

Green Speed Ahead!

NEWS FROM OUR GREEN KITCHEN



SOCIAL IMPACT REPORT 2023

RESULTS, INITIATIVES AND AMBITIONS – TOGETHER WE MAKE IT GREENER



Green Speed Ahead!

NEWS FROM OUR GREEN KITCHEN

In this Social Impact Report, we take you inside HAK's Green Kitchen: our results, initiatives and concrete actions.



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HAK at a glance



LIVING BASED ON DEPENDENCE

The HAK family's motto of **'living based on dependence'** is still leading. It shows how, in everything we do, we work on the basis of interdependency with people, nature and the world around us.

OUR GREEN MISSION

To help as many people as possible eat **more vegetables and pulses**, at all times of the day.



OUR VISION

Eating more vegetables and pulses will make **the world a better place**, where everyone can live longer, healthier lives.



PACK, POUCH AND JAR

Makes eating pulses still **easier and more accessible**, which should accelerate the transition from animal to plant-based proteins.



HAK'S GREEN KITCHEN

Our strategy on sustainability and health: more vegetables and pulses, more plant-based food on the menu, and working sustainably on the land and in the plant.

OVER 4 MILLION HOUSEHOLDS

From ingredient to component: HAK makes it tasty, convenient and accessible in different packaging forms. HAK is regularly on the table in **4.3 million households**.



160 HAKKERS

(this is what we call our employees) work at **HAK**.



TOP 3 MEAL BRAND

Every day, HAK can be found on the plates of almost **1 million** Dutch people. This makes HAK one of the most popular brands in the supermarket and the largest Dutch vegetable brand.



HAK FRESH

This branch of HAK brings green convenience to the professional kitchen.

HAK PLANT AND HEADQUARTERS

Established in the **North Brabant town of Giessen** since 1952.



GIESSEN



125KM FROM GIESSEN

At least 85 per cent of our vegetables and pulses are grown **within a 125 km radius** of the plant.

CERTIFIED GROWERS

Domestically, HAK works only with On The Way To Planet Proof certified growers and is increasingly switching to **organic cultivation**.



Building a healthy future together

WITH MORE VEGETABLES AND PULSES

Nicole Freid, CEO: "At HAK, we believe in the power of doing. We don't just talk about what we could do better, but take steps every day to make it happen. By working together with farmers, supermarkets and other partners, we help people eat more vegetables and pulses, in an easy, tasty and responsible way."

HAK's vegetables is on the menu in almost 1 million Dutch households every day. Still, the consumption of vegetables and pulses is still relatively low. Even though vegetables are full of important nutrients and are deliciously varied. Pulses, with their rich protein content and versatility, are indispensable for a healthy diet containing more plant proteins. In short: vegetables and pulses deserve to be included in every meal.

Rich history

HAK is a brand and a company with a soul. It has deep roots in the region and a clear goal: to make vegetables accessible to all. Founded in 1952 by the Hak family in Giessen, Brabant, the company has become a trusted and beloved brand. The Hak family bases its existence on quality and convenience, using seasonal, regionally grown vegetables. Their innovation - storing vegetables in glass using the "weck" method, so you can check the quality - was an important basis for their success. This was still quite special, at a time when most vegetables were canned.

Today

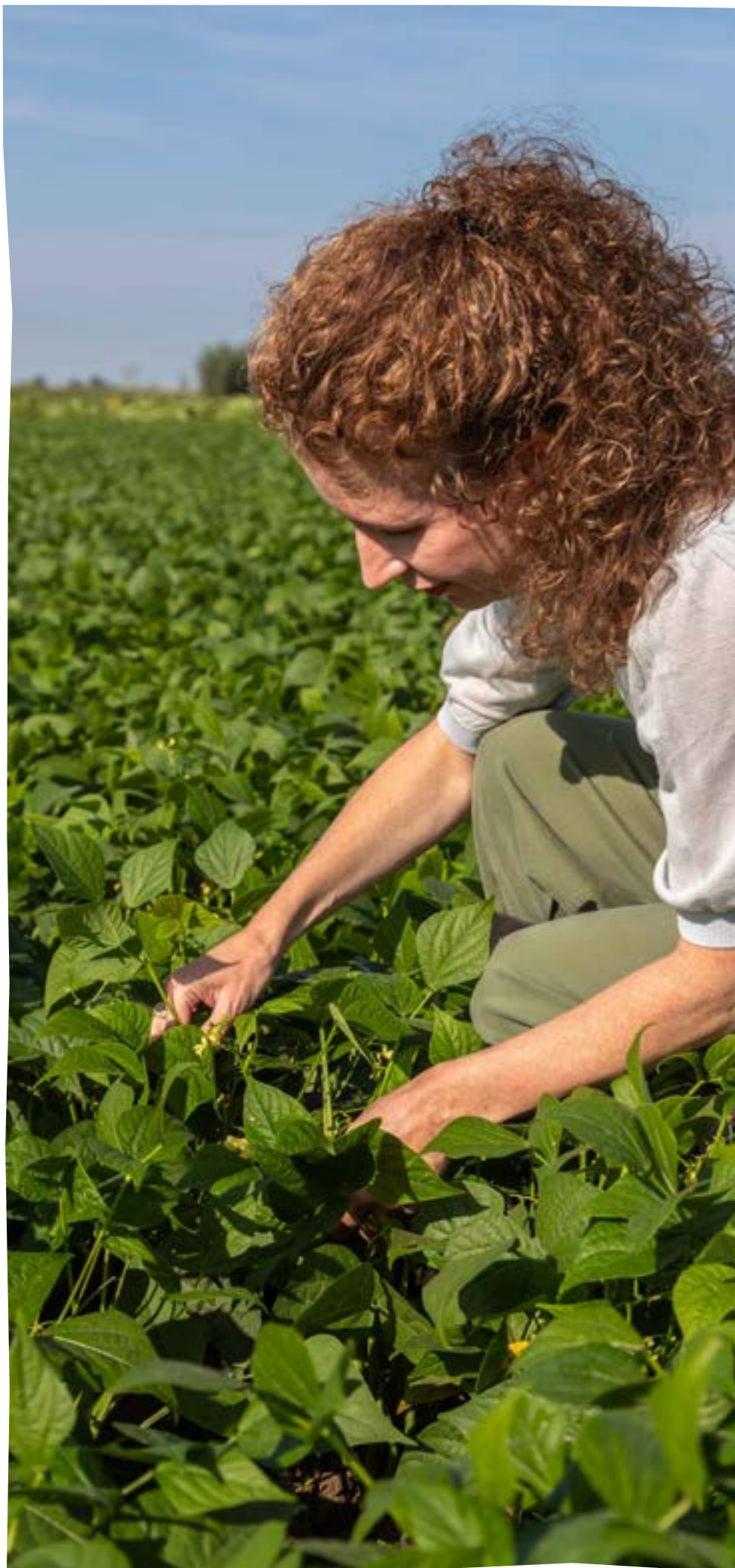
The Hak family's values still form the basis of everything we do. Today, we work with 160 colleagues at HAK: HAKkers from young to old. Our biggest asset is the HAK brand. Together, we build on the foundation laid by the Hak family and stay true to the mission: to help as many people as possible eat more vegetables and pulses, in a convenient and delicious way.

HAK responds to the 'convenience generation' with quick, easy to prepare and varied meals from various cuisines. Over the years our product range has been adapted to changing tastes, adding more variety and convenience solutions. With products like HAK-in-PAK and pulses in stand-up pouches, we make it even easier to serve a healthy meal.

While we see that there is still work to be done, we are proud of the progress we are making and in the growing interest in a healthier diet.



Nicole Freid, CEO



Our role in the protein transition

The protein transition plays a major role in this. Pulses are an important source of plant protein. They are real power bombs from Mother Nature; rich in protein and fibres, and full of important minerals like iron and magnesium. We are working hard to make pulses more appealing and to encourage consumers to eat them more often. We do this with campaigns, innovations and drawing attention to them in the shops. Pulse-based HAK dishes form a convenient base for a family meal that fits well within a healthy lifestyle. Driven by their protein transition objectives, an increasing number of supermarkets are also promoting pulses as a source of plant proteins. They respond to the growing demand for plant-based products that are good for the health and nature, while also being affordable, varied, and easy to prepare and store. We believe pulses will be one of the fastest-growing product categories in the supermarket in the coming years.

As market leader, we play an important role in this. The HAK brand is making a difference: in an AGF sector (potatoes, vegetables and fruit) in which many products are anonymous, the brand helps create value and impact and make consumers aware of the potential of vegetables and pulses. It is not just about changing consumer habits, but also about bringing about systemic change within the whole chain - from producer to consumer.

Impact on man and nature

One of the major milestones we passed in the past two years was becoming B Corp certified. This serves as a confirmation of what is important to us as a company: to maintain financial continuity, but without losing sight of the impact we have on man and nature. At the same time, B-Corp keeps us sharp and to continuously strive to have a positive impact. Our ambition to fully transition to organically growing our local vegetables and pulses by 2027 forms part of this. Here, too, we believe in the power

of doing - and in partnering with growers. We are learning and investing together in new cultivation methods, applying new crops, technology and data that make organic farming increasingly scalable. This will help us to continue growing healthy vegetables locally, while respecting nature, the soil, water quality and biodiversity.

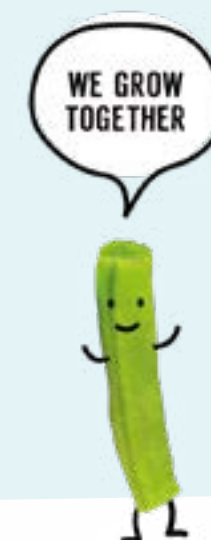
The Hak family gave us the following message: "Living based on dependence". This statement, which is still written above the entrance to our headquarters, serves as a reminder of our interdependence with the world around us. From growers to nature, and from customers to the Giessen community. This stewardship is the basis for everything we do and is one of the keys to making our business future proof.

Together for the future

Our journey is far from complete. As HAKkers, we are working hard on the opportunities ahead. Our 'can do' attitude helps us achieving them. By collaborating with other players in the chain, we can increase the speed we need. Our goal is to ensure the future of our company, built on the legacy of the Hak family. We aim at increasing the consumption of vegetables and pulses, through sustainable, local farming and motivated growers with prospects. Through smart, innovative convenience solutions we persuade current and future consumers to eat more vegetables and pulses every day - until it is eventually taken for granted.

NICOLE FREID

CEO



Hello HAK!

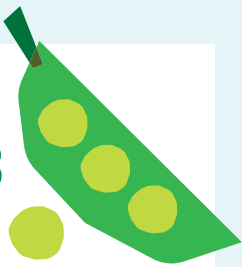
A lot has happened at HAK recently:
high points, successes, changes
and challenges.

FIRST HAK EXPERIMENTAL FARM

The first step in partnering up with growers to increase innovation and experimentation. For instance by scaling up organic farming and growing pulses on own land.



CONSUMPTION OF MODERN PULSES



Year after year, consumption of modern pulses is increasing. This makes a positive contribution to health.

88%

of our vegetables and pulses are grown within a radius of

125 KM FROM GIESSEN

9.4%

ORGANIC FARMING

Of all local vegetables and pulses. Step by step towards organic farming in

2027

ECOVADIS ACCREDITATION

ecovadis

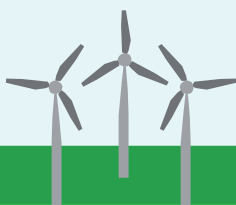
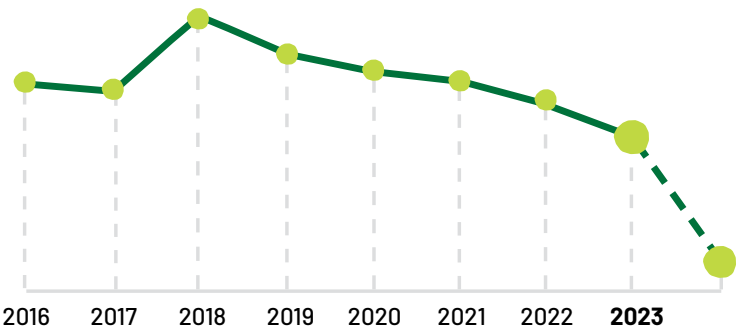
We were awarded the Committed score: a great appreciation for our sustainable approach.



-16.4%
PER TMP

SALT AND SUGAR

All HAK products are chock-full with natural ingredients and contain increasingly less salt and sugar.



100%

GREEN POWER

using Dutch solar and wind energy



224

MILLION PLATES

are filled with HAK products in the Netherlands every year.

TRANSPARENT CHAIN

Mapped with the online Field Finder.



NR. 27

SUSTAINABLE BRAND INDEX

Well-positioned in the top 100 of most sustainable brands according to Dutch consumers.



READ MORE ON THE NEXT PAGE!

NEW

HAK-IN-PAK:

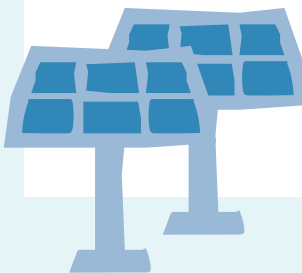
colourful packs of beans and maize with a low carbon footprint.



