



**Mydibel**  
THE HAPPY POTATO FAMILY

# THE MYDIBEL SUSTAINABILITY REPORT

**“We are doers by nature, but with this sustainability report we want to take a look at the ‘why’ behind our actions. We also want to welcome you to the world of Mydibel.”**

## PURE POTATO PASSION, FROM FIELD TO FORK

It is our mission to offer a wide range of delicious, top quality potato products, with **respect for nature** and the environment.

The Mydibel Group is a modern **family business**, specialising in the development, production and commercialisation of potato products: freshly refrigerated (fries), deep-frozen (fries and potato mash specialities) and dried (flakes and granules).



**Carlo Mylle** (Manager): “The story of Mydibel is the story of a dream. The dream our father Roger had almost 30 years ago, which we are still working on every day in our family business. Mydibel wants everyone to enjoy the best of Mother Nature’s offerings: the potato, in all its shapes and tastes.”

**“Mydibel extracts the maximum from the potato, so that nothing goes to waste.** In the first place, in our wide range of delicious potato products: fresh (fries) and deep-frozen products (fries and potato mash specialities), as well as dried foods (granules and flakes). Bypass and waste streams are minimised. The

potato peels provide us with valuable energy. And what remains is used as a soil improver for the farmers growing for Mydibel.”

**Bruno Mylle** (Manager): “We grew up between agricultural products, and our love for potatoes was instilled at a young age. **We were born in the potato field, it is ingrained in our entire being.** We share this passion for our work with our loyal employees and suppliers, who help us build our dream. With its familial atmosphere, Mydibel lets employees, suppliers, customers and consumers be part of a family dream, The Happy Potato Family!”



# A family matter



Roger Mylle's passion for the potato led to the foundation of Mydibel in Moeskroen, Belgium in 1988. Roger's two sons, Carlo and Bruno, were involved in the family company from the start. When Roger retired in 2009, they took the Mydibel Group under their wing.

From left to right: Bruno Mylle, Roger Mylle, Carlo Mylle

## FAMILY CHARTER

Even before it becomes the next generation's turn, as well as to maintain total independence in the future, the company's vision and a code of conduct (e.g. remuneration of family members, succession, management of the family business, accession and career progression of family members in the company etc.) were recorded in a family charter, in order to govern the relationship between the family and the family business.

## ADVISORY BOARD AND EXECUTIVE COMMITTEE

An Advisory Board with independent experts widens our view and forms a monthly sounding board for strategic decisions and investments. The Executive Committee guarantees effective management, and directs the various activities. The Executive Committee meets on a biweekly basis.

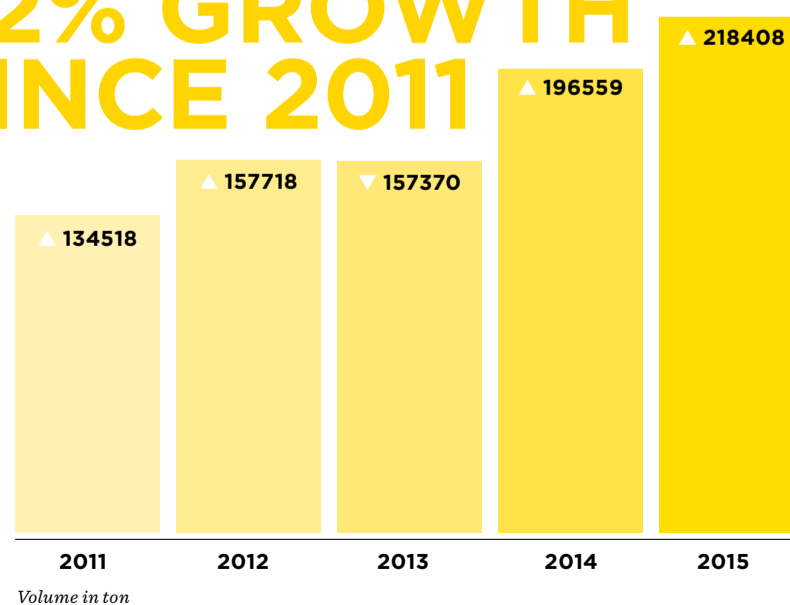
“ The past years, we were able to ascertain that Mydibel pays a great deal of attention to maintaining a sustainable relationship with investors and financial institutions. This is achieved by communicating clearly and transparently, by involving us in strategic investments within the company, by investing in the expansion of the financial department, and by responding proactively to any questions and/or concerns that financiers may have. ”

