



Presentation

ANUGA 2009

Jürgen Hansen



MISSION

We want to secure a salesprice to the farmers which makes it attractive to produce food following a method that respects the animal welfare and our enviroment.

“Det økologiske kød er simpelthen bedre fordi dyrene har haft et naturligt og godt liv...”

*Rud, Økologisk landmand
Holsted*



Frilands trademarks





Friland was established in 1992

Headquarter is in Randers, DK

Daughtercompany of Danish Crown

14 employees in Randers

Departments in Germany, United Kingdom, Italy
and Poland

Turnover 07/08: 474 Mio. Dkr (64 Mio. €)



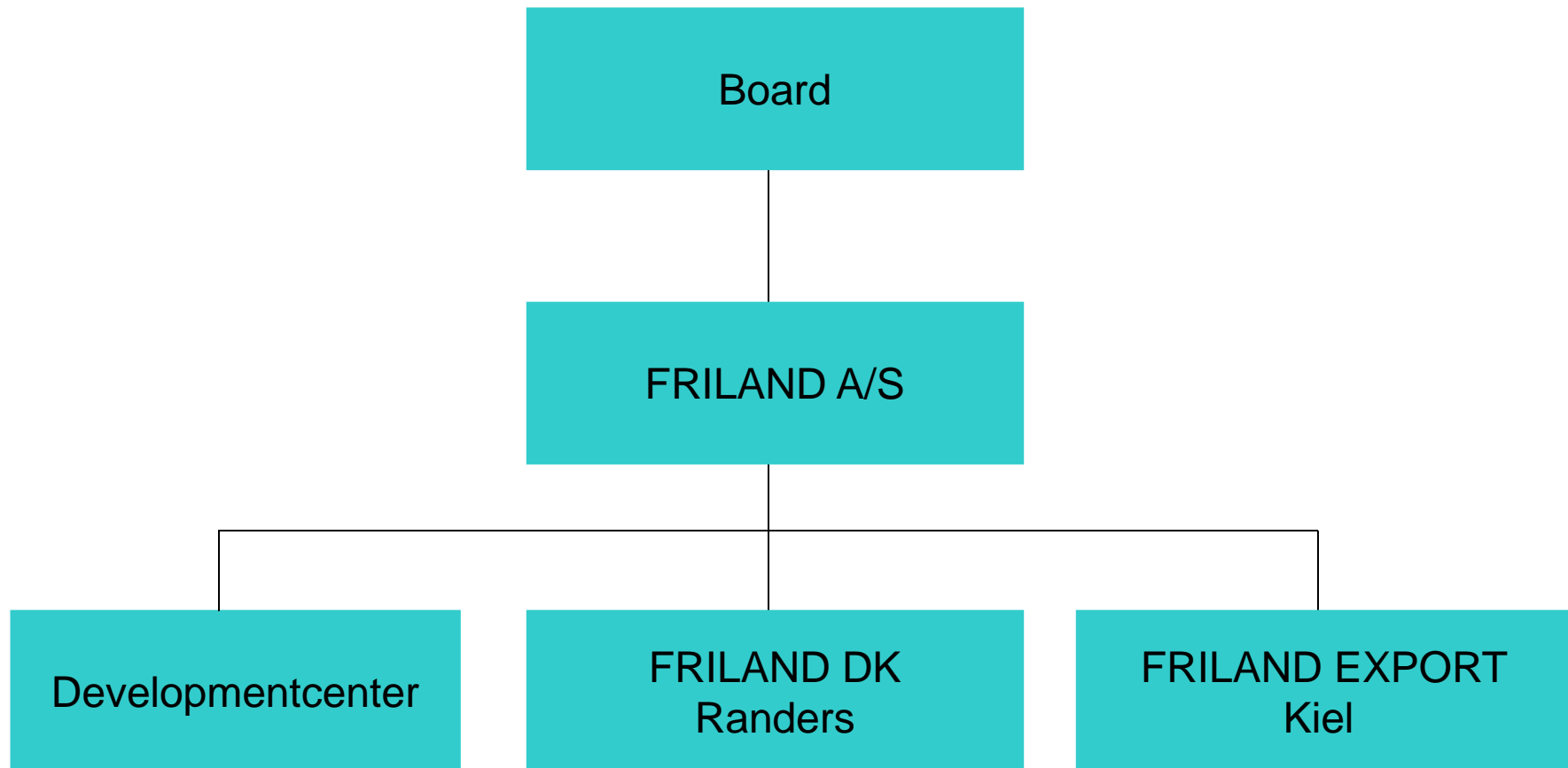
App. 1600 organic pigs/week

All pigs are certified by the Danish Animal Welfare Society

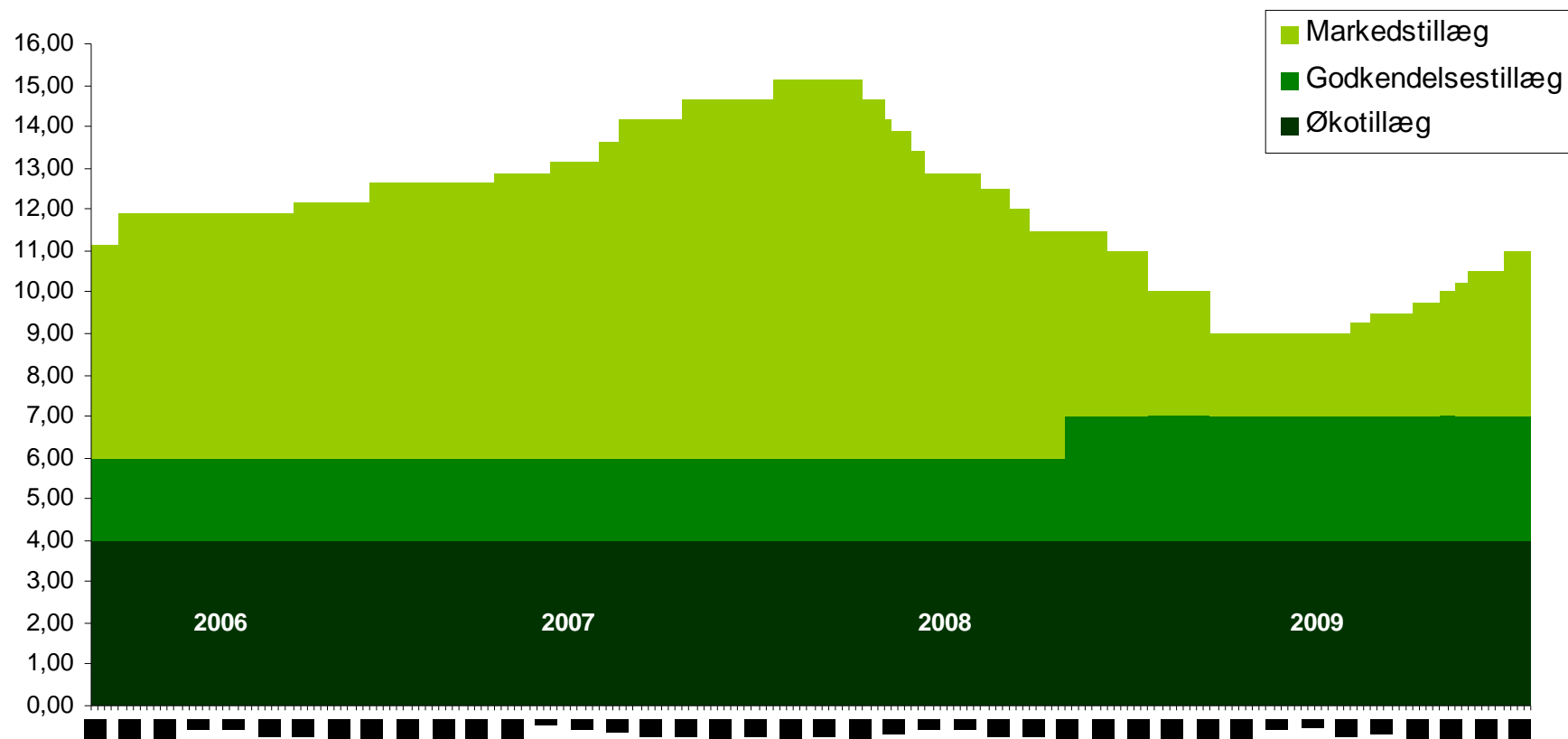
contracts with farmers (app. 50)