10,000 M² SOLAR PANELS

= 2,000 KWP

installed on HAK's roofs. The share of self-generated energy is



25%

B CORP CERTIFIED

We are proud to be a certified company since 2023, committed to a better world and caring for people, the environment and society.



Proud of our B Corp certificate

Early in 2023 we received our B Corp certificate. And we are immensely proud of that! This certification is proof that we are genuinely committed to green practices and is a recognition of our hard work and dedication to sustainability and social responsibility. For a sustainable business, the B Corp certificate is currently the highest recognition available. This is not just about product range, but also about approach and business activities.

What sets us apart?

Within the agri-food category, few established A-brands are as yet allowed to call themselves B Corp. HAK is having a positive impact on consumer health. We do this with plant-based food containing ingredients that are as much as possible 100% natural. We also score high by focusing on sustainable and local farming, and compensating growers.

The B Corp philosophy fits seamlessly with our mission and Green Kitchen. In recent years we were already doing a lot to have a positive impact, but this had not yet been captured in an independent certification. To better integrate and secure this, we started expanding the B Corp process in 2021. After completing the B Impact Assessment, we received the certificate in March 2023.

To remain B Corp we strive to better our original score every three years. Those periodic follow-up assessments are a good way to keep us on our toes when it comes to increasing our positive impact.

What B Corp means to us

The certification is not an end in itself but serves as starting point to become greener still. We have started on improving the points mentioned in the report on which we might do even better. This includes water management, a climate-neutral supply chain and more sustainable packaging solutions. Points that are also (already) reflected in our Green Kitchen:

- Launch of research project on water-saving measures.
- The Scope 3 question provides insight into CO₂ emissions in the chain.
- Optimising the boiler house is another example of an emission-saving measure for nitrogen and CO₂.
- Packaging with a lower carbon footprint.



'We are proud that HAK is one of the first companies in the agri-food sector to be B Corp certified. The assessment has raised our ambitions even higher for the positive impact we want to have in the future. We want to continue to be leading and to encourage all links in the chain to join us on this journey.'

FRANS KUIJPERS,

Head of Quality, Occupational Health & Safety and Environment



'Concrete actions, transparent reporting'

"It is not enough to say you are sustainable, you also have to show it. Although the CSRD reporting requirement does not yet apply to HAK, we are proactively working towards becoming more transparent about our impact and actions.

Our mission, vision and B-Corp certification ensure that sustainability plays a central role in our reporting.

We increasingly receive questions from stakeholders on topics such as SBTi targets and the recyclability of our products. We have already laid a strong foundation for transparent sustainability information with the publication of three Social Impact Reports. The switch to the CSRD reflects this well and helps us in accurately measuring and setting our goals. By committing to the SBTi targets, we reinforce sustainability within our strategy.

In this report, we use the materiality matrix to conduct our material themes and stakeholder analysis. The CSRD calls for a dual materiality analysis (DMA), which looks both at how sustainability affects financial performance and at the impact our activities have on the environment and society. This provides a broader understanding of the risks and opportunities of sustainability.

We have completed the first draft of our DMA, but it is too early to share the results.

What we can already say is that there is a lot of overlap with the key components of 'The Green Kitchen', our sustainability strategy. The next step is to formalise this analysis in accordance with the CSRD legislation and to voluntarily report on it in our next Social Impact Report.

We have also taken significant steps in the digitisation of our systems, including the introduction of a new ERP system. This helps us to better analyse our impact and collect accurate data for the material themes under the CSRD, such as the material ESRS topics.

For us, it is all about becoming greener and more sustainable, without losing sight of financial viability. We look critically at the preconditions, such as energy infrastructure, and take responsibility. We expect the same from our partners in the chain, while ensuring that prices remain affordable for consumers - for example, when it comes to organic farming - and that growers are fairly rewarded for their sustainability efforts. In this, we are taking the lead."



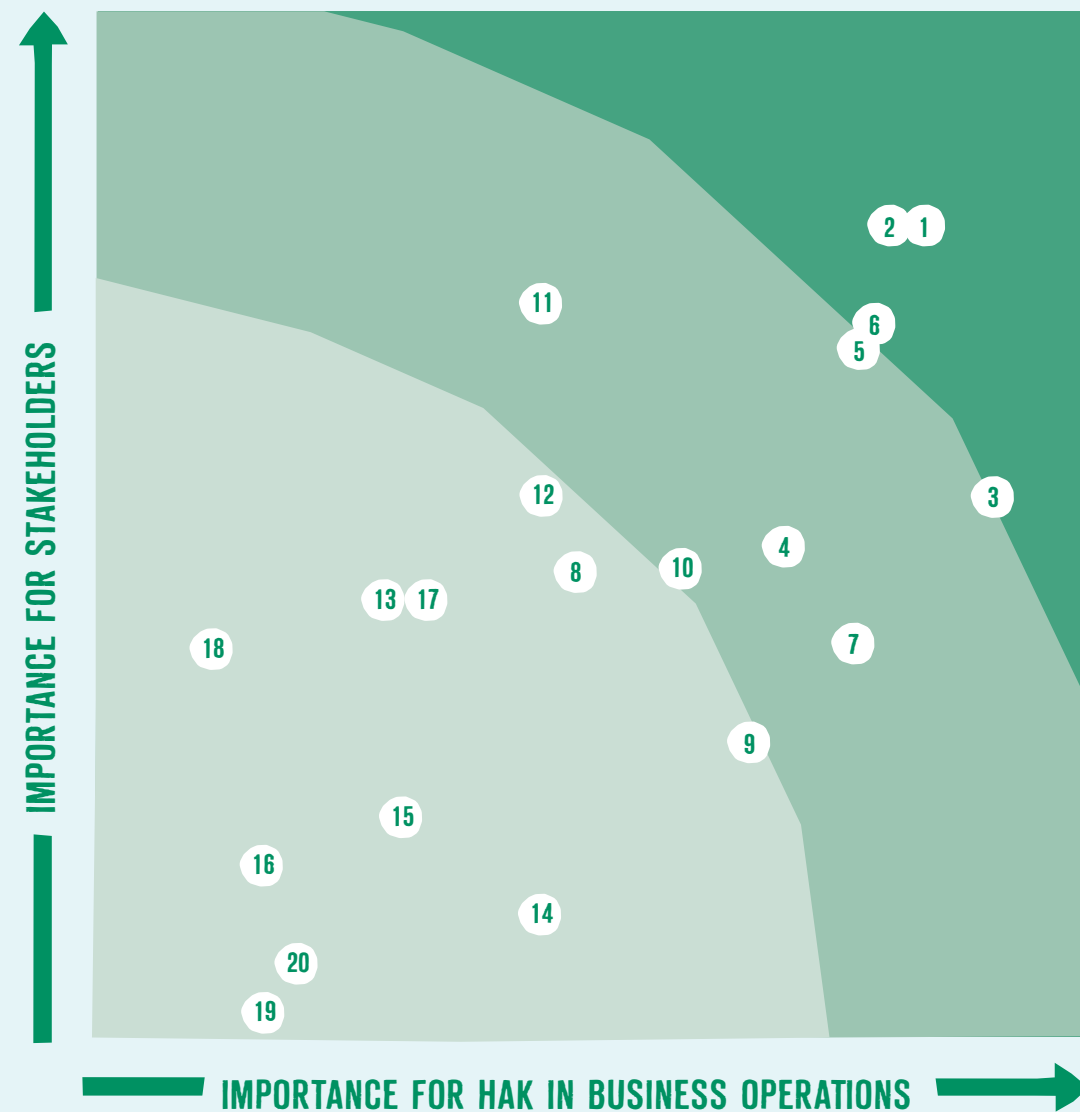
Our recent B-Corp certification is an important recognition of our commitment to sustainability and social responsibility. We are proud of this milestone and consider it a confirmation that we are on the right track to making a positive impact on people, the environment and society."

MAIKEL JONGENELIS
CFO



HAK Materiality Matrix

Are we still on the right track in terms of sustainability? Compared to the previous report (2021), CO₂- and energy reduction are given even more attention. Consumer health and sustainable farming continue to score high. These are also at the heart of our impact and strategy.



DESCRIPTION

- 1 Food safety and quality
- 2 Sustainable cultivation (biodiversity, soil, water, energy)
- 3 Employee health, welfare and safety
- 4 Employee engagement and satisfaction
- 5 Reduction of CO₂ emissions & energy consumption
- 6 Consumer health
- 7 Achieving financial targets (stability)
- 8 Innovation and developing technologies
- 9 Product responsibility (equitable and transparent)
- 10 Resource consumption and waste reduction/wastage
- 11 Reduction of and recyclable packaging
- 12 Socially responsible procurement
- 13 Training and development
- 14 IT security & privacy
- 15 Human rights
- 16 Efficient water management
- 17 Local involvement
- 18 Responsible tax policy
- 19 Diversity and inclusiveness

OUR MAIN FOCUS

The key themes for both internal and external stakeholders are:

- Food safety and quality
- Sustainable farming
- Reducing CO₂ emissions & energy consumption
- Consumer health
- Product responsibility (equitable and transparent)
- Resource consumption and waste reduction/wastage

Unfailing attention to the health, welfare, safety and engagement of our employees, remains one of the focal points. The matrix also shows that we can only deliver if the company is financially healthy.

This edition of the Social Impact Report specifically focuses on the above-mentioned high-material topics. This may either be a KPI, part of our policy/strategy or an objective. The results were validated by HAK's management and approved by our CEO.

HAK Value Creation Model

HAK's value creation model shows how we work with growers, suppliers and others to create better products and a healthier world together.



* Lower production volume as a result of a production pause due to high energy costs.

** emissions are based on market-based calculations.

We make HAK vegetables together



At HAK, we work together on our mission to help as many people as possible eat more vegetables and pulses at all times of the day. We know that we need each other. That is why we really do it together. Every colleague and every step of the process are equally important. From the seed that goes into the ground, to making the tastiest vegetables that eventually reach the consumers' plates: good for people and the planet.

PAYING ATTENTION TO EACH OTHER

We want to create an enjoyable, safe and healthy working environment for our fellow HAKkers, that give everyone room to develop their talents. In this positive working environment, in which we pay attention to each other, we contribute every day to our delicious, tasty, and nutritious products of which we are immensely proud.

WE WELCOME NEW TALENT

Finding and retaining talent remains challenging in a tight labour market. This applies not only to our office staff, but especially to co-workers in the production and engineering departments. In 2022 we strengthened HAK's employer brand, together with our colleagues and an external consultancy. With the slogan 'Together, we make HAK's vegetables' and a new careers page, we show what makes working at HAK unique. The input of our people plays a central role in this. Their personal stories show what you can achieve at HAK, from advancement opportunities to the impact of your work.

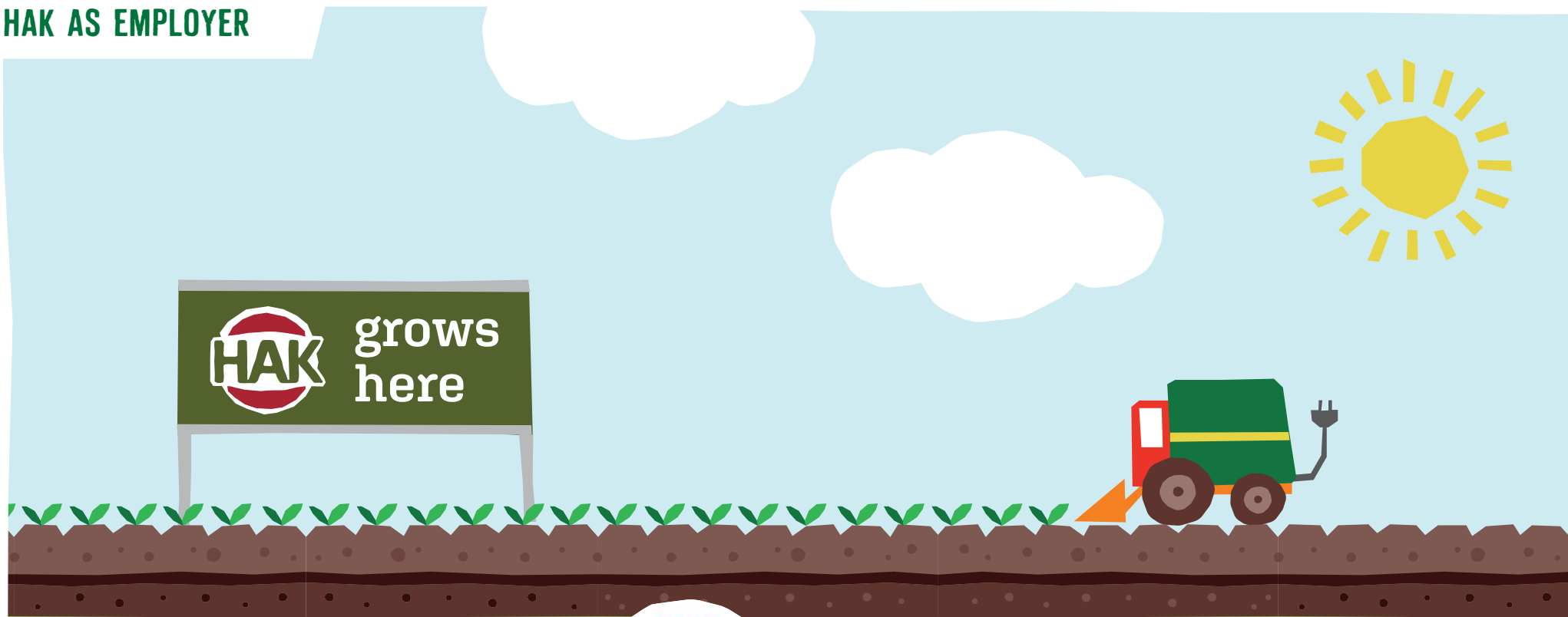
We look for talent not only on the basis of experience and skills. Above all, we listen to someone's motivation and offer training opportunities where necessary. This is how we make it possible to grow together, regardless of your starting point.