*Michel Casselman, General Manager PMV (Financier)*

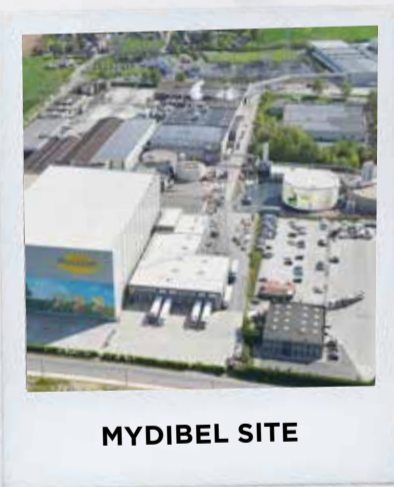


## IMPORTANT FIGURES

# 62% GROWTH SINCE 2011



# 28 YEARS OF PURE POTATO PASSION



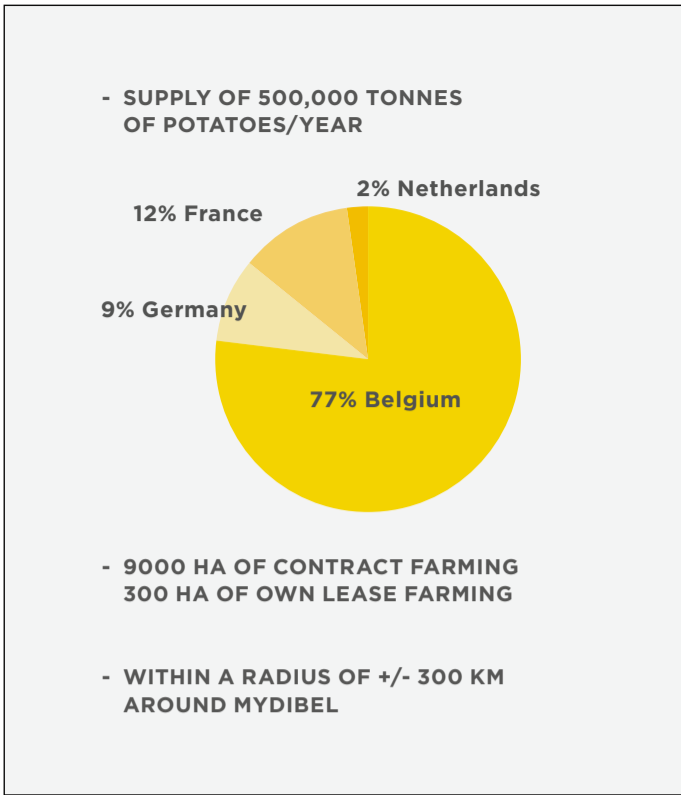
Joeri Pergoot and Bruno Mylle at the Trends Gazelles 2016 awards

## HEALTHY BASIS FOR THE FUTURE

Mydibel is a dynamic growth company. This was confirmed at the awards ceremony of Trends Gazelles 2016. **Mydibel was awarded the title of ambassador of the Henegouwen province in the category Large Enterprises.** The Trends Gazelles are selected on the basis of turnover growth, workforce and cash flow, calculated over five years (2014 vs. 2010). The 100 fastest growers among large companies – with a turnover of more than 10 million euros in 2010 – can call themselves Big Gazelles.

“ Its strong focus and know-how with regard to innovation and technology make Mydibel a high-performing company. This was made possible by the Green Factory, creating a win-win between environment and profitability. The familial character and a committed share ownership ensure that the company is firmly rooted in the region, and that employees have a feeling of pride and ownership. ”

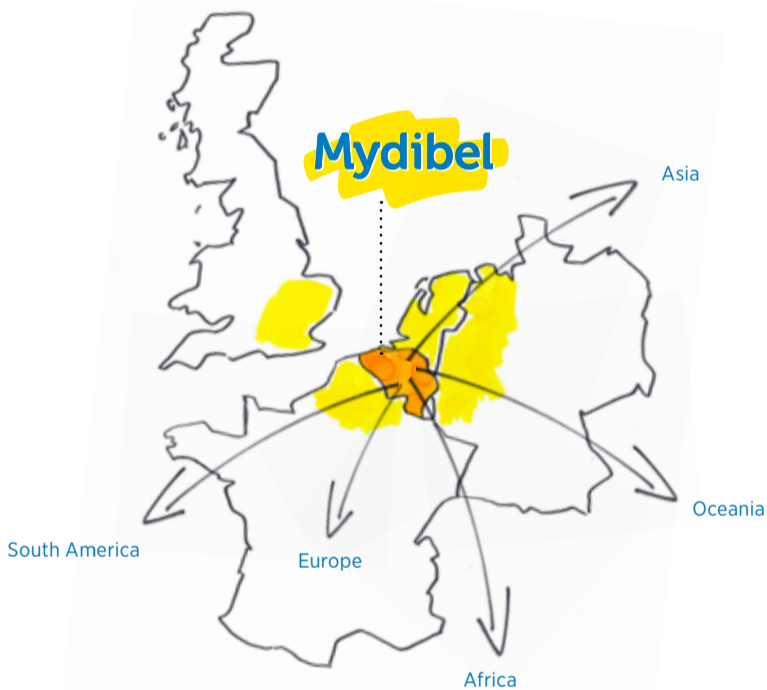
*Joris Claeys, Managing Partner at Capital@rent (Financier)*



# Everything starts

Never just call a potato a potato: after all, taste, shape, colour and application can vary immensely. The main varieties used at Mydibel are Bintje, Fontane, Challenger and Première (early harvest). These are ideal **potato varieties** for making tasty fries or a potato mash full of character. To us, the culinary aspect is key.

## MYDIBEL, IN THE MIDDLE OF THE BEST POTATO REGION



**Mydibel is surrounded by an extensive network of potato farmers. What makes our region so special?**

1. | Optimal climate (humidity, sun intensity, temperature...), as well as soil and growth conditions.
2. | Our farmers' rich potato tradition guarantees experience and craftsmanship.
3. | Many potato varieties, with a choice between early, half-late and late varieties.
4. | A lot of research, analyses, education and service provision within the potato sector.
5. | Exhaustive quality system with strict inspections according to the most stringent standards (food safety, environment, technological quality, sustainability, traceability...).
6. | Central location and many transport possibilities (near sea ports) guarantee fast service and speedy delivery.
7. | 'Yellow flesh' potatoes are the best culinary choice for fries, with regard to taste and colour.

“ We are looking for multifunctional varieties, which can be processed into fries, as well as potato specialities and rehydrated products. There is always a risk of something going wrong with the crop, and this way we can offer the farmers an alternative. That's one of the strengths of Mydibel Group. ”

*Frederik Decock, Agricultural Specialist*



### TESTING NEW POTATO VARIETIES

The agricultural company Agromyl and its own agricultural service focus on the **innovation and testing of new potato varieties**. It takes about five years to test a variety. We first try out a small area, a test plot. If the results are good, we reserve more hectares for the following year. In the next phase, we find out whether the variety is suitable for storage and processing, in collaboration with a number of core farmers who work in a highly specialised way. Only after that will we actually introduce the variety. This intensive testing process is **done in-house, by our own people**. After all, the criteria are not easy to fulfil: sufficient yield, good colour, length, taste, resistance, storage... We hope to follow and link different varieties of our own in the coming years.