Slaughterhouse is Danish Crown, Herning

Friland organisation



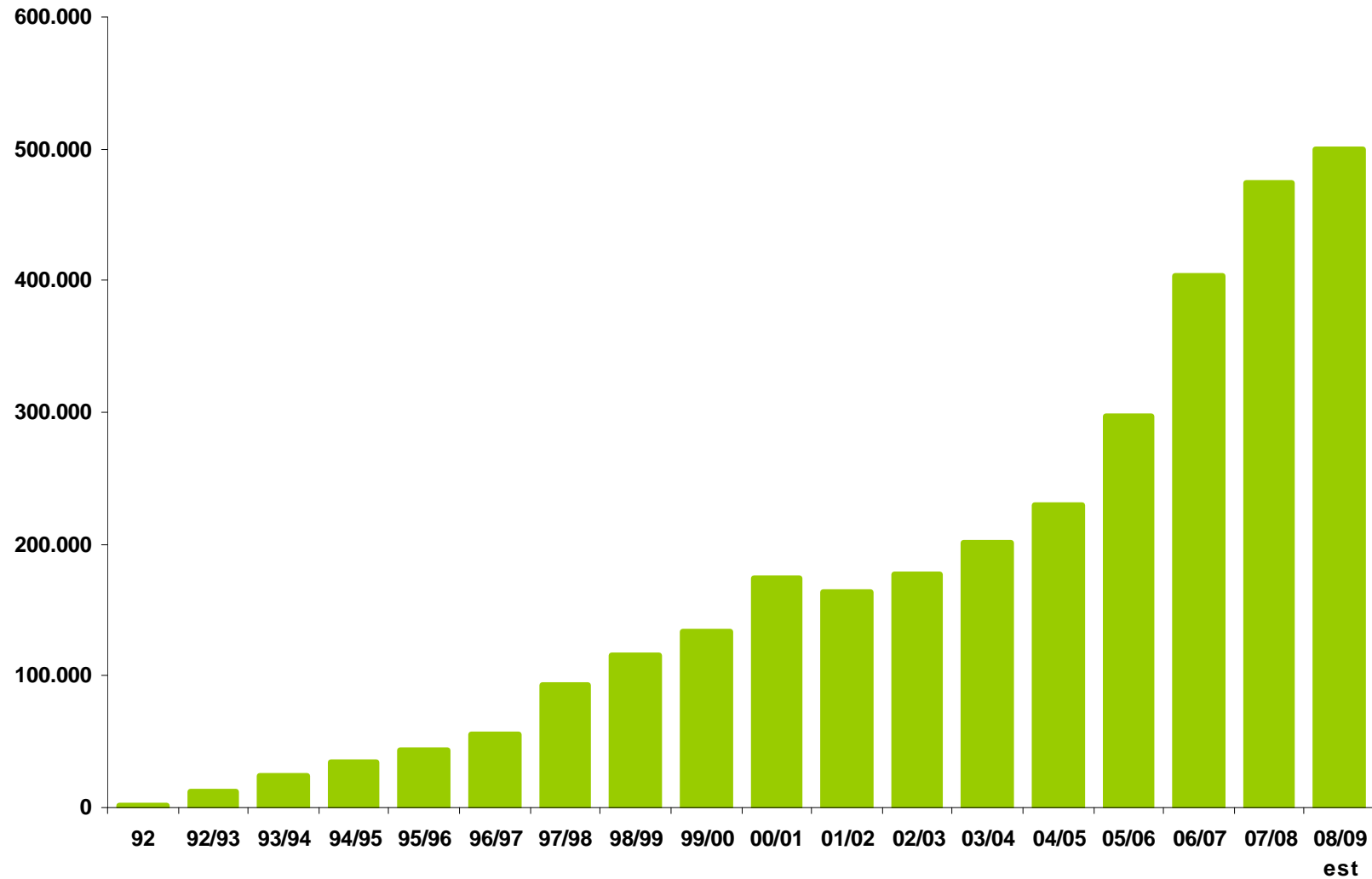
Organic pigs – development of extra-payments



Economic development (turnover)



1.000 Dkr



Organic pigs



	2005/0 6	2006/0 7	2007/0 8	2008/0 9 (est.)
Number of pigs	37.683	53.707	78.111	80.045
Percentage of quality-pigs	65,60	63,34	57,3	62,54
Average extra-payment (Dkr)	11,93	15,02	11,53	8,50



Key figures



(1000 Dkr.)	2008/0 9	2007/0 8	2006/0 7	2005/0 6
Turnover	455.000	473.757	403.961	297.592
Result w/o tax and extra- payment		2.006	25.909	7.266
On-top payment		4.021	12.200	4.200
Result		-1.244	9.349	1.694



60% of the organic pork meat is exported

Most of the sales in Denmark is to supermarkets

The supermarkets prefer retail-packaging

We supply all major supermarkets in Denmark

Friland A/S at the Discounters



100 g **29⁹⁵**
ØKOLOGISK PETER LARSEN
INSTANT KAFFE
100 g, pr. kg 299,50.