A SAFE AND HEALTHY WORKPLACE



In 2022 we conducted a study on our safety culture with the assistance of a specialised agency. This was prompted by the number of accident reports and signals in the 2021 Preventive Medical Examination (PMO). We also updated our Risk Inventory and Evaluation (RI&E), which yielded a number of steps for improvement. The insights gained from both surveys have been incorporated into our annual Health & Safety Plan.

We emphasise the necessity of working safely on a weekly basis. Employees share practical safety tips in interviews. In 2023, we launched the Recognising Unsafe Situations training for everyone in the organisation. The 2025 PMO targets the key areas identified in the RI&E. The outcomes are used to further shape our policy on a safe and healthy working environment. The previous survey showed that mental workload scores less well. Conversely, job satisfaction, work-life balance, and work ability score well. We are revisiting these issues.



TRAINING AND DEVELOPMENT AT HAK



At HAK, we believe in the power of growth and development. Employees stay with us on average for 22 years. This provides us with a wealth of knowledge and experience. To secure and transfer this knowledge, we are working on a training programme for new co-workers: the HAKademy. This programme enables our experienced co-workers to pass on their expertise and ensure that every new employee is uniformly trained.

The HAKademy was set up in 2022 based on the Workplace Training (WPO) method. WPO consists of clear workplace instructions, coaching by mentors within the shifts and systematic review of the modules learned. For all basic operational processes, we develop subject modules at different levels. Since then several co-workers have successfully completed their WPO modules.

HAK AS B CORP

Every three years, HAK undergoes a retest as a B Corp - to continue to grow and improve. B Corp values are based on striving to have a positive impact on people, the environment and society. Those core values are reflected in how HAK treats its employees, ranging from good employer practices to well-being, growth and engagement.

THE PEOPLE OF HAK*

	2019	2020	2021	2022	2023
#FTE's	150	151	148	156	157
#absenteeism incidents	0	2	5	1	2
% sickness absenteeism	3.27%	3.27%	4.75%	4.75%	3.88%
% women on management team	42.9%	42.9%	28.6%	28.6%	30.2%
% women in office positions	53.5%	51.1%	47.8%	48.1%	54.5%
% women in production	9.5%	10.8%	11.8%	8.9%	8.2%

* HAK BV Giessen

"The WorkPlaceTraining programme helps new operational staff get off to a good start. Based on this approach we continue to invest in the level of knowledge and development of our team so that we are stronger together - now and in the future."

Noortje van Aart, HR Coordinator

What is HAK'S Green Kitchen?

OUR MISSION

TO HELP MORE PEOPLE EAT MORE VEGETABLES AND PULSES ANYWHERE, ANYTIME.



MORE NATURAL VEGETABLES AND BEANS

250 grams of vegetables per day and 135 grams of pulses per week by 2035

All ingredients are of natural origin. We never use artificial preservatives

100% of our vegetables and pulses have a Nutri-Score A

DELIBERATE CULTIVATION CLOSE TO HOME

100% certified cultivation of all local vegetables and pulses.



CIRCULAR ENTREPRENEURSHIP FROM THE LAND TO THE TABLE

Waste-free supply chain by 2035



ENERGY CONSCIOUS

Meeting SBTi targets by 2035



TRANSPARENT AS GLASS

Digital chain information In 2025 over 70% of our products will be digitally traceable.



As a major vegetable brand, our mission is to help as many people as possible eat more vegetables and pulses - at all times of the day, both at home and away.

In HAK's Green Kitchen, we show what we do to achieve this. And how we grow and process our products as sustainably as possible. Our focus is therefore on health and consumption on the one hand, and on growing and processing crops on the other.

In this third edition of our biennial Social Impact Report we present the concrete results we have achieved in the past two years. The focus is on getting more vegetables and pulses on the menu, growing crops more locally and sustainably, and shorter supply chains.

The Green Kitchen is at its best when we can do this together with growers, producers, retailers and consumers. This does not happen without a struggle. It means continuously improving, activating where possible, and sometimes taking a step back on the way to improvement. We believe we can pull this off and on the following pages we will show how far we have come.

Our goals and results at a glance

We set goals that show us the progress we have made towards achieving our mission. These KPIs indicate where we stand and where we can still improve. You can see our KPIs here:

IMPACT FIELD HEALTH & CONSUMPTION



MORE NATURAL VEGETABLES AND BEANS

	KPI	Target	2016	2018	2019	2020	2021	2022	2023
KPI 1	% HAK vegetables and pulses with Nutri-Score A	100%	N/A	N/A	89%	100%	100%	100%	100%
KPI 2	% vegetables of natural origin in all our products	100%	48%	84%	88%	90%	91%	92.8%	90.5%
KPI 3	% added sea salt in our products	0.15%	0.4%	0.32%	0.32%	0.31%	0.27%	0.25%	0.26%
KPI 4	% sugar added to our products	< 1.5%	3.5%	2.7%	2.47%	2.30%	2.26%	2.42%	1.97%
KPI 5	Promoting vegetable and legume consumption: 250 g of vegetables per day and 135 g of pulses per week	by 2035	131gr 35gr				151.7gr 43gr		153GR 49GR*

* Source: RIVM, Food Consumption Survey

IMPACT FIELD CULTIVATION AND PRODUCTION



DELIBERATELY GROWING CLOSE TO HOME

	KPI	Target	2016	2018	2019	2020	2021	2022	2023
KPI 6	% vegetables and pulses grown within 125 km of HAK plant	85%	88%	87%	87%	86%	88%	90%	88%
KPI 7	% certified vegetables and pulses grown within a 125km radius	100%	0%	0%	13%	40%	91%	99.5%	99.3%
	of which % organically grown	100% in 2027	0%	0%	0%	0%	0%	0%	9.4%
KPI 7A	Preparing a set of new sustainability indicators and targets (Green Field Monitor)								PREPARED
KPI 7B	Share of locally grown organic vegetables and pulses (in volume)								6%
KPI 7C	Number of HAK experimental farms								1



IMPACT FIELD CULTIVATION AND PRODUCTION



CIRCULAR ENTREPRENEURSHIP FROM THE LAND TO THE TABLE

	KPI	Target	2016	2018	2019	2020	2021	2022	2023
KPI 8	Residual streams recycled	100%	98%	99%	98%	98%	99%	99%	98%
KPI 9	Percentage 100% recyclable packaging	100%	100%	99.8%	99%	99%	96%	98.4%	98.8%

ENERGY CONSCIOUS

	KPI	Target	2016	2018	2019	2020	2021	2022	2023
KPI 10	CO ₂ emission in kg CO ₂ eq. per tonne (scope 1 and 2 emissions)	-7% per annum	152	166	170	168	165.1	98	90.7*
	CO ₂ emission in kJ per 1000 units		96.3	103.6	107.7	100.5	91.8	47.9	53.5*
KPI 11	Share of green electricity	100%	0%	100%	100%	100%	100%	100%	100%
KPI 12	Share of self-generated electricity	25%	0%	0%	0%	0%	0%	16.73%	26.08%

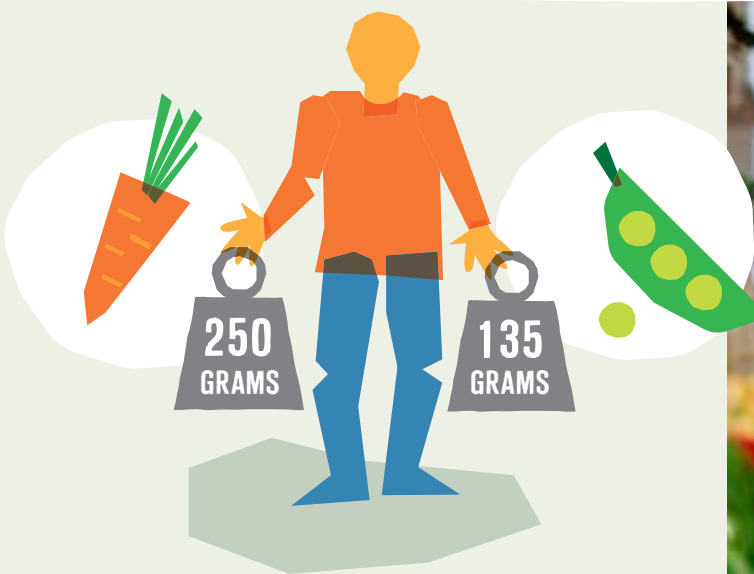
* As a result of low production numbers in 2023 due to a production pause caused by extremely high energy prices.

TRANSPARENT AS GLASS

	KPI	Target	2016	2018	2019	2020	2021	2022	2023
	% share of products with digitally traceable information throughout the chain	>70% by 2025	0%	0%	0%	0%	0%	0%	59%
	Biennial report		N/A	Yes	Yes	Yes	Yes	Yes	YES
	Commitment to SBTi targets	2025							
	Pro-actively joining CSRD	As per the 2025 annual report							



More natural vegetables and beans



WHY IS IT NECESSARY?

A plant-based diet is good for the health and better for most Dutch people. This has been confirmed by the Health Council's report Healthy Protein Transition (2023), part of the Good Nutrition Guidelines (2015). The Health Council has concluded that a diet containing 60% vegetables and 40% animal proteins reduces the risk of cardiovascular disease and contributes to a healthy lifestyle.

Rise of healthy choices

Vegetable and pulse consumption is slowly increasing, but is still far below the recommended level in the Netherlands. Many people still seem to overestimate the amount of vegetables and pulses they eat. While this is not a positive sign, there is a continuing trend towards greener diets. Pulses were also slightly more often on the menu in 2023, on average twice a month.

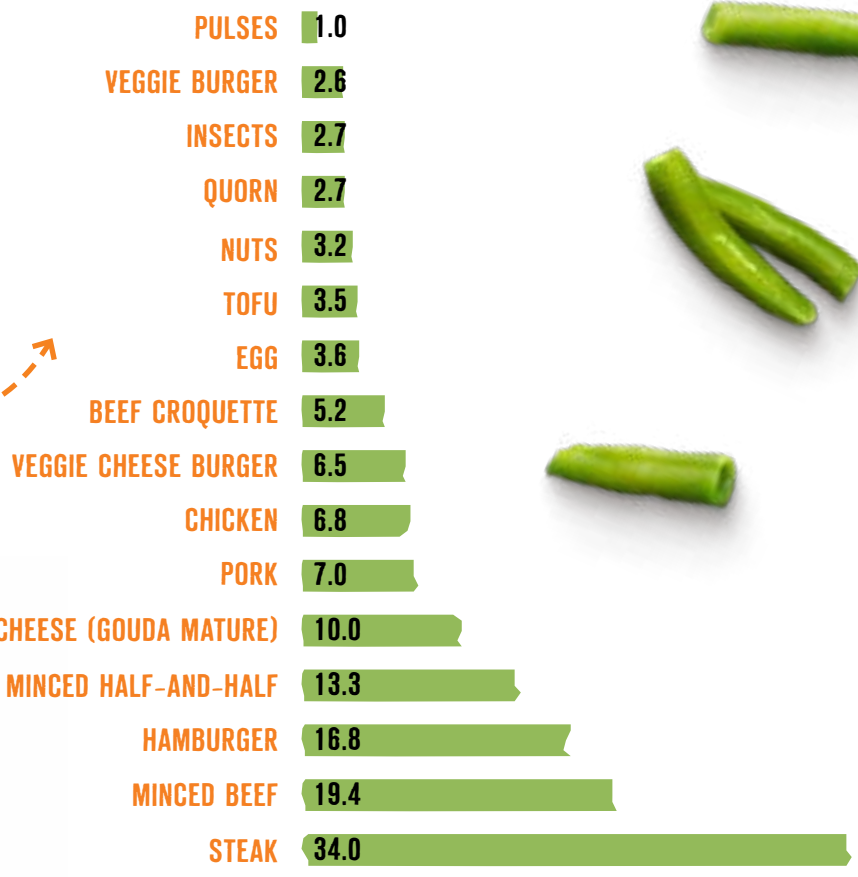
Good for yourself and for the planet

Pulses, such as brown beans, kidney beans, and kapucijners (field peas) are chock-full of fibres and other healthy nutrients. A diet containing more plant proteins is not only good for your health, but also helps making a healthier planet.