# with the potato

// One of the challenges is to support and motivate our farmers to keep growing potatoes. Honesty and transparency are crucial for prolonged collaboration. We want to keep the potato field alive. Using fair contracts, we make sure that everyone makes a good living. //

*Bruno Mylle*



## DID YOU KNOW, THAT:

- all our potatoes have **Vegaplan** or comparable certification?  
The Vegaplan Standard guarantees food safety, traceability, quality and sustainability.
- we support our farmers during the harvest, with both staff and machines?
- the supply of potatoes takes place via our sister company Transmyl, among others?  
This increases our flexibility to align the supply perfectly with the production demand.
- we use 100% of the potato, allowing nothing to go to waste? After the production of fries, potato croquettes and other potato products, the peels, ends and small bits are processed into green energy.
- Mydibel pre-fries its fresh product range in 100% sunflower oil?
- Mydibel supports the production of **sustainable palm oil**, and purchases sustainable (RSPO) palm oil products according to the 'Mass Balance' system? And that we are committed to turning all palm oil into 100% RSPO by 2018?

// There is a lot of common ground: Mydibel and Bryon are family companies with the same values. We have a passion for potatoes, and can communicate with each other in an open and direct way. //

*Luc and Marc Bryon, potato suppliers since the early days*

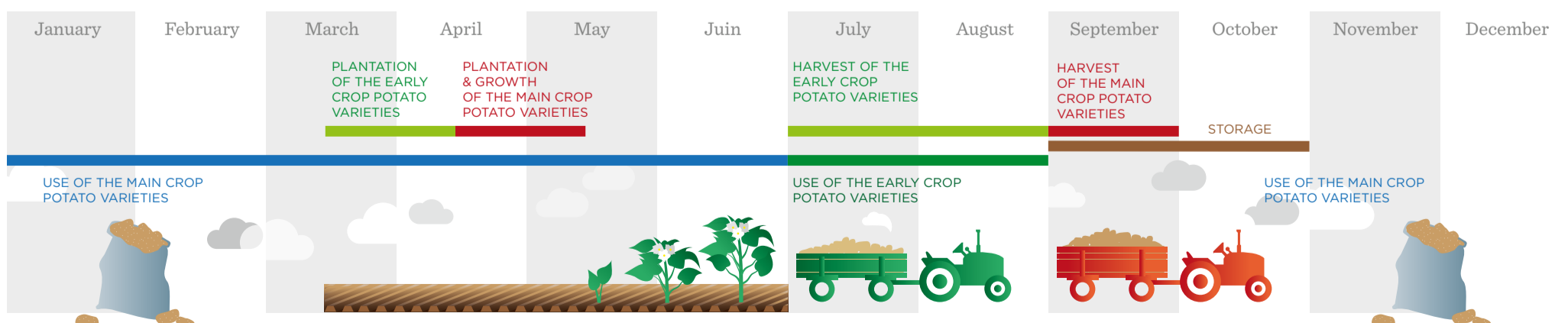
## ECO-AGRONOMY

How to achieve a healthy balance between respect for nature and yield? This challenge is taken on by the Eco-agronomy working group. This working group consists of our agro-specialists, our quality manager and an external phyto supplier and consultant. We developed plans to fully replace products that may be harmful to the environment with alternatives. We test these alternative phyto products on our own lots. We want to deploy pesticides in a more reasoned way, and aim towards lower residues. We also research additives, products that improve the microbiological life in the soil for the benefit of the plant and to improve the yield.

## LIVING WITH NATURE

In our sector, nature always has the last word. Each year brings a different harvest result, depending on various climatic factors. When was the farmer able to plant the potatoes? What were the soil conditions at that moment? How much sun and rain did the growing tubers get? Our continuous follow-up, from planting to harvest to stockage, ensures crucial information on each batch we process in our various production departments. **Comprehensive product knowledge and a solid farmer-manufacturer relationship are crucial in order to guarantee quality.**

## THE HARVEST CALENDAR



- 225,000 TONNES OF FINISHED PRODUCTS PER YEAR

50% MYDIBEL BRAND  
50% PRIVATE LABEL

- EXPORT TO OVER 100 COUNTRIES

- MOST IMPORTANT CUSTOMER BASE IS LOCATED IN EUROPE

- FOODSERVICE    RETAIL    INDUSTRY

57%

30%

13%

# A wide range of delicious

When Mydibel was founded in 1988, the company decided to invest significantly in R&D. The goal was to produce **the widest possible range of potato products on an independent basis** in the shortest possible time. We have succeeded in offering a wide range of potato products, from fresh and frozen to dehydrated.

In future, we will remain focused on **innovation and creativity** to best serve our clients, whether they are active in retail, food service or industry.



**64%**  
DEEP-FROZEN POTATO PRODUCTS (-18 °C/-0.40 °F)



**17%**  
DEEP-FROZEN (NON-)PRE-FRIED POTATO MASH SPECIALITIES AND HASH BROWNS (-18 °C/-0.40 °F)



**5%**  
CHILLED PRE-FRIED BELGIAN FRIES (0-4°C)



**14%**  
DEHYDRATED FLAKES AND GRANULES (AMBIENT)



## FRIES, OUR BELGIAN PRIDE

Mydibel has been getting the best out of the potato for almost 30 years, in order to treat everyone to the **real Belgian fries**. Homegrown and top quality.

Three Mydibel products took home a **Superior Taste Award** in June 2014. The international jury, composed of renowned chefs and sommeliers, granted this prestigious award to our **fresh, pre-cooked Belgian fries**, our **Puree Complete** on a granule basis and the **triangular rösti**. Three prizes, that can't be a coincidence!

The uniqueness of Belgian fries is in the frying. Thanks to our efforts regarding the composition of the potato and the oil used, we realised a significant reduction of trans fats in our fries and other fried products. And as an alternative to deep frying: our fresh, pre-cooked fries are also ideal for preparation in the oven.

