

Klasmann-Deilmann: Innovative climate protection concepts

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30 September 2021

AIPH



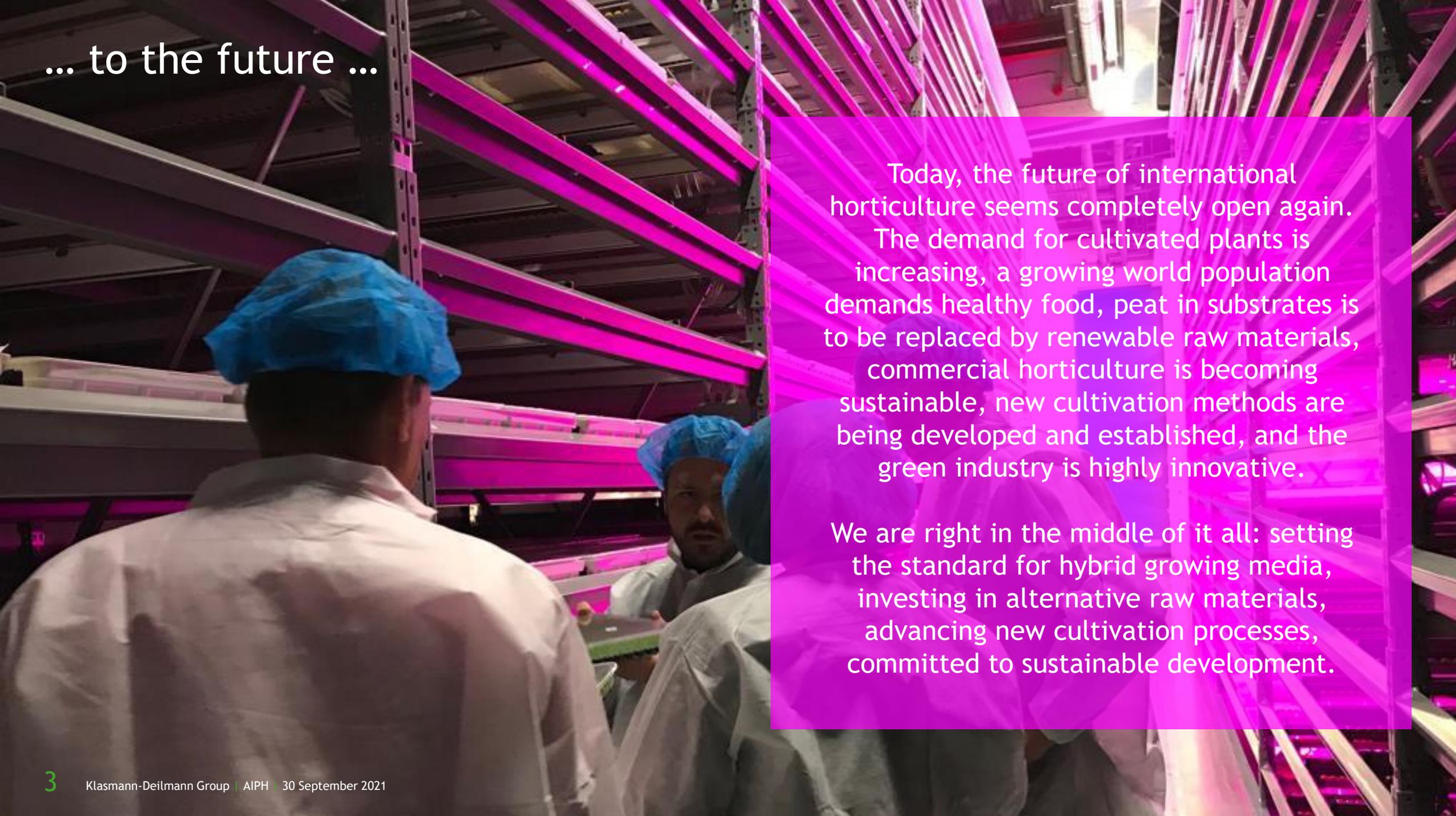
From the past ...