This is because less arable land is needed to produce plant proteins than animal proteins. Pulses also emit much less CO₂ than meat and contribute to improving soil fertility, as they store nitrogen in the soil.

Moreover, they need very little water and fertiliser* to grow. Compared to meat, they are also a cheaper source of proteins and very easy to prepare in many different dishes. In short, we are talking about the real deal here: pulses are Mother Nature's power bombs.

CO₂ EMISSION PER KILO THE AMOUNT OF CO₂ THAT IS RELEASED WITH THE PRODUCTION OF VARIOUS PROTEIN SOURCES.



Figures per kilogram of product as you buy it in the supermarket.
Source: Milieu Centraal

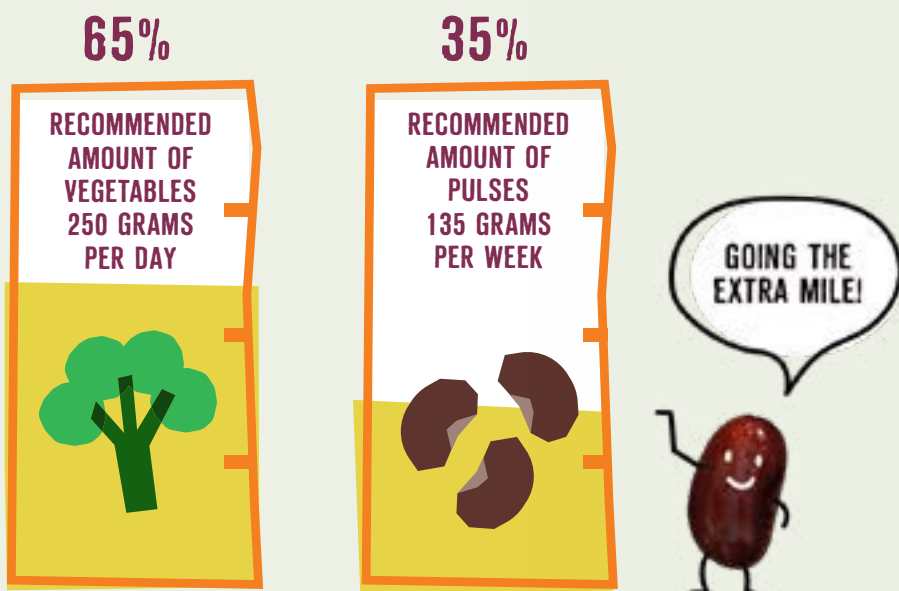


*Source: The National Protein Strategy (central government)



WHAT IS THE CURRENT SITUATION?

As mentioned earlier, the good news is that more and more Dutch people are opting for plant-based foods such as pulses, vegetables, fruits and unsalted nuts. They also eat less red and processed meat*. This is a step in the right direction!



250 grams of vegetables per day

However, there is still room for improvement: only 27% of adults meet the guideline of the nutrition centre and RIVM of eating 250 grams of vegetables a day. While this is a step up from the previous period, there is certainly room for improvement.

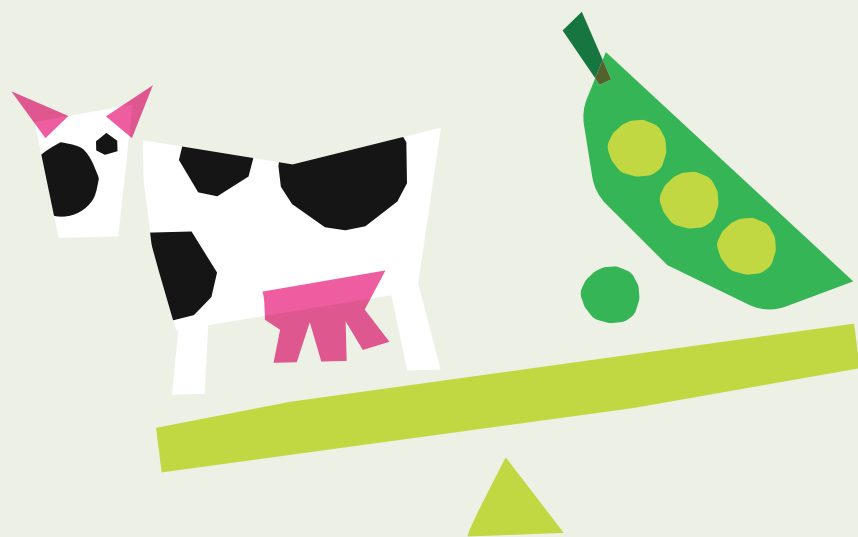
Eat pulses weekly

Pulses are on average only on the menu twice a month, while the Good Food Guidelines recommend eating them at least once a week. Fortunately, the share of plant proteins is increasing and that of animal proteins is decreasing. A welcome development that motivates us to continue making progress together!

Food Consumption Survey RIVM 2019-2021 for the period 2019-2021 compared to the period 2012-2016.

MORE NATURAL VEGETABLES AND BEANS

WHAT IS THE CURRENT SITUATION?



Why are vegetables and pulses not on the menu more often?

Many popular dishes, such as pasta and Mexican meals, often contain fewer vegetables than the traditional Dutch potatoes-meat-vegetables meal.

Besides, not everybody knows how to prepare vegetables so that they taste well. This is because in and of themselves vegetables do not have the distinct flavours such as salty, sour, sweet or umami that we often find appealing in food.

For many people, pulses are not yet part of their daily diet, and they are often unfamiliar with the many recipes they can prepare using them.

Moreover, many people think they already eat enough vegetables and pulses, although they are often mistaken. Fixed eating patterns - like pasta on Wednesday or chips on Friday - make it hard to bring about a change.



Boosting and accelerating

The Dutch government is working to improve the balance between animal and plant proteins. By 2025, the ratio should be 50-50, according to the Health Council, shifting to 40% animal and 60% plant-based by 2030. Together with other frontrunners, we are committed to this through initiatives such as the Bean Deal and the Green Protein Alliance. Retailers are also setting targets to make plant-based choices easier and more appealing.



Bean Deal

The Bean Deal is a direct implementation of the Ministry of Agriculture, Fisheries, Food Security and Nature's National Protein Strategy. This initiative encourages the supply and sale of plant proteins grown in the Netherlands and promotes sustainable agricultural practices.



Green Protein Alliance

The Green Protein Alliance is an alliance of sustainable leaders in the food industry, including HAK. Our shared ambition is a market with good, affordable plant-based products for every moment of the day.

HAK wants to be a part in changing these patterns. Do you want to know what else HAK does? You can read about it below!

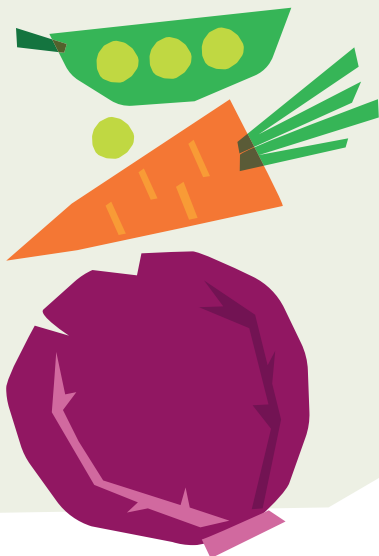


THIS IS WHAT HAK DOES

These are the goals we pursue:

- ▶ PROMOTING THE CONSUMPTION OF VEGETABLES AND PULSES
- ▶ 100% OF HAK VEGETABLES AND PULSES HAVE A NUTRI-SCORE A
- ▶ ALL INGREDIENTS MENTIONED ON OUR LABEL ARE OF NATURAL ORIGIN
- ▶ LESS SALT AND SUGAR IN OUR PRODUCTS

HAK helps you to eat vegetables and pulses more often, at any time of the day. We do so with products that fit easily into everyday diets. We also inspire consumers with tasty and easy recipes full of vegetables and pulses.



THIS IS WHAT HAK DOES

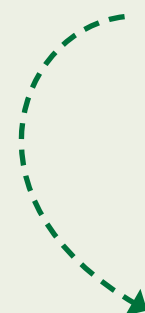


VEGETABLES AND PULSES WITH NUTRI-SCORE A

Since 1 January 2024, the Nutri-Score has been the official food choice logo in the Netherlands, and at HAK we applaud this. We have included the Nutri-Score label on our products since 2019. By 2023, all our vegetables and pulses had a Nutri-Score A, representing the best choice within the product category.

Since 2024 the calculation model for the Nutri-Score has been slightly tightened to better match the dietary guidelines. Salt and sugar now score lower. This only affected our Red Cabbage with Apples and Red Cabbage with Pear, resulting in a Nutri-Score B in 2024. However, they are still green and therefore a responsible choice.

A survey conducted by Motivaction shows that many people understand the Nutri-Score well and that it helps them make healthy choices. Countries that have officially adopted or support the logo, besides the Netherlands, include France, Germany, Belgium, Spain, Luxembourg and Switzerland.



Peas

Peas, water and a pinch of sea salt. This results in a high Nutri-Score A due to the high vegetable content and only 0.2 grams of salt per 100 grams of peas.

Red cabbage

Based on a unique traditional recipe using vinegar and a little sugar and salt: Nutri-Score A. There is also an 0% alternative with no added sugars, salt or sweeteners.

Bean dishes

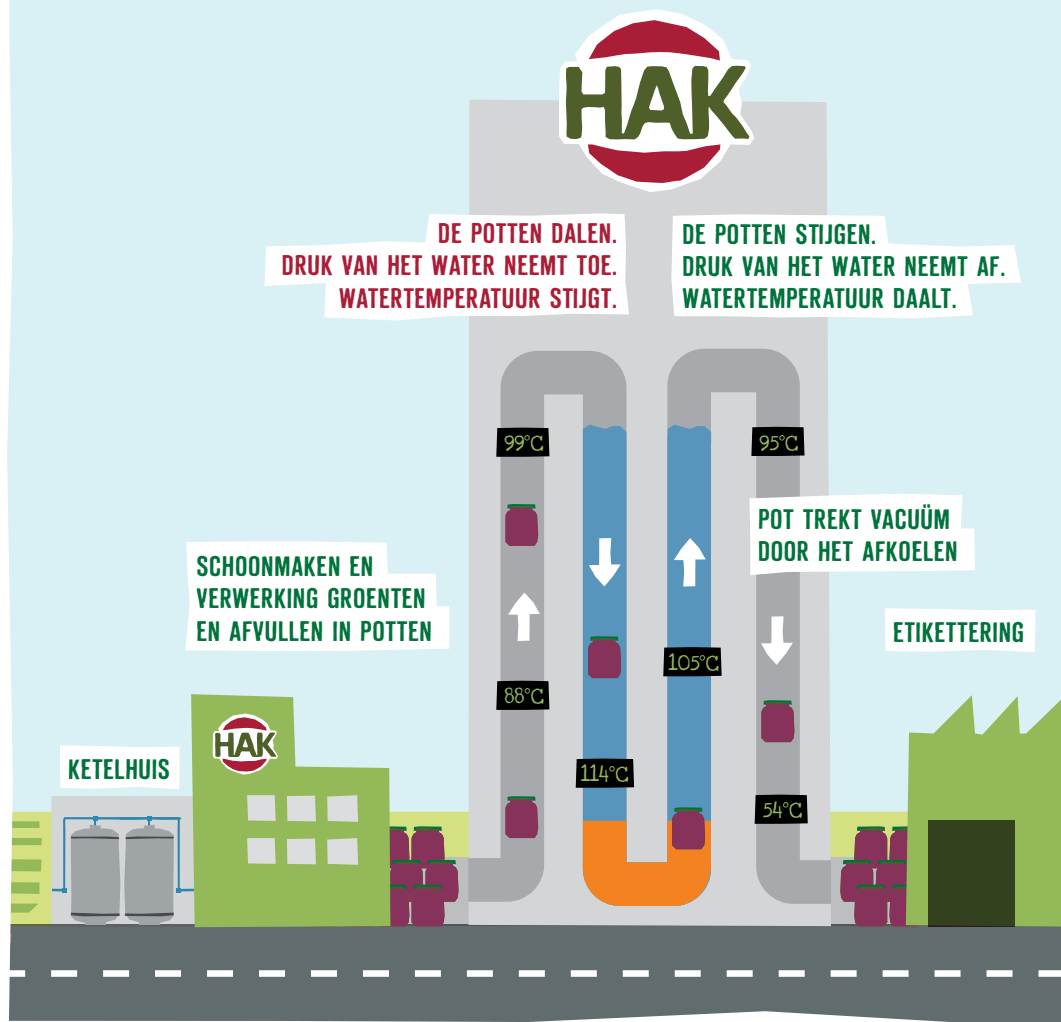
High in fibres, proteins and low in saturated fat, HAK bean dishes score well on the Nutri-Score, contributing to a healthy meal.



THIS IS WHAT HAK DOES

WECKING IS DONE LIKE THIS

At HAK, we don't use preservatives. Our vegetables are preserved by "wecking" – a method using heat and vacuum, just like at home, but on a large scale with an industrial weck tower. This preserves flavour and quality. The image below shows how this works.