Every right-minded Belgian says:  
**// Nowhere else, fries taste as good as here. //**



# us potato products

## NEW PRODUCT DEVELOPMENT

For numerous years, Mydibel has boasted a New Product Development team, which works closely with the quality service. Our NPD team is responsible for:

- **Research:** continuous improvement of the current offering;
- **Development of new potato specialities with added value:** looking for innovative flavours, shapes, ingredients etc.

We are continuously scanning consumer needs and are always looking for the newest market and food trends (convenience foods, healthy eating, vegetarian, artisanal etc.), but we also reassess our current offering on a regular basis. This way, we can respond quickly to the consumer's changing eating habits.

Essential quality analyses are conducted in the lab



Product and packaging are reassessed by the expert panel on a daily basis



## 100% TRACEABILITY

Our fully integrated information system contributes to an integral traceability, from the seed to the customer. Using a batch number, the entire history of a product can be reconstructed, including the quality checks performed on the product. Specialised analyses are conducted by external labs.

## QUALITY AND FOOD SAFETY

The quality service people form an important link in the process. They evaluate our suppliers and conduct essential (phytochemical, microbiological, sensory...) **lab analyses** that yield valuable information about the quality of each product. Our quality service works independently and on all fronts, with a single goal in mind: a **satisfied customer**.

Via line audits performed by our quality auditors and operators, we make internal adjustments and optimise our manufacturing process in order to prevent complaints, reduce losses and realise a higher and continuous quality.

Do our products fulfil the highest quality requirements? Do they have good flavour, aroma and consistency? Mydibel leaves nothing to chance, and has composed an expert panel for the **sensory analysis** of potato products, consisting of employees from quality, production, product development, agro and commercial department.

Each day, everything that was produced the previous day is tested: both the products (on appearance, taste, scent and structure) and the primary packaging (on appearance and readability of the identification markings). Only then are our products released for sale.

## QUALITY OF EMPLOYEES

The potato is a natural product. No two harvests are identical. Still, the fries or mash on your plate has to have a consistent quality. A hearty portion of **potato and product expertise** and a **good relationship with the farmer and the customer** are essential – and they are important assets of Mydibel's. In addition to the quality of the product, we keep an eye on the **professionalism of our employees**. Via education and training, our staff learn about the importance of quality care.

# BUYING MYDIBEL MEANS BUYING QUALITY

Buying Mydibel means buying quality. Our **quality certifications** guarantee it.



Global Standard for Food Safety (UK)

International Standard for Food Safety (EU)

In accordance with the requirements of the Muslim community

In accordance with the dietary laws of the Jewish community

Automatic Control System - certificate for hygiene, traceability and food safety (HACCP) (BE)

Good Manufacturing/Management Practices - certificate for food safety related to use of bi-products for animal feed

US Food and Drug Administration - in accordance with medical food safety regulations (USA)

Sedex Members Ethical Trade Audit - in accordance with ethical trade regulations

Highest level Global Standard for Food Safety (UK)

2<sup>nd</sup> best score International Standard for Food Safety (EU)



# Mydibel, a perfect example of circular economy

An important value in the Mydibel family is respect for nature. After all, nature is our biggest supplier: each harvest season, we select the very best potatoes. Therefore, we take care of Mother Nature with the greatest conviction. This commitment is expressed in the Green Factory label.

## FROM POTATO TO FERTILISER

Mydibel turns the potato into top quality frozen and **chilled fries, specialities, flakes and granules**. Did you know, that we use every part of the potato? Mydibel gets the maximum out of it, so that nothing goes to waste.

Mydibel gets the most out of it!