ØKOLOGISK ÆG
10 stk. Pr. stk. 2,75.
27,50

Æble, Jordbær eller Sveske, 400 g.
pr. kg 31,25 v/2 stk. Frit valg

ØKOLOGISK
PETER LARSEN KAFFE
400 g, pr. kg 69,87.

1 stk. **27⁹⁵**

ØKOLOGISK GREEN
VALLEY RØRSUKKER
1 kg **18,75**

2 for **32,-**

ØKOLOGISK KAROLINES
CREMEFRAICE
400 g, pr. kg 34,88.
13,95

ØKOLOGISKE WASA
FAVORICE RISIKIS
108 g, pr. kg 82,87.
8,95

ØKOLOGISK SVANSØ
MARMELADE
Jordbær, Hindbær eller
Abrikos, 300 g, pr. kg 53,33
v/2 stk. Frit valg

2 for **30,-**

ØKOLOGISK CASTELLO
Blå eller Hvidleg, 150 g, pr. kg 100,00 v/2 stk. Frit valg

ØKOLOGISKE
SUN-MAID ROSINER
9 pakker, 126 g,
pr. kg 56,16.
6,95 sund slik

2 for **20,-**
+ Pant

ØKOLOGISKE
GREEN VALLEY GRØDRE
500 g, pr. kg 19,90. **9⁹⁵**

ØKOLOGISK MEDISTER
500 g, pr. kg 69,90. **34⁹⁵**

KIWI minipris og økologi

Rigtig mange danskere vil gerne spise og drikke økologisk. Nogle fordi det er bedre for miljøet, andre fordi de synes, det smager af mere, og nogle helt tredje fordi de godt kan lide tanken om, at dyrene har drønet rundt ude på græsset det meste af deres liv. Uanset hvilken type du er, så kan du finde økologiske varianter indenfor næsten alle kategorier i KIWI minipris, og du kan være sikker på, at varerne er blandt landets billigste, når du køber dem hos os.

