Klasmann-Deilmann: Innovative climate protection concepts

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AIPH
More than one hundred years ago, Klasmann and Deilmann started peat extraction, produced stable bedding and energy peat. In 1959, the first ready-to-use growing medium was produced. In 1990, the two companies merged to form the Klasmann-Deilmann Group, one of the leading companies in the international substrate industry.

Growing media have been our core business for more than sixty years. Our most important raw material has been peat.

So far ...
Today, the future of international horticulture seems completely open again. The demand for cultivated plants is increasing, a growing world population demands healthy food, peat in substrates is to be replaced by renewable raw materials, commercial horticulture is becoming sustainable, new cultivation methods are being developed and established, and the green industry is highly innovative.

We are right in the middle of it all: setting the standard for hybrid growing media, investing in alternative raw materials, advancing new cultivation processes, committed to sustainable development.
Our added value

Extraction  Production  Distribution
Our added value

Extraction | Production | Distribution

From raw materials through the development and production of growing media to consulting and supplying our customers.

We cover the entire value chain.

This is how we secure our business, this is how we boost the success of our customers.
Our corporate structure

More than 100 sales markets, independent sales partners in many countries, own sales companies in central markets.

From Germany to Europe and all over the world. Global horticulture is our home.
On the move worldwide

42,000 Trucks per annum
1,200 Freight cars per annum
100 Vessels per annum
22,000 Containers per annum
Our figures for 2020

1,000 Employees worldwide

+100 Countries

28 Subsidiaries

226m € Turnover
Our sales segments

Potted plants

Blocking substrates

Potting soils

Tree nurseries

Potted herbs

Soft fruits
Our sales segments

Potted plants

More than 9,000 recipes.
Whatever plant is to be cultivated anywhere in the world.

We have the correct substrate, geared to the crop, the cultivation method, the season, and the geographical and climatic conditions.

Blocking substrates

Potting soils

Tree nurseries

Soft fruits
The world's population is growing and with it the demand for nutrition. More and more people are changing their diet and demand healthy food. Vegetables, lettuce, herbs, fruits, soft fruits, edible mushrooms. We know our mission and increase our supplies to the food industry.
Indispensable for Europe: The Green Industry

- 750,000 Employees in horticulture sector
- More than €100 billions turnover in the horticulture industry

Source: Chris Blok, Wageningen University study
Indispensable for Europe: The Green Industry

Often confused with agriculture, sometimes overlooked.

The green industry not only employs countless people and generates considerable revenue.

Above all, it is part of the critical infrastructure in Europe, creates green oases, makes people happy and ensures healthy nutrition.

And our substrates form the basis for successful horticulture.
The Dilemma

Everyone wants the plant …

Although the appreciation of cultivated plants is high everywhere, the acceptance of peat raw materials in growing media is declining.

… but nobody wants the peat.

This makes it all the more important to explain the relevance of our products for horticulture and the food industry and to point out viable options.
Our contribution to achieving the EU’s climate goals

The use of growing media in commercial horticulture ...

- ... reduces the use of pesticides and fertilizers
- ... improves sustainable food production, (less resources consumed)
- ... brings food production closer to the consumer
- ... and enables shorter supply chains
- ... promotes the implementation of the EU's farm-to-fork strategy 100%
- ... facilitates the transition to a healthy diet
- ... reduces food loss and waste
We measure and publish our greenhouse gas emissions at company and product level and publish a respective Sustainability Report in line with GRI standards every two years.

We submitted a scientific study on greenhouse gas emissions from peatlands together with Meo Carbon Solutions.

We are committed to responsible peat reduction and certify our peat operations according to RPP.

We are actively engaged with Growing Media associations (e.g. ZVG, GME, 3N) and research projects (e.g. University of Hanover, University of Osnabrück, LWK Lower Saxony, Thünen Institute Braunschweig).

We pursue CO₂ reduction measures, by increasing the use of Renewable Raw Materials, by developing sustainable business models and by compensation of our emissions.
Our CO₂ reduction strategy

1. Calculate CO₂
   - Carbon footprint for companies and products

2. Reduce CO₂
   - 30% peat reduction
   - Reduce substrate consumption
   - Decentralized production

3. Balance CO₂
   - Peatland renaturation
   - Biochar
## Our CO₂ reduction strategy

We are contributing to achieve the international climate targets.

We are using more renewable raw materials in our substrates, with a target of 30% by 2025.

New cultivation methods can reduce overall substrate consumption.

With new production sites around the world, we are moving closer to our customers, shortening transport routes and using local raw materials.

Our innovative peat moss cultivation process is speeding up the renaturation of peatlands.

We are looking into the production of biochar, which we can use to remove CO₂ from the atmosphere.

1. Calculate CO₂
2. Reduce CO₂
3. Balance CO₂

### Carbon footprint for companies and products

#### 1. Calculate CO₂

- **30% peat reduction**
- **Reduce substrate consumption**
- **Decentralized production**

### Peatland renaturation

### Biochar
Klasmann-Deilmann changes to more sustainable growing media mixes.

Our target is 30% renewable raw materials in 2025.

We can reduce the product carbon footprint up to 50%. 

2025: 30%

Proportion of alternative constituents in relation to total production volume
Advanced Substrates

- New product line in 2021: Advanced Substrates by Klasmann-Deilmann
- From now on, it is a matter of course that every substrate contains alternative raw materials

Benefits:
- The most valued raw materials
- High performance blends
- Top crop security
- Low carbon footprint
- Early adopter

Substrate 5 TerrAktiv®/perlite + GreenFibre®

Structure: medium
pH-value (%/pH): 6.0
Fertilisation (g/l): 1.2
Extra trace elements: ±

Water capacity: ++++
Air capacity / drainage: ++++
Structural stability: ++++

Characteristics: Attractive potting mix with increased drainage and air capacity
Use for: Ornamental plants, Cyclamen, Geranium, perennials

“Helleborus is a niche product. This is where the right substrate recipe is essential. We see great success with TerrAktiv® and GreenFibre® in our mixture. The plants are stronger, more compact and resistant. We are very grateful to have such a reliable partner in Klasmann-Deilmann.”

Thierry van Paemel, NVBA Helleborus (Haugheen)
## Innovative approaches for nature and climate protection

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We are examining extensive investments that will enable us to make the transition to a climate-positive company in the medium term.

We cultivate peat moss to achieve a renewable raw material.

We speed up renaturation by planting peat mosses.
“Climate protection is a task for society as a whole. Industry has a special role to play here:

It creates the opportunities so that we can all live well with fewer CO₂-emissions in the future.

That's why companies deserve all the political support they can get, that contributes to overcoming the major challenges.”

Bernd Althusmann
Minister of Economic Affairs
Lower Saxony, Germany
at Klasmann-Deilmann Innovation Center
June 2nd, 2019