1 POTATO =

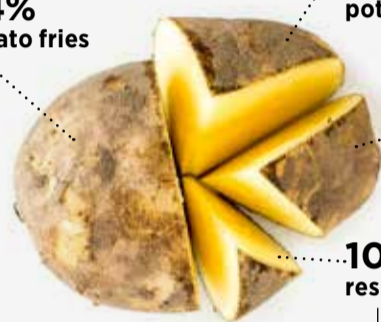
64% potato fries

8% mash for mashed potato specialities

18% flakes

10% residual waste

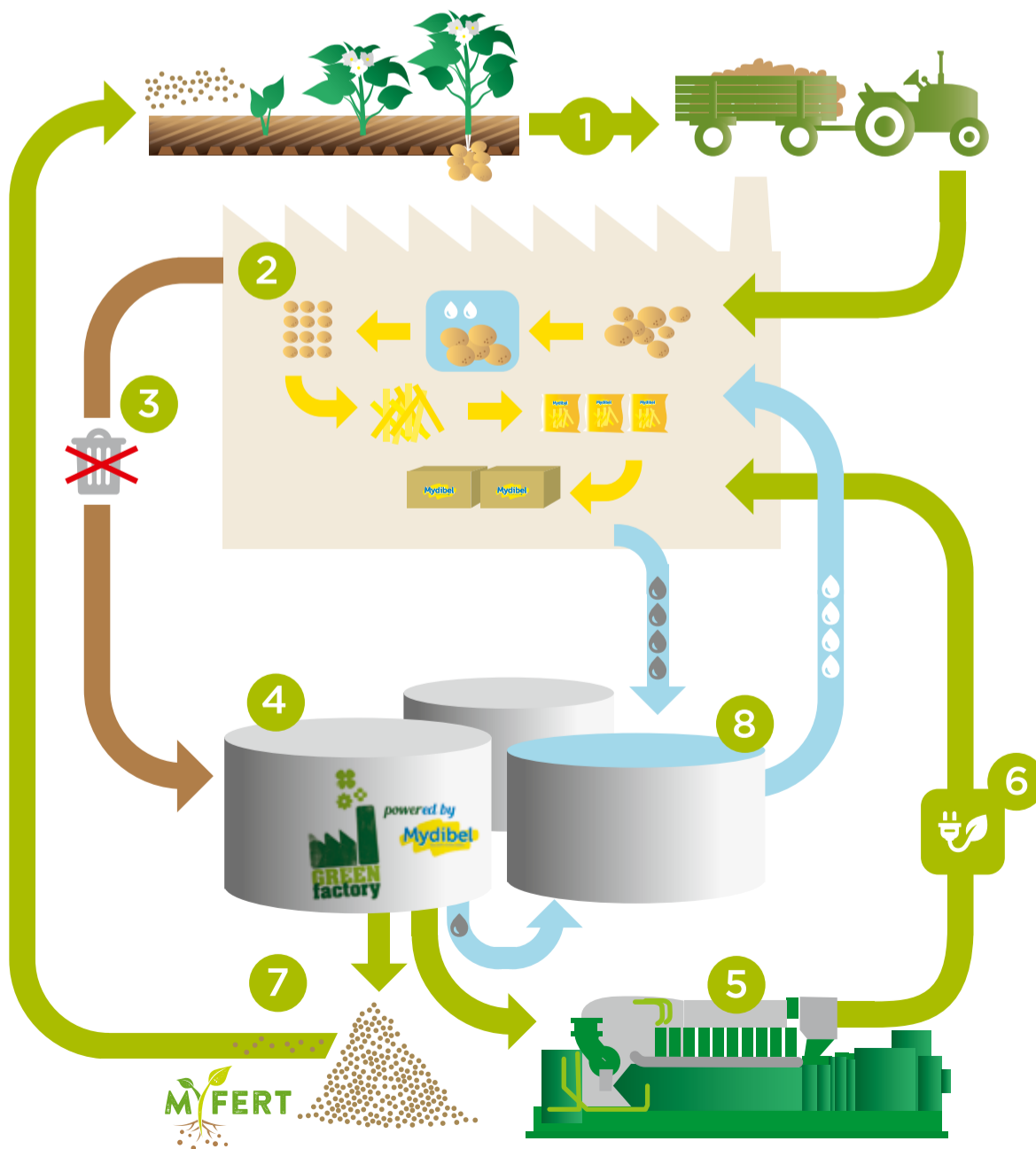
is turned into energy through biomethanisation



Mydibel started the energy project in 2005 with an expansion of the water purification system. Today, we manage four biogas motors for the generation of electricity and heat from our own waste streams, 1.5 MWp solar panels and state of the art production sites to make our future plans a reality and to quickly respond to further growth.

Our Green Factory is the perfect example of a circular economy. We don't just want to handle raw materials and energy in a conscious way; we also created a circular production chain in order to achieve zero waste and to ensure that a waste stream or by-product of one process can serve as raw material for the other. This reduces pressure on the environment, since no valuable commodities go to waste. Less waste is produced and emissions are reduced.

## Giving back to nature



- 1 The fully grown potatoes are harvested and delivered to the Mydibel factory.
- 2 The potatoes are washed and sorted, to be processed into fries or other potato products.
- 3 The bypass streams of production are not removed as waste, but processed on our own Green Factory site (reduction of 523,200 kilos of CO<sub>2</sub> emissions / 3,200 less lorries on the road).
- 4 The fermentation of the starchy waste creates biogas. The Green Factory site consists of 2 digesters and 4 biogas motors, as well as a water purification system.
- 5 The biogas motors turn the biogas into green energy (electricity + heat + power).
- 6 Mydibel and Gramybel use 100% green energy (45% self-generated green energy – 53% purchased green energy – 2% via solar panels) (situation in 2015). By 2017, 75% of the energy used will be self-generated.
- 7 The residues of the bio-fermentation process (Myfert digestate) are rich in phosphate, nitrogen and potassium, and form the perfect fertiliser for potato fields or other crops.
- 8 The process water from production is purified on the Green Factory site and then reused in the potato washing area. 20% of the water used is recycled water.



# RESPECT FOR NATURE

## CONTINUOUS IMPROVEMENT OF ENERGY EFFICIENCY

It is our aim to be able to generate our energy 100% independently. First and foremost by handling electricity and heat in a rational way. In order to achieve this, we signed the voluntary sector agreement ('Accord de branche' between Fevia, our sector federation, and the government of Wallonia) in 2005, and committed to improving our energy efficiency and CO<sub>2</sub> emissions in the period of 2005-2012. We achieved this goal with flying colours. And our commitment goes even further. In the context of the 2<sup>nd</sup> generation of the sector agreement, we committed to achieving an improvement of energy efficiency and CO<sub>2</sub> emissions of 7.4% (Gramybel) and 14% (Mydibel) respectively, in the period of 2005-2020.

## UP TO 100% SELF-GENERATED ENERGY

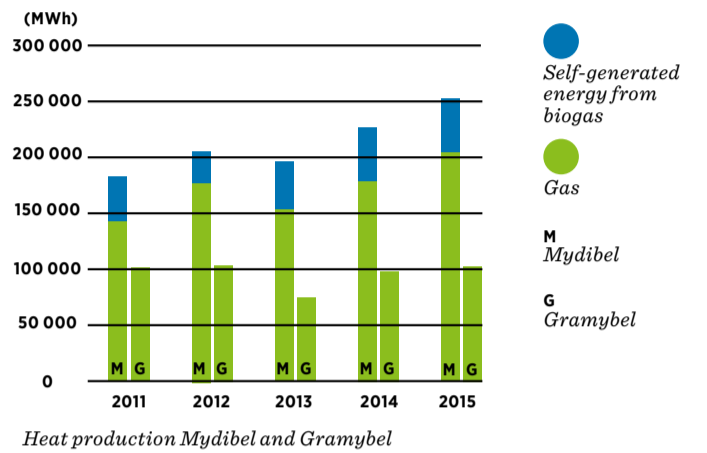
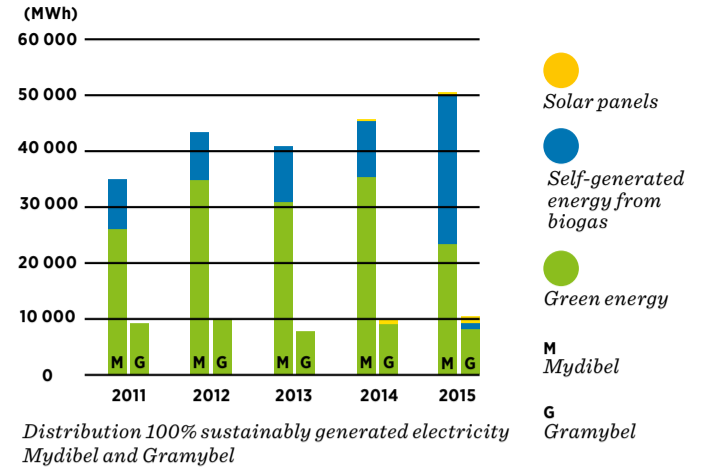
Since 2005, we have been investing intensively in more energy independence and sustainable energy. Today, 100% of our electricity is generated in a sustainable way.