All classics from the HAK product range are also available as a 0% alternative



LESS AND LESS SALT AND SUGAR

In 2022 and 2023, the salt and sugar content in existing products was again further reduced. Over three-quarters of our product range contains no added sugars at all. We have also gradually removed a lot of salt from our products in recent years. Because we did this in small increments, consumers generally hardly realised this.

New HAK products basically contain no added sugar and as little salt as possible. Consequently, they are a perfect fit for a healthy lifestyle. We prefer to season our recipes with vinegar, herbs and spices; well-known ingredients that can be found in most kitchen cupboards. All this fits within our Green Kitchen principles.

"Once they are harvested, HAK's locally grown vegetables are processed into long-life products without using preservatives. All the good nutrients are retained and people can enjoy tasty, locally grown seasonal vegetables in jars, fresh from the field all year round."

Ilse van der Voort,
Product Development Manager



MORE NATURAL VEGETABLES AND BEANS

THIS IS WHAT HAK DOES



HAK PROMOTES THE CONSUMPTION OF VEGETABLES AND PULSES

Deliciously plant-based

Through several innovations we have put vegetables and pulses even more on the menu in the past two years and have helped consumers deciding to eat delicious plant-based dishes more often. Our bean dishes in stand-up pouches, for instance, have been expanded to include HAK Shakshuka, Flageolets and a protein-rich Chickpea & Lupin mix.



HAK-in-PAK: small eye-catcher

Last but not least, we introduced HAK-in-PAK: pulses and maize in handy, colourful cardboard packaging. With this latest innovation, we are adding an affordable, handy product with a modern look to the category. Moreover, these packets appeal to a different target group and encourage them to give pulses a try. This innovation also offers retail an opportunity to further accelerate the protein transition.

Collaboration

HAK-in-PAK was developed in collaboration with packaging specialist SIG Group. Cardboard packaging has a low CO₂ footprint compared to glass and cans. We took inspiration from the Scandinavian market, where colourful, cardboard packaging has been the norm in the pulses category for years.



Calculate your Beanus

According to our National Bean Survey (2024) the decision to add pulses to their menu is not yet obvious for many people. This is a missed opportunity, both for the climate and for your wallet. A family can save hundreds of euros a year by just once a week substituting pulses for meat.

To make people aware of this, we have launched the Beanus calculator. This online tool at berekenjeboonus.nl shows what a meatless day will do for your wallet and the positive impact it has on the planet. Again, we inspire with delicious plant-based recipes.



National bean Survey

Including the launch of the Beanus calculator to raise bean awareness



MORE NATURAL VEGETABLES AND BEANS

THIS IS WHAT HAK DOES



"With the latest HAK-in-PAK campaign, we are using our brand power to accelerate the protein transition in the Netherlands, by showing how easy and delicious it is to add pulses to your daily menu."

Yolanda van Grootel,
Brand Communication Manager

Successful launch of the HAK-in-PAK

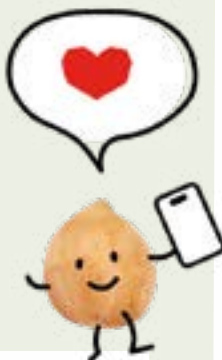
The launch of the HAK-in-PAK was accompanied by a major multimedia campaign featuring Dutch actress Elise Schaap. This campaign shows how easy and delicious adding pulses to the daily menu can be. With success: within several months some 700,000 households in the Netherlands occasionally bought a pouch. A significant proportion of them even tried modern pulses, such as chickpeas and lentils for the first time.



Even more inspiration for your meals

To encourage more people to prepare convenient and tasty dishes full of vegetables and pulses, we share inspiring recipes in as many places as possible. These include platforms such as hak.nl, Instagram and TikTok. We also reach out to students through a collaboration with Turff, a student startup. The orange Turff Tablets, which can be found in more than 2,400 student houses in the Netherlands, provide young people with plenty of ideas for quick and tasty meals.

We also work with online influencers to show how easy and delicious cooking with vegetables and pulses can be.



 @leukerecepten.nl	 @sannevanlierop	 @sorayariem
		
422K views	142K views	88K views
5404 likes	2920 likes	3548 likes
58 reactions	121 reactions	88 reactions

MORE NATURAL VEGETABLES AND BEANS

THIS IS WHAT HAK DOES



From the kitchen of HAK Fresh

HAK Fresh’s freshly grilled and roasted vegetables also boost vegetable and legume consumption. The vegetables are made at HAK Fresh in ‘s-Hertogenbosch, in a modern production plant that has an IFS Higher Level quality certification. The products are mainly intended for food service and the out-of-home channel, such as the hospitality industry, franchise formulas, petrol stations and catering companies. All ingredients mentioned on our label are of natural origin.



"We have been working hard of late to find the right propositions that will unburden our partners and help them incorporate more vegetables into their menus. With our culinary team and our green convenience solutions, we bring green convenience to the professional kitchen."

Rogier Hilkes,
managing director of HAK Fresh



Together against food poverty

Everyone deserves a healthy meal with vegetables and pulses. That is why we have been a partner of Food Banks Netherlands for years.

7.5 million jars for the Food Bank

HAK has been supplying jars of fruit and vegetables to the Food Bank since 2012. Like green beans, applesauce and beets. Altogether, this has already added up to about 7.5 million jars. Previously, most of them were jars with a dent in the lid or that were underfilled. Nowadays, because we aim at "first time right" we are introducing more and more regular products to maintain our donations and help those in need.

The Winter Collective: stronger together

HAK joined forces with other brands to support winter food aid. As many as 1.9 million products have been delivered thanks to this Winter Collective.



More vegetables
on the menu, fresh
from the field.

DELIBERATE CULTIVATION
CLOSE TO HOME

More vegetables and pulses on the menu start with healthy, sustainable farming. By deliberately deciding to grow closer to home, we support local growers. This way, we ensure that not only consumers and nature benefit, but growers as well.



ON THE FOLLOWING
PAGES, YOU CAN
READ MORE ABOUT
OUR APPROACH AND
WHAT STEPS WE HAVE
ALREADY TAKEN.

Deliberately growing close to home

WHY IS IT NECESSARY?

To continue enjoying locally produced, healthy food in the future, we are increasingly transitioning to responsible farming. Local organic farming helps with this. Only organic crop protection products are used and no artificial fertilisers, which is better for humans, animals and nature.

European ambitions for organic farming

The European Union aims to dedicate 25% of arable land to organic production by 2030. This is in line with the broader European ambition to produce more organic food. Member states have been instructed to develop a national strategy with concrete targets and measures appropriate to their domestic situation.

The Netherlands lags behind when it comes to the percentage of farmland that is farmed organically. Compared to other European countries, the organic farming area in the Netherlands is relatively small.

Dutch action plan for organic growth

The Ministry of Agriculture, Fisheries, Food Security and Nature has adopted the 'Growth of organic production and consumption' action plan.



Why organically grown products add value:



Organic farming invests in fertile, healthy and resilient soils that are more resistant to drought, heavy rainfall, diseases and pests. This allows us to continue harvesting in the future. On organic farms there is more room for biodiversity – plants, insects and micro-organisms – thanks to a richer soil life without artificial fertilisers or chemical pesticides.



For growers, organic farming offers the opportunity to get a higher price for their produce.

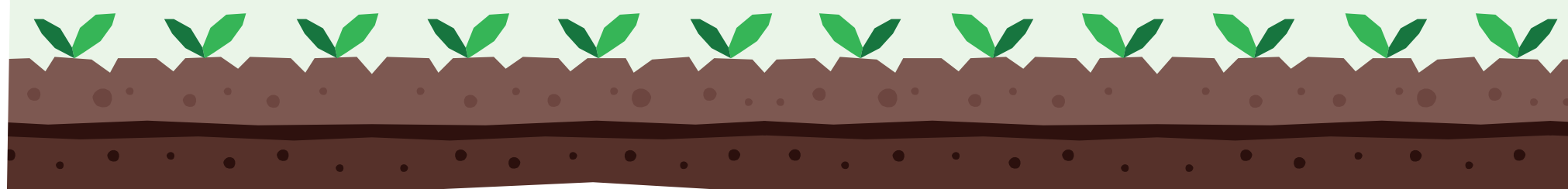


Organic farming avoids the use of fertilisers and chemicals, which is better for the environment and the health of local residents.



Organic is an independent label established by law and recognised at home and abroad.

From the Action Plan for Growth of Organic Production and Consumption





WHAT IS THE CURRENT SITUATION?

The area devoted to organic farming in the Netherlands grew slightly in 2023, from 88,049 hectares (end 2022) to about 95,550 hectares (end 2023), including plots still in conversion.

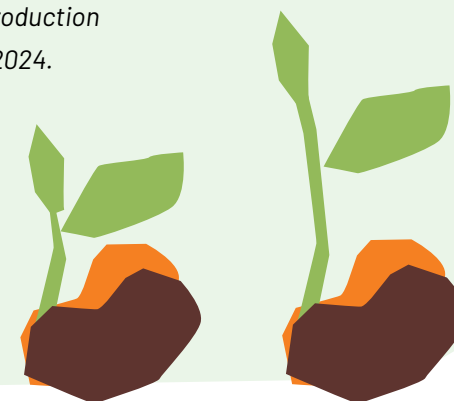
Market and consumer behaviour survey

More organic farmland is a good first step, but a bigger market is just as important. Government and industry have examined what does and does not work to increase the demand for organic products. What convinces consumers to go organic? And what makes it easier to opt for organic? These insights formed the basis for a multi-year consumer campaign conducted by the central government, starting in 2024.

Organic as the new standard

In addition to raising awareness, we are increasing the supply of organic products together with other market players. Thus, we are taking steps to make organic the new standard. HAK's first organic vegetables have been on the shelves since 2023. In the coming years, we will gradually expand the product range, focusing on replacing existing products. We are investing ahead in affordability, accessibility and scale-up, while continuing to ensure a revenue model for growers. More on that later in this report.

** Letter to the House of Representatives discussing the progress of the 'Growth of organic production and consumption' action plan, January 2024.*





THIS IS WHAT HAK DOES

These are the goals we pursue:

- ▶ 85% OF OUR VEGETABLES AND PULSES GROWN WITHIN 125 KM OF THE PLANT
- ▶ 100% CERTIFIED LOCALLY GROWN VEGETABLES AND PULSES, WHICH BECOME INCREASINGLY ORGANIC (2027 100%)
- ▶ 5 HAK EXPERIMENTAL FARMS

At HAK, we believe in the power of growing crops locally. By growing crops close to home, we reduce the environmental impact and provide more income to local growers. This allows us to be on top of things and work closely with growers to make smart and responsible choices. We are doing pilot projects with kidney, white and black beans, for example, and scaling them up further. Cooperation really makes a difference: together, we are taking concrete steps towards future-oriented agriculture. This applies not only to familiar vegetables and pulses, but also to the introduction of new, exotic varieties.





VEGETABLES AND PULSES GROWN WITHIN A 235 KM RADIUS

Growing locally as basis

More than 85% of all vegetables and pulses are grown within a 125 kilometre radius of our Giessen plant.

Benefitting growers

By growing crops close to home, we reduce the environmental impact and provide more income to local growers. This allows us to be on top of things and work closely with growers to make smart and responsible choices.

Innovation

We are doing pilot projects with locally grown kidney, white and black beans, among others, and scaling them up further.

Moving forward together

Cooperation really makes a difference: together, we are taking concrete steps towards future-oriented, local agriculture. This applies not only to familiar vegetables and pulses, but also to the introduction of new, exotic varieties.

Short chains, big advantage

Thanks to the short chain, we can organise cultivation close to home, within that 125 km radius of our Giessen plant. This not results in more transparency but also increases the cooperation with local growers. By growing close to home, we can simplify logistics, reduce food miles and at the same time increase value for each link in the chain. This is how we ensure that the proceeds are shared within the chain as fairly as possible.



Pulses, closer by

The campaign featuring actress Elise Schaap raises awareness about the origin of pulses and the benefits of growing them locally. The Zeeland kidney bean, a pulse that originally grew mainly in North America, takes centre stage. We are sourcing more and more beans from the Netherlands - and that means jet-lag-free beans!



100% ORGANIC, LOCALLY GROWN VEGETABLES AND PULSES

Step by step to organic

Since 2021, all of HAK's locally grown vegetables and pulses have been certified with the On the way to PlanetProof label, an important step in making large-scale cultivation more sustainable. Our ambition for 2027 is to grow all local vegetables and pulses organically, or 85% of our total volume.

Gradual transition to organic

In 2023, we started to transition, together with our growers, to organically grown products. This will result in a significant increase of organic arable land in the Netherlands, and in doing so we are ahead of government targets.

Working together for the future

The transition to organic is not without its challenges. It requires a different way of working and involves higher costs. Demand for organic products is still small, but we believe that, together with other frontrunners, we can make a difference. We are developing new initiatives, collecting data, and learning from each other.

