



Press Release

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The total feed business is central theme in ForFarmers refocused strategy

ForFarmers wants to contribute to better returns for customers by offering optimal animal nutrition solutions. This remains the basis for ForFarmers strategy, which has recently been refocused and implemented. Important themes in this strategy are (1) identifying and reacting to individual customer needs in a more targeted fashion, (2) the further development of the 'total feed' concept and (3) international expansion primarily in Europe. ForFarmers also remains completely focused on the on-going delivery of its 'One ForFarmers' approach. This approach stands for a very clear way of working, making optimal use of the economies of scale and the further professionalisation of the organisation.

An increase in scale and the level of complexity in the agricultural sector will continue over the forthcoming years. This will result in a structural change to customer demands. The demand for nutritionally optimal feed solutions at farm level will become greater and will result in an increasing requirement for customised solutions. ForFarmers has responded to this development with its 'total feed' concept: supplying complete nutritional solutions which meet the individual customer's objectives and business situation. ForFarmers will be fine-tuning and expanding its product and services portfolio for these customer specific solutions, as and when required. This therefore doesn't only mean compound feed, but also includes products like specialities for young animals, single raw materials, co-products, grass and maize seeds and fertilisers. Extensive and specialist knowledge in these areas is essential in order to provide customers with advice which is most appropriate to their individual situation.

ForFarmers will also enter into strategic alliances with suppliers, in order to arrive at a complete package of feed solutions at the farm. "We want to join forces with strategic partners wherever possible, in order to strengthen each other where knowledge and innovation are concerned, for example in relation to speciality feeds. In line with this approach, we have recently renewed our existing strategic partnership with Nutreco for the purchase of premixes, additives and specialities. We will also be working closer with Nutreco in relation to research, innovation and the marketing of high quality nutritional solutions, for example within the young animal feed sector. The main purpose is to deliver high quality products and advice that result in better returns for our customers", according to Yoram Knoop, ForFarmers CEO.

One ForFarmers

ForFarmers is also concentrating on the on-going implementation of 'One ForFarmers'. This approach is focussed on the further professionalisation of the organisation, an unequivocal way of working and making optimal use of the economies of scale. This also means that systems and processes will be standardised where possible.

The above means working together more intensively within the group, which will also enhance ForFarmers reputation and appeal as a European market leader and international employer in the animal feed sector.

Within the context of One ForFarmers, the rebranding of the group's activities has started. The first step in this direction has recently been taken in the UK and the other companies will be adopting the ForFarmers brand within the next six months.

Increase in scale and growth

An increase in scale and growth is important to ForFarmers in order to be able to realise substantial competitive advantage and also to allow the company to provide added value in the long term, which will lead to increased efficiency for its customers on the farm.

The refocused strategy primarily concentrates on autonomous growth. Entering into strategic alliances and collaborations will also contribute to an increase in scale and the continued deepening and expanding of knowledge. ForFarmers is using the international expansion primarily in Europe to develop and/or acquire number 1 or 2 positions in its chosen markets.

Note for the editor:

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ForFarmers (Lochem, the Netherlands) is an internationally operating company active in the field of conventional and organic feed solutions for the animal husbandry sector. ForFarmers is the European market leader, with annual volumes of around 8.5 million tonnes of animal feeds, around 75% of which is in compound feeds. In addition to animal feeds for the cattle, pig-farming, poultry and equine sectors, ForFarmers supplies trade goods for the arable and grassland farming sectors. ForFarmers also offers its clients additional know-how and advice in the fields of nutrition, farming and business development.

Given its position in the food chain, ForFarmers' goal is to be leading on the sustainable business front. Through the efficient production of animal feeds and by devising products and concepts that ensure a healthier and better quality of life for animals (improvement of feed efficiency), ForFarmers contributes to economically viable and sustainable food production. For such purposes, the company has its own innovation centre, which cooperates closely with leading research institutes and universities.

In 2013, ForFarmers recorded net turnover of € 2.6 billion. The company has a workforce of more than 2,200 employees and production facilities in the Netherlands, Belgium, Germany and the United Kingdom.

As per 15 April 2014 Coöperatie FromFarmers held 73.3% of the control and, together with the certificates of members, 77.9% of the control over ForFarmers B.V. FromFarmers is a cooperative with 6,300 members and is based in Lochem, the Netherlands. The cooperative's activities consist of the management of its participation in ForFarmers B.V.

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