100% sustainably generated electricity demand:

1. The biogas that is created in the digester is combusted in the biogas motors (45% of the electricity demand in 2015)
2. Mydibel solar panels - capacity 0.5 MWp
3. Gramybel solar panels - capacity 1 MWp (combined: 2% of the electricity need in 2015)
4. Rest: green energy

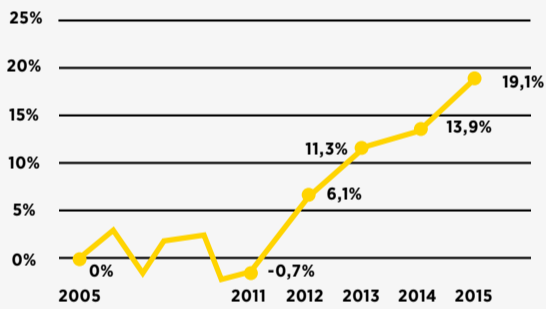
In April 2015, a second digester was taken into use. The four biogas motors have a capacity of 5300 kW of electricity, which means about 45,084,000 kWh per year. This is equal to the average annual consumption for 7,500 families. In time, we want to generate 100% of our electricity production independently.

In addition to electricity, the biogas motors also release warmth, which is deployed in the production process (in 2015, this fulfilled 13% of the total heat demand) and for drying the digestate of both digesters.



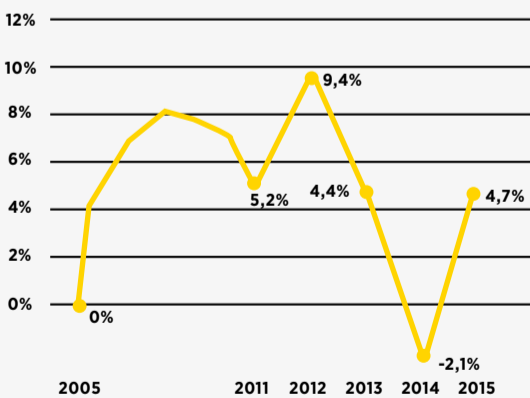
### ENERGY EFFICIENCY IMPROVEMENT INDEX PER TONNE OF PRODUCED PRODUCT

#### MYDIBEL PRODUCTION SITE



Since 2005, Mydibel is using 19% less energy to produce 1 tonne of produced product.

#### GRAMYBEL PRODUCTION SITE

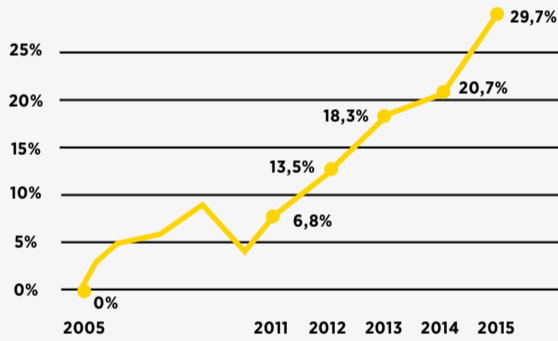


Since 2005, Gramybel has been using 4.7% less energy to produce 1 tonne of produced product. (The negative figure in 2014 is due to decreased production because of technical failure.)



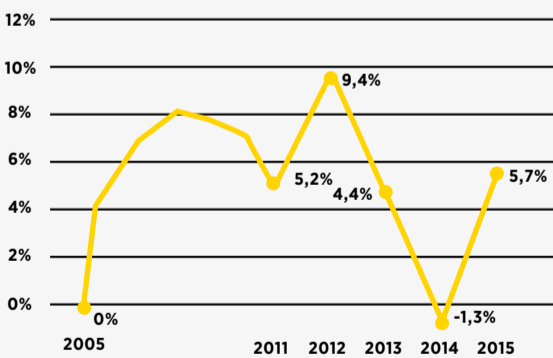
### CO<sub>2</sub> EMISSION IMPROVEMENT INDEX PER TONNE OF PRODUCED PRODUCT

#### MYDIBEL PRODUCTION SITE



Since 2005, Mydibel has been emitting 29.7% less CO<sub>2</sub> per tonne of produced product.

#### GRAMYBEL PRODUCTION SITE

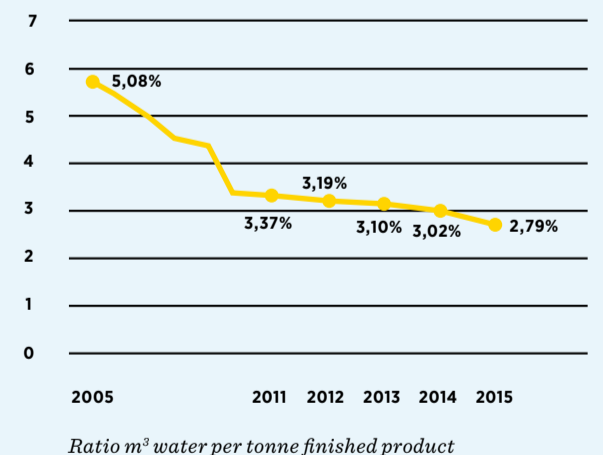


Since 2005, Gramybel has been emitting 5.7% less CO<sub>2</sub> per tonne of produced product. (The negative figure in 2014 is due to decreased production because of technical failure.)