The first organic vegetables

Our first organic vegetable, introduced in autumn 2023, was the beetroot,. Due to its short growing period and limited risk of weeds and pests this crop lends itself well to organic cultivation. Kale, sauerkraut and green beans followed in 2024. Meanwhile, we are also testing organically growing other vegetables and pulses.



Gradual change

So we focus on gradually replacing the current product range with organic alternatives. We do this step by step, looking carefully at the products that are best suited to be grown organically and meet consumer demand. The aim is not to replace everything all at once, but to adapt the product range responsibly, so that we can continue to support growers (just as we did with On the way to PlanetProof) while making it increasingly easy for consumers to choose organic products. This is how we contribute to the growth of organic cultivation, without compromising on the quality consumers have come to expect from HAK.

"We believe organic farming contributes to a future-proof agriculture and soil. The journey to organic is a challenging one and there is no charted course, but we are setting out on it wholeheartedly. Together with growers, we learn and grow towards a sustainable future. We do this with passion and dedication."

Arthur Koekkoek,

Data Expert Purchasing & Field Management BIO

HAK EXPERIMENTAL FARM

Accelerating sustainable innovation

By 2027, we want to have five HAK Experimental Farms in the Netherlands, to accelerate innovation in sustainable cultivation through robotisation, digitisation, cultivation trials and data collection. Our first experimental farm has opened at Straver Biologisch in Almkerk. Here, chain parties such as growers, processors, supermarket chains and policymakers can learn about the latest developments in sustainable agriculture. It is also a place for intensive collaboration with growers.

Biodiversity monitor: measurable results

In cooperation with BO Akkerbouw, we have launched the "Biodiversity Monitor Arable Farming" pilot. This monitor makes growers' biodiversity performance measurable and uses eight KPIs to promote biodiversity, soil improvement and climate goals. It helps growers increase their commitment to biodiversity while providing them with more income.

AI and future-proof cultivation

Together with the Landbanking Group, we are starting a pilot where we monitor plots using satellite imagery, AI models and soil testing. Among other things, we measure carbon sequestration, water retention capacity and biodiversity.

Exploring local organic farming

At the experimental farm, we explore the organic growing of local vegetables and pulses such as field peas, broad beans, kale and red cabbage. We test whether crops that grow well in certain regions can also be grown successfully in other parts of the Netherlands, focusing on growers' experiences and spreading risks.



Policymakers, scientists, the media, customers and business partners are cordially invited to the experimental farm.*

*by appointment



"The experiments at the experimental farm help us devise more sustainable cultivation methods and increase the supply of organic products. By working together and sharing knowledge, we can optimise the production and quality of HAK's products. Our shared mission is to make HAK's organic products accessible to everyone, at a fair price. This way, everyone can benefit from a sustainable organic cultivation method."

Johannes Straver,
Co-owner Straver Biologisch

THIS IS WHAT HAK DOES

Some examples of close cooperation and partnerships:

We enjoy working together and building strong, constructive partnerships.



Bean Deal

Bringing exotic bean varieties to the Netherlands is part of the Bean Deal, a Green Deal between the Ministry of Agriculture, Fisheries, Food Security and Nature and 56 cooperation partners. Together, we are committed to scaling up the food chain of protein-rich crops in the Netherlands.



Green Protein Alliance

Green Protein Alliance brings together companies and organisations to accelerate the protein transition. HAK is committed to making pulses more visible and attractive to Dutch consumers.



Wageningen University Research

We collaborate with Wageningen University Research on such themes as protein transition, preventing food waste, and food choice behaviour on the shop floor.



Smart Food Alliance

Smart Food Alliance is the platform of about 50 medium- and large-sized agri-food companies.



CIRCULAR ENTREPRENEURSHIP
FROM THE LAND TO THE TABLE

Smarter
management of
residual flows
and nature

Sustainable cultivation is the basis, but it goes beyond just what grows on the land. It is also about how we handle everything involved – from residual streams to conservation.

In this next chapter, we explore our circular approach from the land to the table in more detail: how we are becoming smarter about everything we make and use, and what we do to avoid waste.



ON THE FOLLOWING
PAGES, YOU CAN
READ MORE ABOUT
OUR APPROACH AND
WHAT STEPS WE HAVE
ALREADY TAKEN.

Circular from the land to the table



WHY IS IT NECESSARY?

A circular approach from the land to the table is essential, as demand for food continues to exist, raw materials become scarcer, and the impact of production on the environment becomes increasingly apparent. To waste is no longer an option. Protecting the soil, reducing waste, and closing the loop are crucial steps for a better future.

Closed-loop agriculture

Closed-loop agriculture plays an important role in this. It enhances natural processes so that raw materials such as nutrients, water and organic matter are better reused.

In closed-loop agriculture, the soil is considered a living system, with compost and crop rotation improving soil health and reducing the need for fertilisers and pesticides. In this way we provide the necessary nutrients with less external, environmentally damaging input.

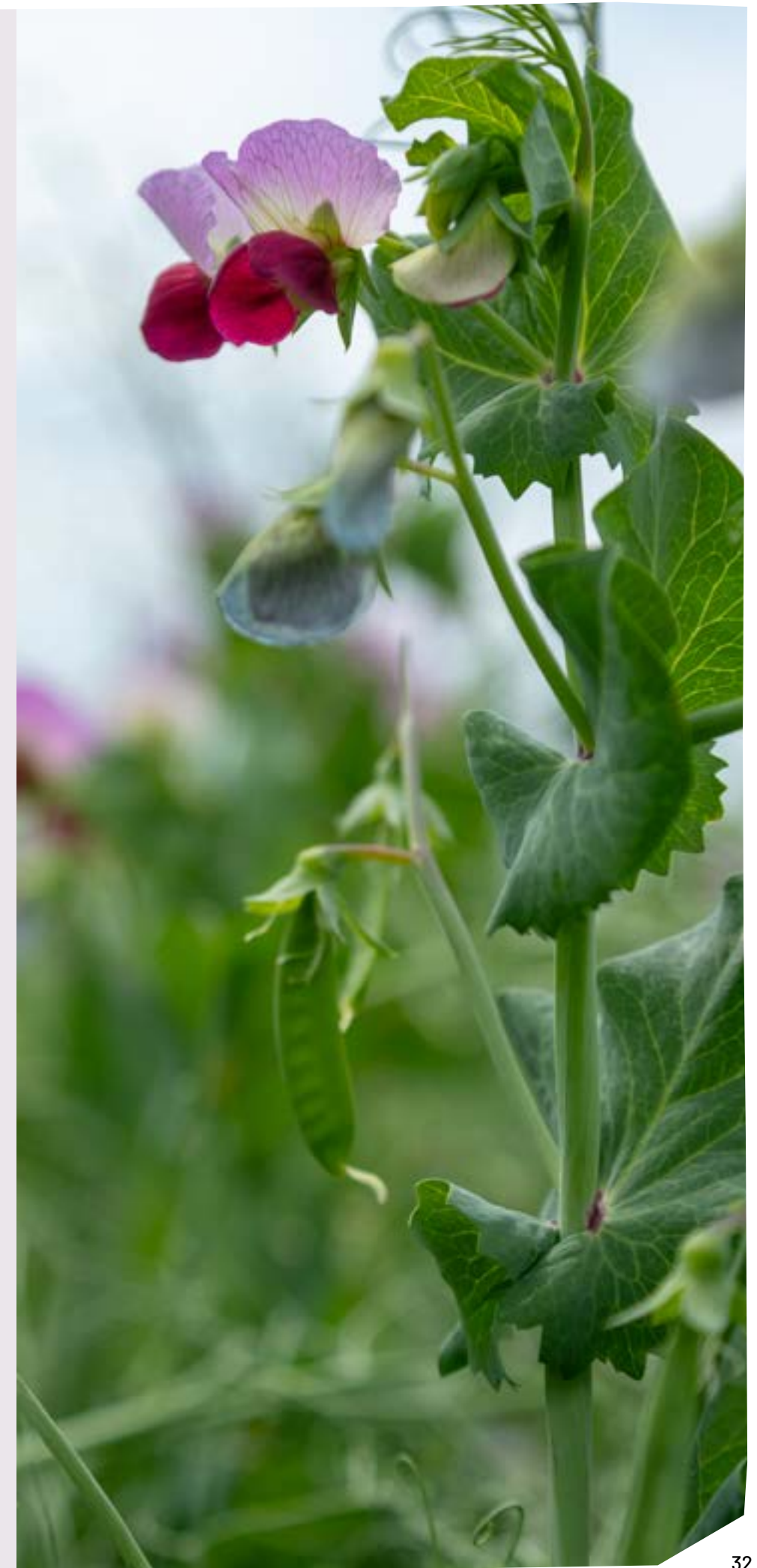
Closing the loop

Closing the loop is crucial for both a circular approach and closed-loop agriculture. By bringing residual streams back into the system, we reduce waste and create a more efficient process.

From the government

The government supports this approach with the National Commodity Agreement, which encourages companies and growers to adopt circular techniques.

This is in line with broader EU goals and international climate policies aimed at reducing resource consumption and promoting circular processes in agriculture.





WHAT IS THE CURRENT SITUATION?

Closed-loop agriculture, more sustainable packaging and smart use of residual streams are on the rise, but there are plenty of challenges.

Closed-loop agriculture is on the rise

Closed-loop agriculture goes beyond simply reusing raw materials; it focuses on closing the food cycle by making the best use of resources such as manure, residual streams and water. For example, farms can use manure from one farm to enrich the soil on another, while crop residues in turn serve as feed for animals. By connecting these systems, the agricultural sector can both reduce its ecological footprint and increase ecosystem resilience. It is a step towards a circular economy in which agriculture is an integral part of a more efficient, sustainable system.

Industry-wide Sustainable Packaging Plan

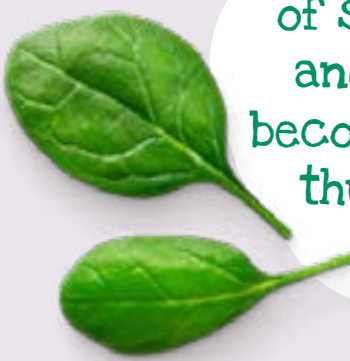
Just as closed-loop agriculture closes the natural cycle, the packaging industry is working to close the material cycle. The Industry-wide Sustainable Packaging Plan, drawn up by 22 industry associations and the KIDV, focuses on recyclable packaging and responsible use of materials to reduce the ecological footprint. Separate collection and post-separation improve recycling, reduce demand for new raw materials and close the circular loop.

Residual streams are valuable

Residual streams, such as vegetable residues, residual heat, wastewater and organic material from water treatment plants, are often erroneously considered waste. Many of these materials can be reused as raw materials or even as animal feed, helping to reduce waste.

Opportunities for residual streams

Although we are making better and better use of residual streams, there is still much to be gained. Smarter reuse of these residual streams means less waste and a smaller ecological footprint.



Residual streams
of spinach, apples
and red cabbage
become animal feed,
thus preventing
waste.



THIS IS WHAT HAK DOES

These are the goals we pursue:

- ▶ 100% RECYCLED RESIDUAL STREAMS
- ▶ 100% RECYCLABLE PACKAGING

Our goal is clear: by 2035, we want to be as circular as possible throughout the entire supply chain. We focus on reusing plant residues, reducing waste and improving the recyclability of packaging. All this forms part of our 'from the land to the table' principle, whereby we carefully handle raw materials, from growing, processing and producing them, to the consumer.