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 ...



... to the future ...

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

● Lead company

● Service company

● Sales companies

● Sales partners





On the move worldwide

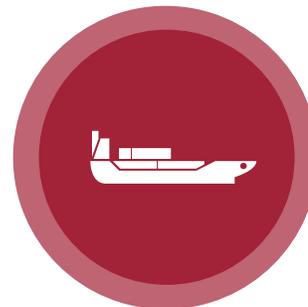
42,000
Trucks per annum



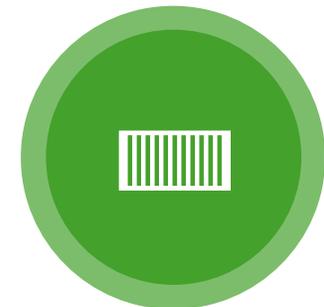
1,200
Freight cars per annum



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



Tree nurseries



Blocking substrates

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.

Potting soils



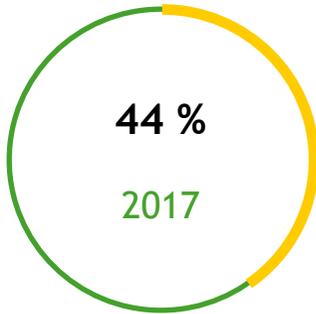
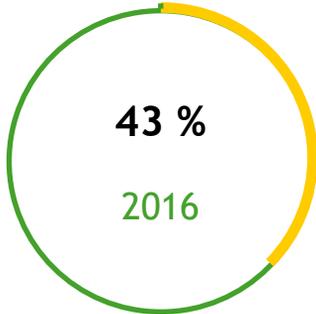
Soft fruits



More substrates for healthy food



SUBSTRATES



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 ...



Sustainability at Klasmann-Deilmann

- 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.



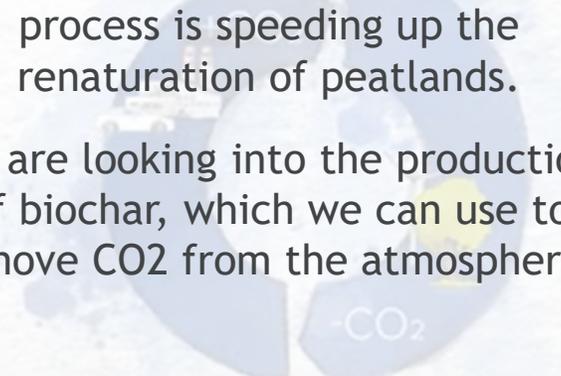
We are using more renewable raw materials in our substrates, with a target of 30% by 2025.