## CLOSING THE HYDROLOGICAL CYCLE

Since 2005, we have made large investments in more efficient systems for the reception, washing and sorting of the potatoes. The waste water used for washing and transporting the potatoes to production is recuperated and purified by our own water purification system. The water used for digesting the waste is also purified.

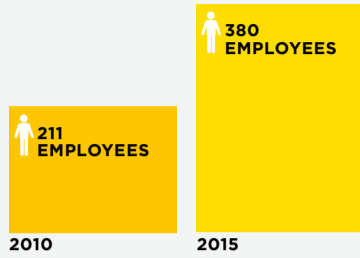
The purified water is reused in production and deployed to transport the potatoes via the 'water slide' from sorting to production. This has led to **the water consumption per tonne of product being cut in half.**



## MYDIBEL PARTNER IN A STABLE ELECTRICITY NETWORK

In all of Europe, including Belgium, we are facing a growing uncertainty as to whether there will be enough power in the future. This forms a concern for grid operators, regulators and governments. Mydibel wants to contribute to the stability of the electricity grid by making the power use more flexible, and responding in a planned way to possible shortages during peak consumption (demand response). Mydibel is a partner of Restore ([www.restore.eu](http://www.restore.eu)), a company that can disable the power supply to companies during a previously scheduled time, when the demand is peaking on the Belgian electricity grid. Mydibel is a prime example of this principle: the fans in our freezing warehouse can be disabled for four hours without the minimum temperature being exceeded.

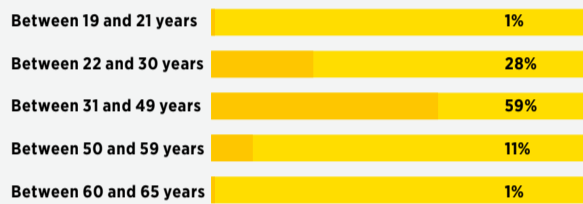
- 380 STAFF
- 6 NATIONALITIES
- 80% INCREASE OF NUMBER OF EMPLOYEES IN THE LAST 5 YEARS



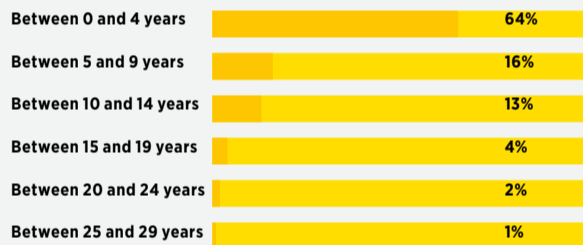
- 84% MEN - 16% WOMEN



- AGE (31/12/2015)



- LENGTH OF SERVICE (31/12/2015)



# Our Happy Potato Family

Working at Mydibel means working in a family business where team spirit, quality, passion, sustainability and common sense are key values. The familial character allows the Mylle family to know all staff members personally, to respect them and to guide them into one motivated Happy Potato Family.



## ORGANISATION IN FULL DEVELOPMENT

Mydibel has known a strong growth in the past years. Technical changes (new potato reception, new logistics warehouse etc.), as well as organisational changes (implementation of ERP system), were accompanied by new challenges and growing pains.

**Change Management** is very important. In fact, we should continuously question our way of working, but that is not practicable. Changes in the organisation are therefore the ideal opportunity to do exactly that, in a structured way. It's crucial to gain our employees' support for the new way of working and to let them experience the advantages for their job.

Because all Mydibel employees must receive ample opportunities to develop and educate themselves within the investments made, we have also professionalised our supporting HR service. In 2015, we invested in HR supporting systems and administration. The coming years, the following matters are on the agenda:

- Structure evaluation policy based on Mydibel values, behavioural competences, technical competences and personal objectives.
- Listen openly to staff: improved internal communication.
- Increase Mydibel's brand awareness in potential candidates.

# MYDIBEL FAMILIE VALUES

## TEAMSPIRIT

A sense of solidarity and collaboration in order to achieve common goals.

## QUALITY

Working according to the required standards and delivering output that complies with those standards at all times, in order to satisfy the internal and/or external customer.

## PASSION

The drive and necessary commitment to aim for the highest achievable goals, time and time again.

## FAMILIAL & SUSTAINABLE

**Familial:** creating, sustaining and appreciating a homey, pleasant atmosphere in a climate of trust and mutual respect.

**Sustainable:** designing and implementing ideas around corporate social responsibility.

## COMMON SENSE

The ability to see, understand and assess what the most suitable solution is that will be accepted by the majority of the parties involved.

**Keeping these values alive and having each employee experience them is and remains a challenge. Both for our loyal and experienced employees who jointly profess our family values as ambassador, and for the countless new colleagues who join our Happy Potato Family.**



## A SAFE AND HEALTHY WORKPLACE

Employees who feel comfortable in their own skin make the difference between an average and a good company. Each Mydibel employee has the right to a safe and healthy workplace. The employer and all employees are jointly responsible for good employment conditions.

In the past years, Mydibel has made a commitment to education and awareness. Which risks are tied to the job? How do you limit those risks? How do you use the resources Mydibel provides (adapted work clothing, slip resistant shoes, helmets made to measure)? And how can we prevent accidents in the future? Because each accident is one too many.