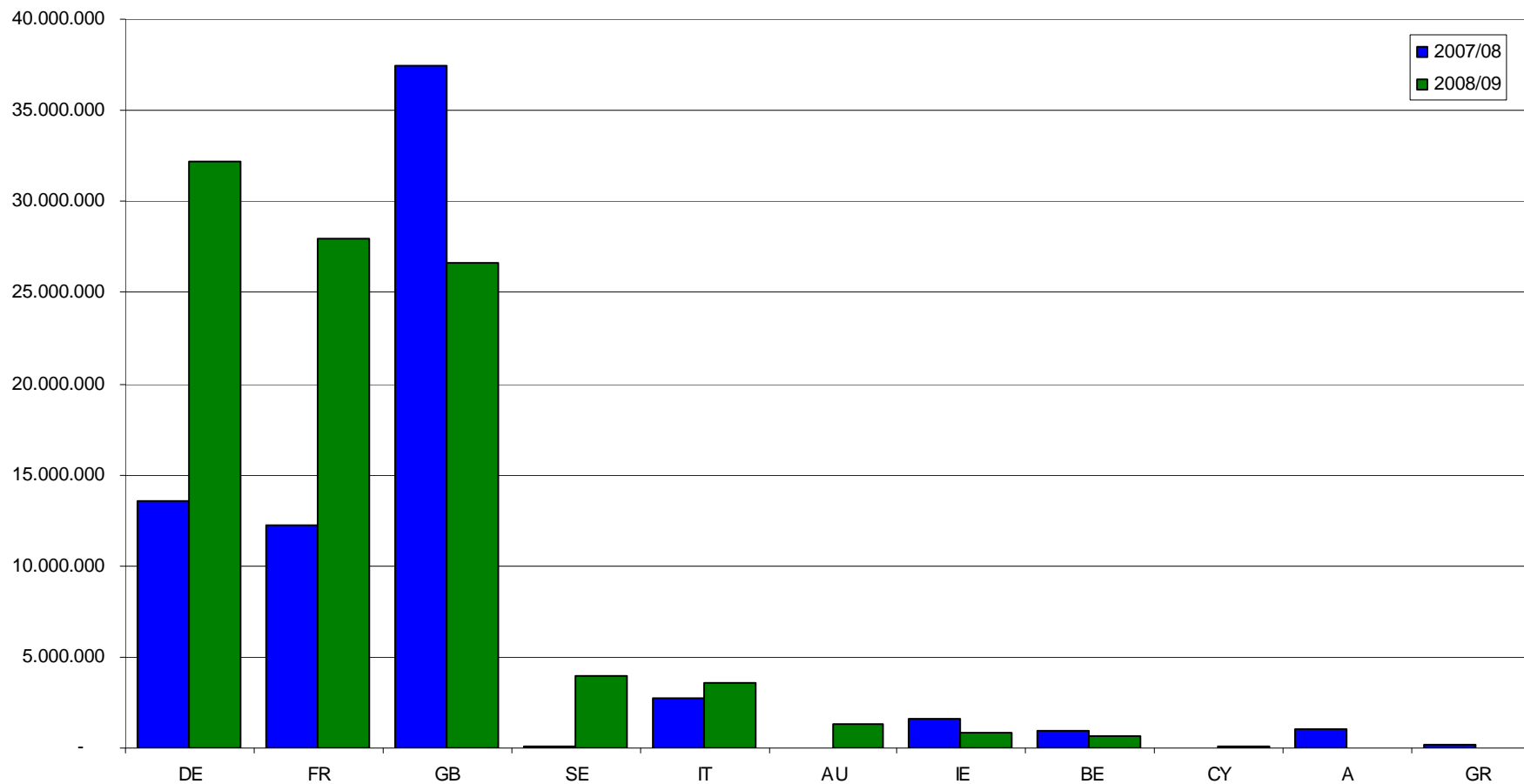


KIWI minipris FASTE LAVE PRISER PÅ ALLE DNE DAGLIGE INDKØB 15

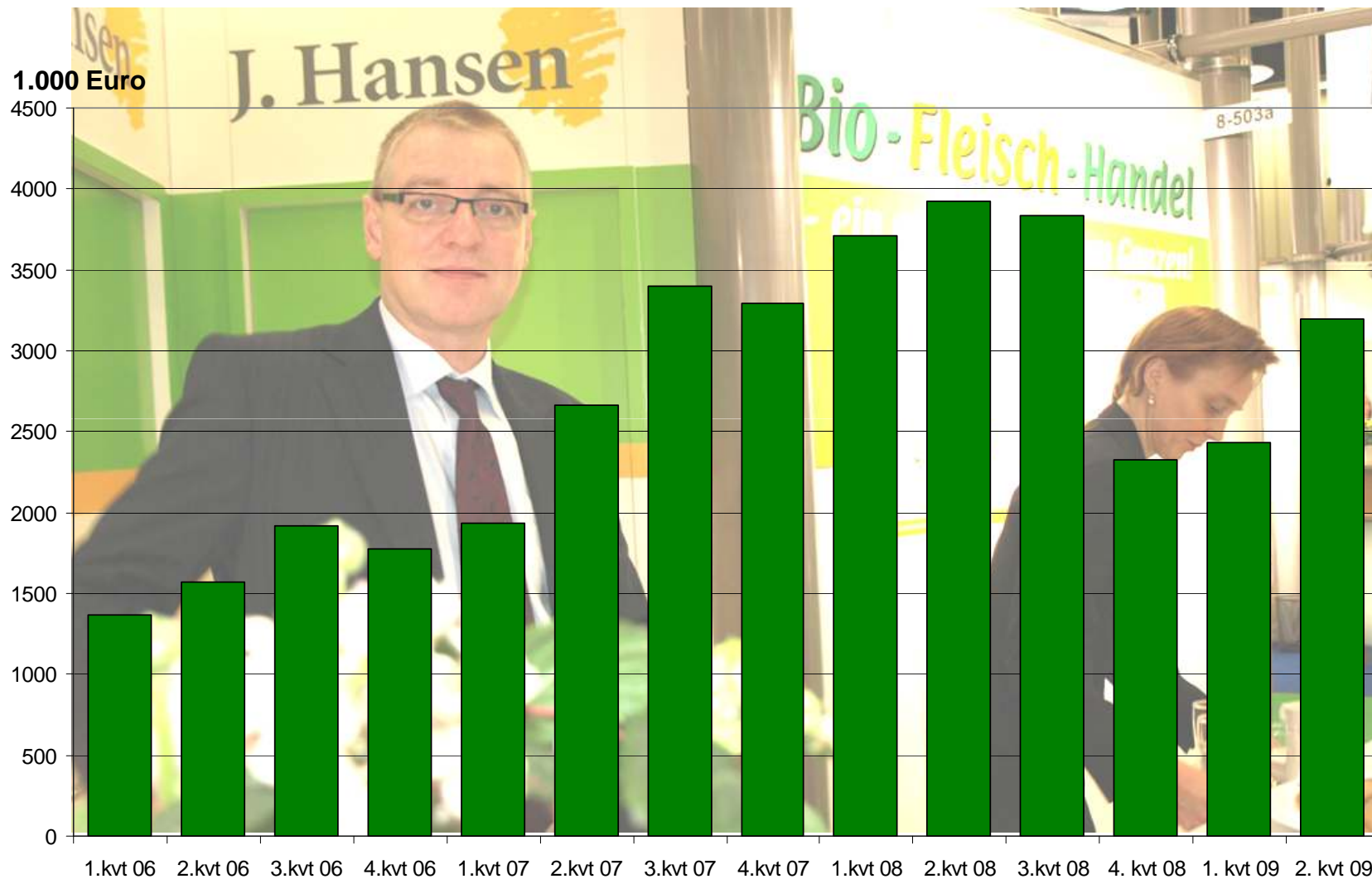
- The danish consumers spent 30% more for organic pork meat last year.
- The discounters Kiwi and Rema 1000 both had promotions with organic products every 2-3 weeks
- Kiwi has a fixed collection of 5 organic products