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

Carbon footprint for companies and products

2. Reduce CO₂

30% peat reduction

Reduce substrate consumption

Decentralized production

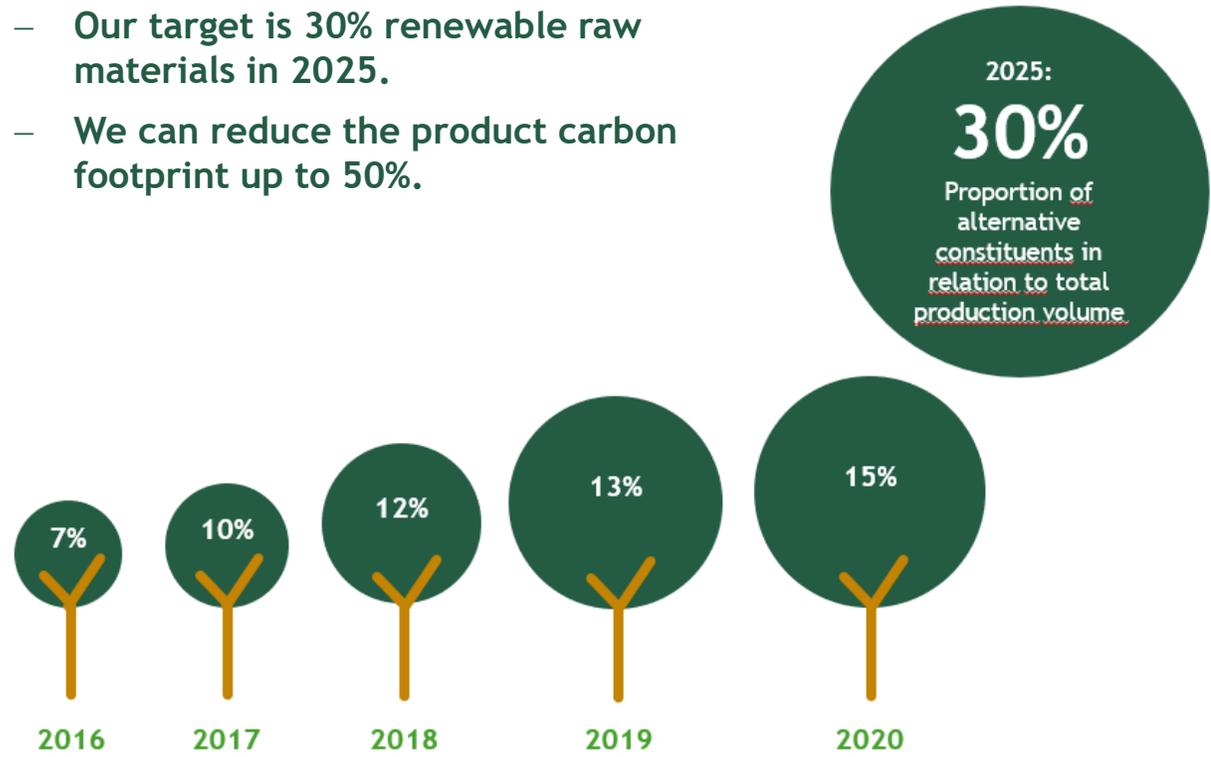
3. Balance CO₂

Peatland renaturation

Biochar

Next-generation sustainability

- 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%.

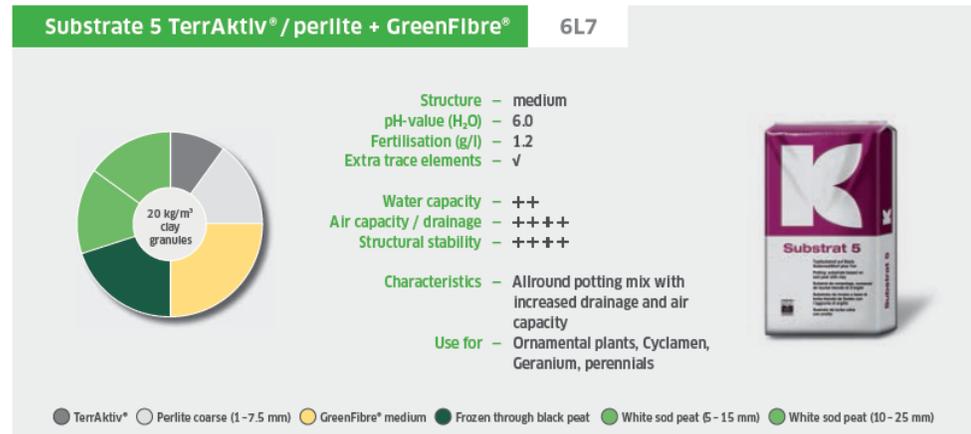


Advanced Substrates

- 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



“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, BVBA Helleborus (Belgium)



Innovative approaches for nature and climate protection

Biochar

Contribution to CO₂ sequestration



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



Peat-Moss-Farming

Renewable & sustainable raw material

Acceleration of renaturation



We cultivate peat moss to achieve a renewable raw material.



We speed up renaturation by planting peat mosses.



Climate protection only works with industry



“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



we make it grow