global Organic Ingredients



ORGANIC COCONUT PRODUCTS

Discover our wide range of high quality coconut ingredients - 100% organic certified.

[Read more >>](#)

TRADIN ORGANIC - IN SHORT

Tradin Organic Agriculture supplies the international food industry with globally sourced organic raw materials. From farm to the market, it is our mission to work with the utmost respect for people & planet. For organic farmers in more than 60 countries we are the link to the international food industry. For food processors we are an experienced partner for their entry into the growing organic market.

[Find out more >>](#)

ORGANIC CASHEWS FROM VIETNAM



Tradin Organic's operations in Vietnam have been supplying cashews in all grades since 2001.

[Read more >>](#)

LATEST NEWS

Tradin Organic founding member of OPTA
Tradin Organic is proud to be one of the founding members of the Organic Processing and Trade Association (OPTA).

We received the BRC Global Standard Certification
In February 2017, we received the BRC certificate stating that we meet the requirements of the global standard for agents and brokers for all our product categories.

UPCOMING EVENTS



15 & 16 November 2017
MalmöMässan, Malmö (SE)

EMAIL NEWS FLASHES

Would you like to keep up with Tradin Organic's News?

We now offer ingredient-related 'News Flashes. Whenever something happens in the market we share this with those interested in that specific ingredient group. Make sure to sign up and update your profile to receive exactly the information required.

[View previous editions](#)

ORGANIC SESAME FROM ETHIOPIA



Our operation in Ethiopia engages more than 1500 farmers' families and a modern hulling facility in Addis Ababa.

[Read more >>](#)