ØKOLOGISK GRØNNE GAARDEN DRIBKKEKLAR
Hyldblomst, Hydeblomst/lime eller Solbær, 33 cl,
pr. l 30,30 v/2 stk. Frit valg

Market development for organic pork meat



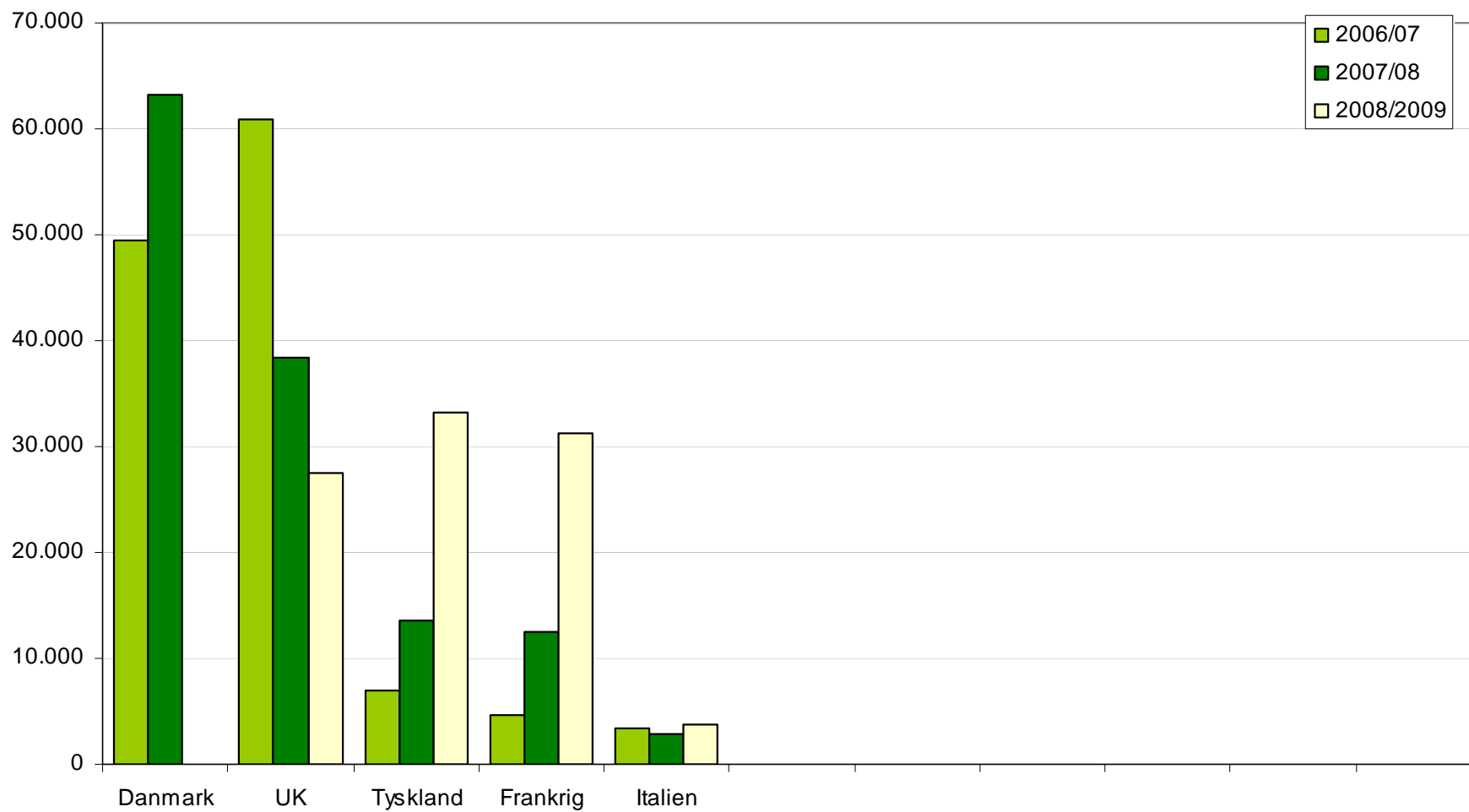
J. Hansen Vermarktungsgesellschaft mbH



Development in different market places



1.000 Dkr



Developmentcenter with Friland A/S and the Danish Animal Welfare Society



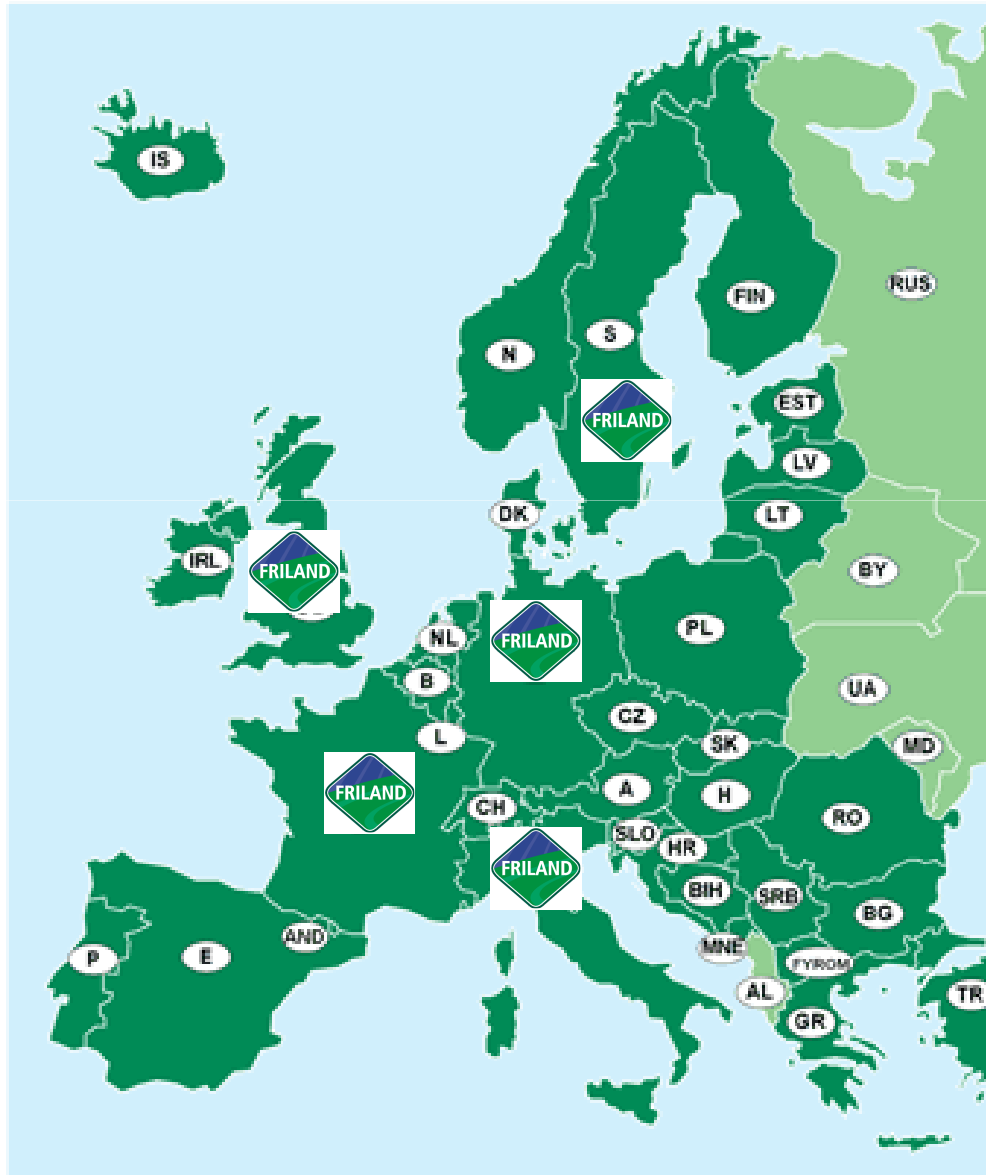
For pigs a good life starts out in the meadow...