RECYCLED RESIDUAL STREAMS

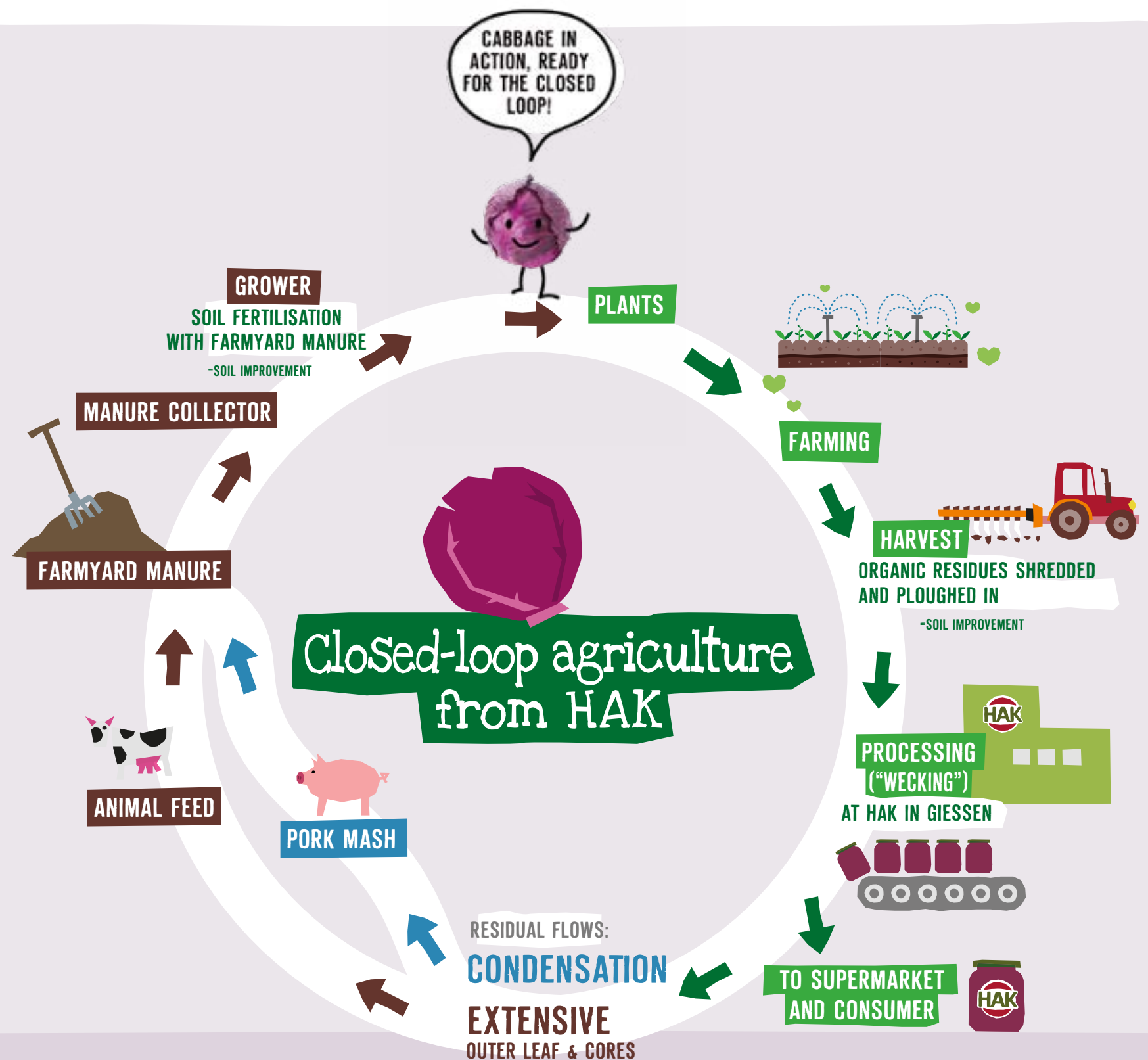
We are highly committed to reusing residual streams from both cultivation and production. Every year, we recycle around 12,000 tonnes of residual streams. The tips, pods and leaves of vegetables such as green beans, peas and red cabbage are reused as animal feed. Residues that are not suitable for animal feed are fermented or composted on the land, benefiting the soil.

We produced only 2% residual waste. This was slightly higher than usual because we had proportionally fewer residual streams for animal feed due to lower production. From paper and cardboard to glass and metal waste, almost everything is recycled, helping to reduce our carbon footprint.

Circular water management

Just as we make the best use of residual streams, we also look carefully at our water consumption. All vegetables and pulses are carefully washed, blanched and chilled, which requires a lot of water. We still face considerable challenges in the coming years, especially when it comes to future water availability. We need to get serious about this.

Our in-house wastewater treatment plant ensures that water is efficiently treated and can be reused for purposes other than food production. 'Residual' sludge is bio-digested, contributing to circular water management. We have already taken considerable steps, but we continue to work on concrete targets to further reduce our water consumption and use water smarter.



Closed-loop agriculture is circular

We reuse resources such as manure and organic waste to keep the soil healthy. Everything we use is returned to the system. This makes cultivation more efficient, reduces waste and closes the loop.

THIS IS WHAT HAK DOES

RECYCLABLE PACKAGING

At HAK, we deliberately opt for glass, which still makes up 70% of our packaging. Glass is transparent, pure and preserves the flavour and quality of our products. HAK packaging is increasingly recyclable, and we continue to innovate to further reduce the ecological footprint in that respect as well.

Glass

Glass suits HAK: it is reusable and recyclable. But the production process requires a lot of energy. We are working with our supplier to find ways to do this smarter and cleaner.

PAK

HAK-in-PAK emits less CO₂ than cans or glass. The pack is more energy-efficient compared to glass and cans and is made of 90% renewable resources*. The packaging has three layers - FSC-certified cardboard, plastic from natural tall oil* and aluminium.

Stand-up pouch

The lightweight plastic stand-up pouch has one of the lowest_{CO2} emissions in the chain, according to supplier data. The challenge is that this stand-up pouch has limited recyclability. Together with our packaging suppliers and research institutes such as TNO, we are working on alternatives that do not compromise the product's shelf life. We have also switched to using less material and to all-plastic. This is the best of what is available at the moment. We are also working with a consortium on a mono-material pouch, which will make recycling even easier.

* According to the Mass Balance principle. LCA conducted by SIG:
<https://www.sig.biz/nl-nl/sustainability/life-cycle-assessments>



"HAK-in-PAK provides innovation in respect of pulses. The handy packaging fits perfectly in your pantry and contributes towards reducing CO₂ emissions. The products are also healthy, plant-based and affordable. Retailers are responding positively to the launch, and are also opting for sustainable and affordable, healthy products on the shelf. Win-win-win."

Karin Pepping,
Innovation manager



ReSearch: Packaging now and in the future

We thoroughly researched our packaging, focusing on three main aspects: legislation, technology and consumer and market requirements. We examined new laws and regulations, such as European packaging rules and national policies on circular plastics. We also looked at changing consumer expectations and technological developments related to raw materials, CO₂ emissions, and recycling.

Based on this research, we will create scenarios for the future (2030). This will help HAK to determine which packaging provides the best alternative for its vegetables and pulses.

This insight forms the basis for further developing our packaging strategy, identifying risks and opportunities, and taking the next steps towards packaging with an eye to the future.

THIS IS WHAT HAK DOES

Certifications

At HAK, food safety and HAK-worthy quality are paramount. We work according to set procedures and methods and raise the bar every time. For this reason we let ourselves be audited by independent bodies and hold the following certifications.



IFS
The IFS Food Standard helps HAK to ensure the safety, quality and traceability of its products.



ISO 14001 including CO₂ management level 2
This certificate shows that HAK has an effective environmental management system in place, which also specifically focuses on managing CO₂ emissions. This is an important step in reducing our carbon footprint.



GMP+
Good Manufacturing Practice is a globally recognised certification and plays a crucial role in the responsible handling of residual streams so that they can be safely processed and used as animal feed.



Smart choices,
smart energy

ENERGY
CONSCIOUS

Sustainable cultivation and circularity have everything to do with how we interact with the world around us. This includes: being more energy conscious. From preserving vegetables and pulses in the plant to lighting the production site, each step requires smart choices and sustainability. In the next section, we will show how we increasingly use energy efficiently and what steps we are taking to further reduce our impact on the environment.



➔ ON THE FOLLOWING PAGES, YOU CAN READ MORE ABOUT OUR APPROACH AND WHAT STEPS WE HAVE ALREADY TAKEN.

Energy conSCious



WHY IS IT NECESSARY?

By 2030 the Netherlands must emit 55% less greenhouse gases (CO₂ and other gases) compared to 1990. By 2050, the Netherlands aims to be climate neutral, meaning that greenhouse gas emissions do not exceed what is sequestered by natural or technological processes. In other words, net emissions will become zero: net-zero emissions [net-zero].

Energy - and this will come as no surprise - is the largest source of CO₂ emissions, mainly due to the use of fossil fuels for electricity, heating and transport. Renewable energy and reducing consumption can significantly reduce these emissions and thus help meet the goals of the Paris Climate Agreement.

Companies can also contribute to this by identifying and reducing their scope 1, 2 and 3 emissions. These terms describe the sources of greenhouse gas emissions and are part of the globally recognised Greenhouse Gas Protocol, a framework for measuring and reporting emissions.

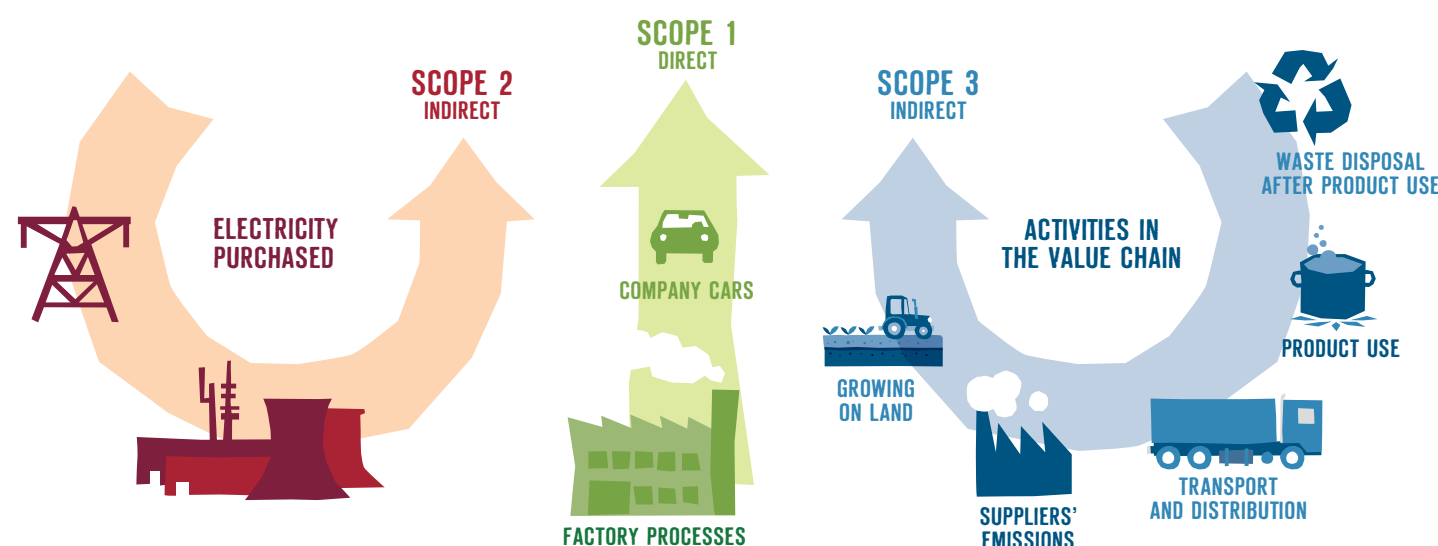


THIS IS THE CURRENT SITUATION

The status of the Paris Climate Agreement is shaky because global emissions are not yet falling fast enough to limit warming to 1.5°C.

Despite countries improving their climate plans and more and more companies taking action, current measures are insufficient to prevent major climate change. More action is needed to limit future damage. At the same time, more and more technology and knowledge are available to reduce emissions. We follow this closely to apply it in our business whenever possible.

Scope 1, 2 and 3 in view





THIS IS WHAT HAK DOES

These are the goals we pursue:

- ▶ REDUCE CO₂ EMISSIONS IN LINE WITH SBTi.
- ▶ 100% GREEN ELECTRICITY
- ▶ 25% SELF-GENERATED ELECTRICITY

The journey to net-zero emissions is a major transformation for us. We are doing it step by step with the aim of reaching net-zero emissions at our production site by 2050.



THIS IS WHAT HAK DOES

CO₂ EMISSION

After having charted the CO₂ emissions within scope 1 and scope 2 ('to measure is to know'), we have implemented increasingly more energy-saving measures in the past period. But to achieve net-zero emissions, additional actions are needed. The Science-Based Targets Initiative (SBTi)* helps us link these actions to validated and measurable targets. Our goal for 2025 is to set SBTi targets for 2035, as an important step towards becoming net-zero by 2050.



More energy-efficient boiler house

When it comes to reducing CO₂ emissions at our production site, there is no better place than HAK's boiler house. We have put in a lot of hard work and investment in more energy-efficient operations there recently. By doing so, we not only reduce our energy consumption but also greenhouse gas emissions.

