De Groene Weg (DGW)
The Green Way
De Groene Weg
Taste the good life
Mission

we show that it can be done in a different way!
Our Vision

De Groene Weg wants to further strengthen its leading role in the buying, producing and valorizing of organic beef and pork on the European market, both quantitatively and qualitatively.

She wants to expand the role of chain director by establishing herself as a partner of all chain links, from farmer to consumer. Integrity, lasting relationships and return for each link are crucial.

As an organic competence center, De Groene Weg uses its specific knowledge to improve the supply chain qualitatively and quantitatively. DGW not only makes an active contribution to the further expansion of this market, but also makes a proactive contribution to the integral sustainability of this entrepreneurial organic chain.
History of De Groene Weg

- Founded in 1981 by two butchers
  - Ideology driven
  - Eldest supplier of organic meat in the Netherlands
  - Chain of organic butchers shop all over the Netherlands
- Since 2000 DGW became more a chain director in the production of organic meat for the Dutch market
  - Upscaling of production (mainly pork) for Dutch market
  - Supply to industry and retail
- 2004 100% acquisition of DGW by Vion Foodgroup
- More and more export of part of our meat products to other European markets to better balance the carcass
- Our biggest challenge is to keep demand and supply in balance
Market for organic meat

- In the EU market is expanding year by year
- Average growth about 7%
- Biggest market in EU is Germany
- Fastest growing market in EU is France
Production DGW

- Pork and Beef
  - In average 250 tons of organic meat per week
    - About 400 cattle
    - About 1,900 pigs; upscaling to 2,000 pigs in 2019
- 50% domestic sales, 50% export
- 85 suppliers of pigs on contract
- Sourcing of cattle (carcasses) Netherlands, Germany and Austria
Our organic pork supply chain

Breeder → Pig farmer → DGW Slaughtering and deboning → Industry, fresh and processed meat products → Retail

- Feed producer, veterinary, Genetics
- Banks
- Butcher shops DGW
Close cooperation with the pig farmers

- Pig farmers are united in a supplier association since 2011
  - Every pig farmer who supplies to DGW is member of the association
- Board of the association has 5 members
- Supplier association has cooperation agreement with DGW
- Two consultation bodies for cooperation with DGW:
  - Market consultation body; 4 times a year
  - Concept consultation body; 4 times a year
Market consultation body

- Specifications of the pigs (weight, meat% etc.)
- (future) quantity of the pigs
- Selection of suppliers; closed and open farming systems
- Price negotiations
- Issues on conformity on regulations etc.
Concept consultation body

• Topics like:
  • Health management (f.e. use of AB)
  • Footprint of our supply chain
  • Non castration
  • Water management (quality of water)
• Development of EKO-code (sustainability of the total production chain)
Our sustainability code
Transparency on our Website De Groene Weg

- [http://www.degroeneweg.nl](http://www.degroeneweg.nl)
Any questions?