## TOTAL PRODUCTIVE MAINTENANCE

The basis of an efficient company is machinery that runs the way it's supposed to. That's why everyone - from operator to service technician - must do their utmost to improve the efficiency of the machinery. That philosophy forms the basis of **Total Productive Maintenance (TPM)**. Small multidisciplinary teams who have ownership of machine performance improve their machines' efficiency step by step. Realising this requires attention for autonomous maintenance, preventative maintenance, training, safety and standardisation of work processes. The holy

### NEW WORK GARMENTS

with personalised colour codes and safety icons in order to increase solidarity, individuality and safety.

### SAFETY ICONS

- Fire fighting
- Fork-lift diploma
- First aid assistant



### PERSONALISED COLOUR CODES

- Red: team leader
- Orange: receives potatoes
- Yellow: production department
- White: packaging department
- Grey: technical department
- Green: shipping

### COLOUR HAIRNET

- Green: visitor
- Blue: internal employee
- Red: department manager



grail: zero mistakes, zero losses and zero accidents. We implemented this methodology in the packaging department in 2015. For the coming years, we are planning a gradual implementation throughout the entire company.

## DID YOU KNOW, THAT...

- Mydibel is the largest employer in Moeskroen?
- annually, 50 to 70 temporary employees are selected via the in-house temporary employment agency?
- Mydibel motivated over 300 cycling and fries lovers to participate in the Mydibel Cycling Classic ([www.mydibelcyclingclassic.be](http://www.mydibelcyclingclassic.be)) in 2015? Participants could choose a distance of 50, 75 or 105 kilometres along the beautiful roads and challenging hills of the legendary Flemish winter classics. A new tradition was started.
- all of the proceeds from the Mydibel Cycling Classic are donated to charity? In 2015, we supported Koester, a home care project by the Kinderkankerfonds (Children's Cancer Foundation).
- we offer a Dutch course on the work floor to bring French and Dutch speakers closer together?
- all employees and their families were invited to celebrate the 25<sup>th</sup> anniversary of Mydibel together?
- Mydibel encourages its employees to exercise by organising the Mydibel Challenge in cooperation with Energylab? A more athletic lifestyle, that's what we are all aiming for!



# Sustainable from the field to your plate


Mydibel cooperates closely with professionals who form an essential link in the sustainable potato chain, each in their own way. Together, we want to provide a demonstrable contribution to a more sustainable society, each within our own knowledge and expertise. In the **value chain** below, you can find out where we make the difference, linked to the **international Sustainable Development Goals (SDG)**. The SDGs are universal objectives for sustainable development, approved by the 193 member states of the United Nations.




**2** **SDG**

**THE VARIETY DEVELOPER**

- Provides **seeds** to the different potato sectors
- Develops **new and always improving varieties**
- Contributes to the development of **responsible food** for a growing world population



**15** **SDG**

**THE PHYTO SUPPLIER**

- Partner in **eco-agronomy**
- Consults on growing method and crop protection
- Reduces **pesticide use and residue** in the potato



**12** **SDG**

**THE POTATO GROWER**


- Long-term cooperation based on **trust and open communication**
- Has all the **know-how** and resources to plant, care for, harvest and properly store potatoes
- Keeps a close eye on weather, wind, soil and especially the potato plant
- Partner in **ecological cultivation and crop protection**
- Invests in new potato **varieties and cultivation techniques**



**12** **SDG**

**THE TRADER**


- Trades potatoes on a local, national and/or international scale
- Does the utmost to **guarantee quality and traceability**



**3** **SDG**

**THE CONSUMER**

- Wants **tasty and healthy products**



**12** **SDG**

**THE CUSTOMER**


- Prepares the potato dishes or is responsible for purchase
- Balances **price and quality**
- Insists on excellent service and fast delivery



**13** **SDG**

**THE TRANSPORTER**

- Delivers our finished products to the customer **under controlled conditions** (refrigerated and frozen transport)
- Ensures a logistics flow that is as **efficient and ecological** as possible



**12** **SDG**, **8** **SDG**, **7** **SDG**

**THE PROCESSOR**

- Great amount of **potato expertise**
- Extracts the maximum from the potato, so that nothing goes to waste
- **Quality and food safety** are top priorities
- Respects and guides its employees into one **motivated Happy Potato Family**.
- Has an eye and ear for the customer's needs and desires
- Innovates and invests in care for the environment

## THIS SUSTAINABILITY REPORT INCLUDES THE ACTIVITIES OF:

- Mydibel SA, Rue du Piro Lannoy 30, 7700 Mouscron,
  - Gramybel SA, Boulevard de l'Eurozone 1, 7700 Mouscron,
- both referred to herein as Mydibel.

We are reporting on the previous years of 2013-2015. This report was drawn up according to the GRI guidelines, Core level. It is our intention to publish updates biannually. GRI grids available on [www.mydibel.be](http://www.mydibel.be)

## CSR SECTOR PASSPORT FOR THE POTATO SECTOR

For the sustainability context, Mydibel used the potato sector's CSR passport as a starting point, which was created by Belgapom and validated by various stakeholders (Farmers' Union, sector educational fund IPV, the Flemish government, Inagro, consumer organisations, Unizo and employee organisations). The passport collects the most relevant challenges in the sector and links these to sustainability indicators.

Via an internal workshop and interviews with various employees (both management and operational), the added value Mydibel Group provides with regard to these challenges is concretised and made measurable. This sustainability report is the end result of this process.

## STAKEHOLDERS

We actively seek out dialogue with our partners and customers. Our knowledge of the market, contacts with consumers, as well as input from stakeholders are guiding principles for identifying and realising objectives. Our most important stakeholders are:

- Family - **Passion** ..... p. 2-3
- Investors - **Partnerships** ..... p. 2-3
- Suppliers - **Potato** ..... p. 4-5
- Customers - **Product** ..... p. 6-7

- Nature - **Planet** ..... p. 8-9
- Employees - **People** ..... p. 10-11
- Value chain - **Partnerships** ..... p. 12

Do you have any questions about our sustainability policy?  
Contact us via [greenfactory@mydibel.be](mailto:greenfactory@mydibel.be)