... and continues



Representatives of Friland A/S in the european market



Food award in England



500g e

Each 100g serving contains:

Calories	209.3	10.46%
Sugars	0.5g	0.5%
Fat	19.9g	19.3%
Saturates	5.6g	28%
Salt	2.7g	45%

Of your guideline daily amount



- ✓ Reduced Salt
- ✓ Traceable
- ✓ No Added Water
- ✓ GM Free

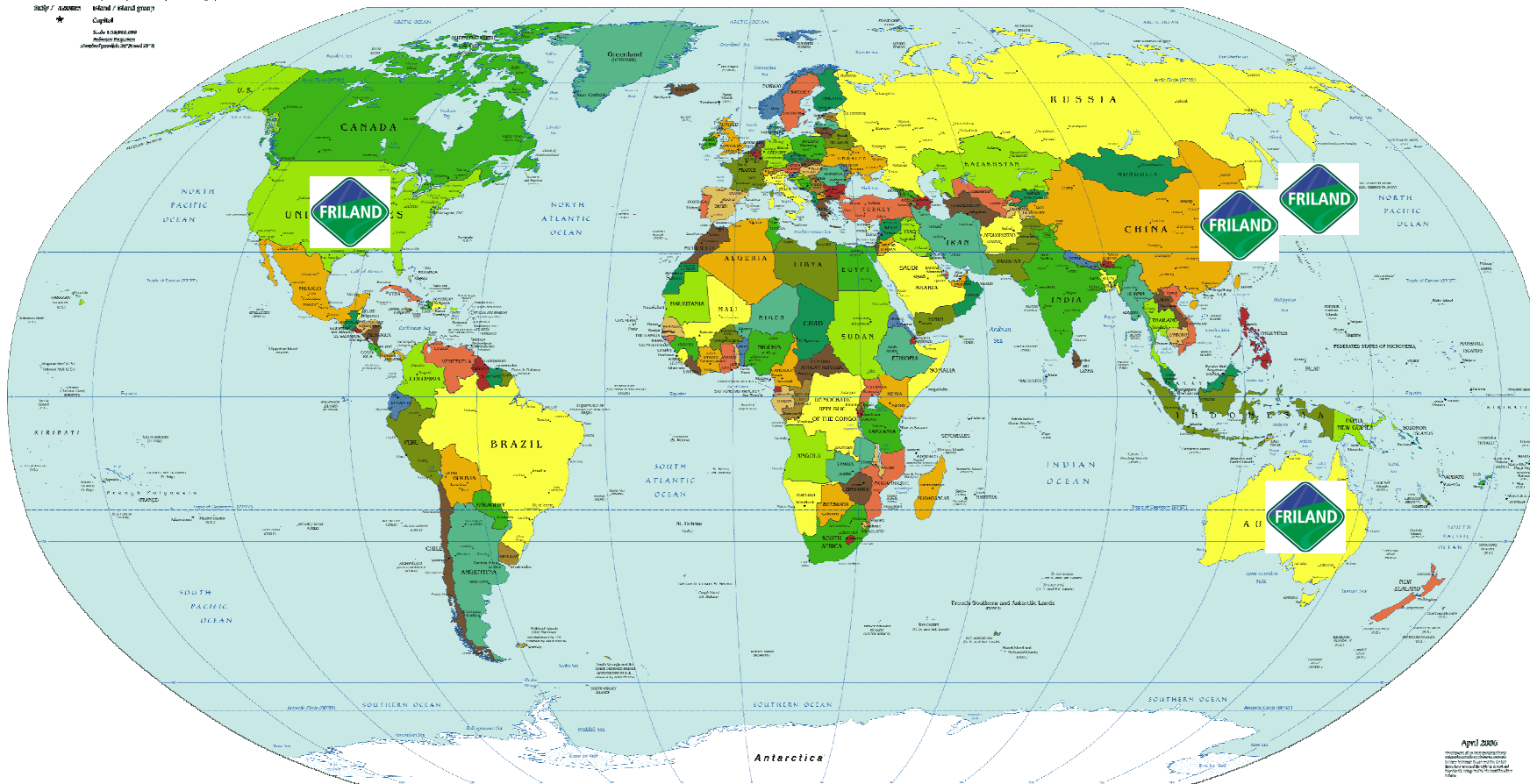
Use by

New market activities abroad



Political Map of the World, April 2006

INDEPENDENT STATES
DEPENDENCY OR AREA OF SPECIAL SOVEREIGNTY
ISLAND / ISLAND GROUP
CAPITAL
SCALE 1:50,000,000
SOURCE: CIA WORLD FACTBOOK
REVISED BY FRILAND 2006



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Thank you for your attention!



That's life!