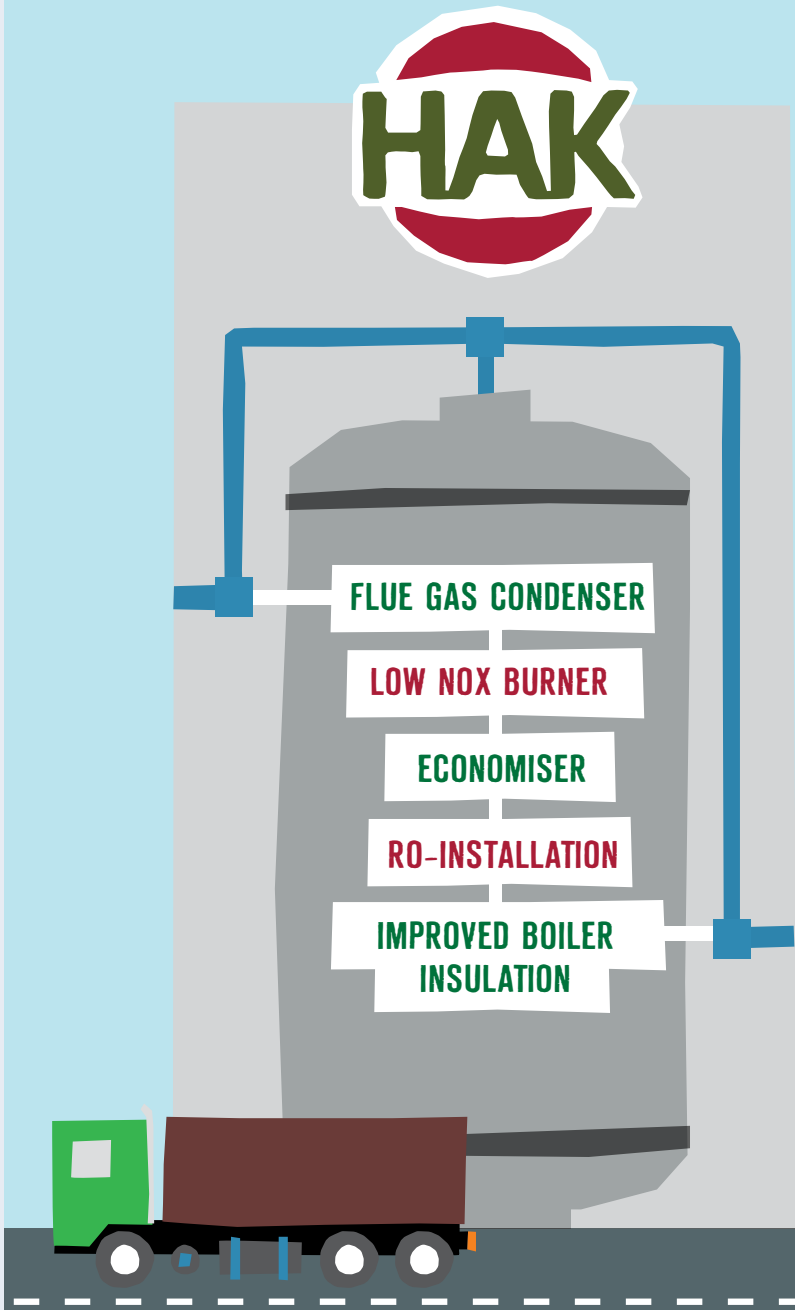
Saving energy

Using smart improvements and more efficient processes, we have been able to significantly reduce emissions from the boiler house. The result is a 20% energy saving on the boilers. This not only reduces our environmental impact, but also makes us (somewhat) less dependent on energy fluctuations, contributing to our long-term sustainability and future-proofing.

*In the 'Transparent as glass' section you can read more about this

HAK's boiler house

IN 2023, MEASURES WERE TAKEN THAT WILL HELP US WORK MORE EFFICIENTLY.



"HAK's sustainability ambitions are big, and so are the challenges. Consider, for example, energy consumption, supply chain emissions and more sustainable packaging. It is therefore important to find out which measures have the most positive impact and implement these within the company. In many ways, it is pioneering."

Ruben van Wigger, Sustainability Coordinator HAK

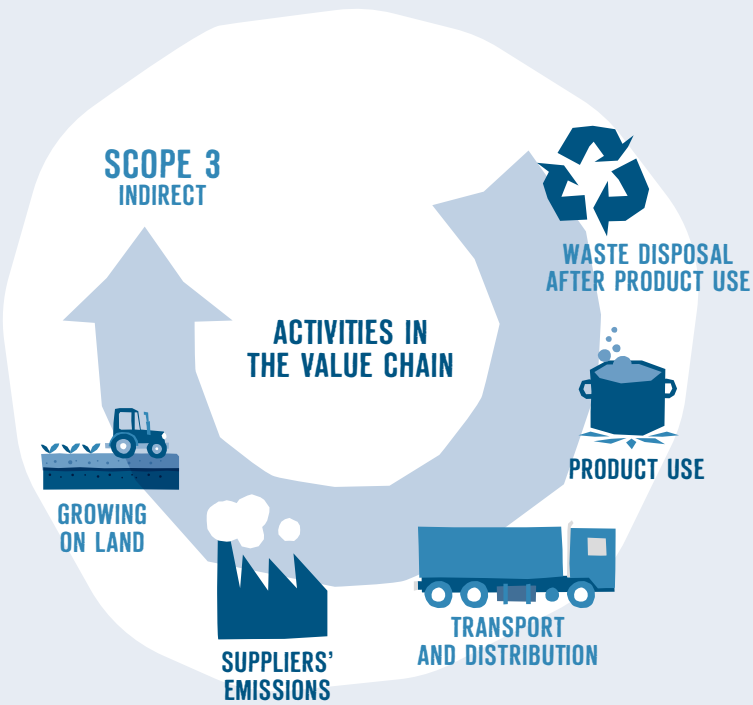
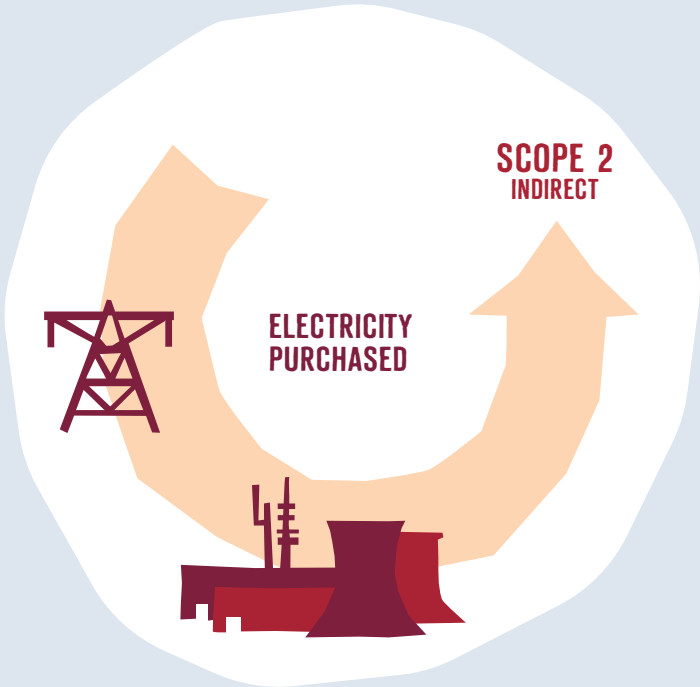


SHARE OF GREEN ELECTRICITY

Green power comes from renewable sources such as wind and solar power, which do not emit CO₂. By switching to green power instead of fossil fuels, we reduce CO₂ emissions and contribute to a better environment. We have been generating green electricity since 2022 with the 10,000 square metres of solar panels on HAK's roofs: good for a capacity of almost 2,000 kilowatt peak. Partly because of this switch to 100% green power, we achieved an absolute reduction of -39% in 2022 compared to 2020. 2023 was a special year because we took production breaks. Due to the high energy prices, it was no longer justified to continue production and so we suspended our activities.

Towards fewer emissions

We have taken several steps, both in our plant and our offices, to become more energy efficient and sustainable. We switched to 100% green electricity, generated from Dutch wind power, and installed LED lighting. We also installed energy-efficient motors and fans and made our business transport (cars) greener (electric driving). These measures, together with the use of renewable energy in our value chain, help us reduce CO₂ emissions and our carbon footprint.



IN THE VALUE CHAIN

Greenhouse gas emissions occur throughout the supply chain: from cultivation and transport to the use of our products and the processing of packaging waste. These emissions are an important part of our CO₂ footprint. In 2022, we reviewed the various categories from the Greenhouse Gas Protocol related to scope 3 emissions. Conclusion: we totally know where the biggest impact is and therefore what is material. This will allow us to steer our suppliers in the chain going forward.

From data to action

Based on data provided by our suppliers in 2024 (via the Carbon Disclosure Project, CDP) we are currently calculating the exact scope 3 emissions. Once this information is complete, we will draft the SBTi targets for scope 3 and submit these to SBTi for validation. Within scope 3, these are the categories where we can make the most difference:

- Emissions from procured products and services
- Fuel and energy outside scope 1 and 2
- Waste and residual streams from own production
- Commercial and other transport
- Consumption and disposal of our products by the consumers

Transparent as glass

Not only our glass jars, but the access to our information is transparent as glass. We want this to be clear, precise, accurate and comprehensible to all. Inside and outside HAK.



We have often worked with regular growers for years and will do so even more in the future. As part of this, we want to make the chain as transparent as possible. From sowing the fields to harvesting and processing in our jars, we can trace every step. This way, we not only know how our vegetables are grown, but also where they come from.

Chain information digital and accessible

Over the past two years, we have taken further steps in transparently measuring, recording and sharing chain data. We know the exact location of the plots, growers, sowing dates, and varieties of our locally grown vegetables and pulses. We share this data via the online Field Finder, which

allows anyone to see where HAK's vegetables have been grown. Of course, we closely monitor the development of our plots and crops and can trace these back from the plant.

Reporting based on guidelines

When it comes to sharing information on corporate social responsibility, we proactively adhere to the Corporate Sustainability Reporting Directive (CSRD) guideline and the EU's ESG criteria, from the Green Deal. This benefits the transparency, clarity and comparability of sustainability information. Needless to say, we welcome this wholeheartedly. You can read more about it in the box opposite.

Climate targets

To achieve effective climate targets we adhere to the Science Based Targets initiative (SBTi). We are currently tightening our climate targets further, based on a comprehensive analysis of our overall emissions in the chain. For this, we need to work closely with our suppliers. We have officially committed ourselves to adopt the SBTi targets to further reduce our emissions. We will submit our climate targets to SBTi for validation in 2025.

Transparent reporting

At HAK, we are actively committed to three key guidelines that help us ensure a more sustainable future: the Corporate Sustainability Reporting Directive (CSRD), the EU's ESG criteria and the Science Based Targets initiative (SBTi).

CSRD

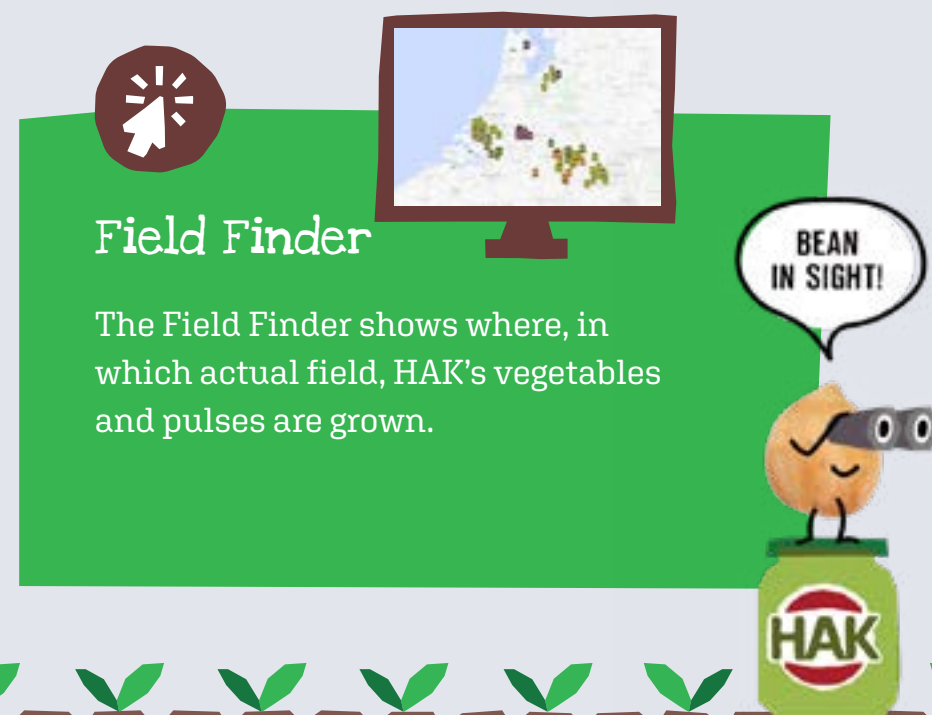
Although the CSRD reporting requirement does not yet apply to HAK, we are proactively working towards becoming more transparent about our impact and actions.

ESG

We have proactively adopted the ESG principles; the environmental, social and governance criteria to assess sustainability and ethical impact.

Science-based targets initiative (SBTi)

The SBTi organisation ensures that the right approach is followed and validates companies' climate targets. This will convince them that their emission reduction efforts effectively contribute to the goal of halving CO₂ emissions by 2030, and being CO₂ neutral by 2050.



Together towards green and healthy

Producers, retailers, governments and other chain partners: together, we can accelerate the transformation of our food system. Many parties are already well advanced, but as market leader, we take responsibility to raise the bar even further.

Health and sustainability have been in our DNA since the founding of our company in 1952. Our intention is to continue this for generations to come. We are committed to health, sustainable cultivation, circular processes and making our business more sustainable, always with an eye on strengthening local cultivation and supporting growers.

By working together, we will accelerate change. We want to ensure that vegetables and pulses become a natural ingredient on everyone's menu - as basis for a healthy and nutritious diet.



Get in touch

We are open to like-minded partners from retail, industry and the supply chain. Please send us a email, call us, or send us a message via the socials:

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 HAK vegetables

Sources and justification

We used several sources in the preparation of the Social Impact Report 2022-2023. We have relied on information from the Ministry of Agriculture, Fisheries, Nature and Food Quality, the Dutch Health Council, RIVM, the Nutrition Centre, EAT-Lancet Commission, online scientific publications and analyses and in-depth dossiers, among others.

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