

CORPORATE SOCIAL RESPONSIBILITY (CSR)



At Kiezebrink we may be focused on food, but that does not mean that we do not care about other issues. We have an active CSR policy on various topics we would love to share with you.

SUSTAINABLE PRODUCTS

We carry a wide range of pet food, bird of prey food and zoo food. As we strongly believe in innovation, including in the field of sustainability, we offer more sustainable products in our various categories. This helps our customers make informed choices when purchasing animal feed.

Some examples of informed choices are:

PREY FROM WASTE FLOWS

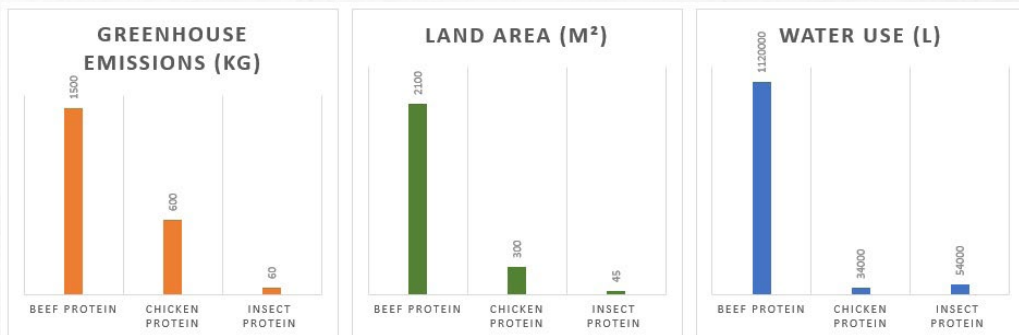
Many prey that we sell comes from 'waste flows'. Our day-old chicks, for example, are cocks from the egg-laying industry. The bucks we sell are by-products as well, since they cannot be used in the dairy goat industry. Many of our rats and mice are grown for laboratories, where we are able to obtain the ones that are surplus to requirements. Our chickens with feathers are also bred for a different purpose, coming from a research centre. This centre studies chicken breeds and kills the animals after taking a number of measurements. The animals can no longer be used for human consumption, but they form highly suitable prey for large zoo carnivores.

SUSTAINABLE CHOICES IN RAW MATERIALS

- ***Soya and palm oil***
We develop our own dry feed zoo products under our DK Zoological brand. We are free to choose sustainable options in the compilation of these products. That is why these products do not contain palm oil and only RSPO certified or GMO-free soya, as the production of these raw materials involves cutting down forests to create farmland. This results in a major loss of natural resources, something we absolutely do not want to support.
- ***Insects***
Dogs and cats are true carnivores; their digestive system is designed for digesting prey. There are also many zoo animals that are carnivorous or omnivorous and therefore require animal protein by nature. That is why we stock a wide range of meat products and prey to provide these animals with the healthiest possible menu. But there is a downside to this: it has a major impact on the environment. The production of meat requires many resources and involves the emission of harmful substances.



With the increased awareness for these effects, there has been an uptake in alternative protein sources. Insects are an excellent substitute since they also supply animal protein and fat, but in a much more sustainable way.



The differences in three areas

That is the reason we use puréed insects in a number of raw food products for dogs and cats. Consumers are still getting used to this, as we are the first raw feed producer to process puréed insects, yet we have seen our sales for these kinds of products increase over time.

We also use insects as a protein source for our dry feed for zoo animals, in the form of insect meal. This actually makes sense, since many of these animals also eat insects in nature.

MSC CERTIFIED FISH

We stock many different types of fish. This fish is mainly bought by zoos, which use it for all kinds of fish eaters. We became officially MSC certified in early 2019, which means we can now offer our customers sustainably-caught fish. Look for products with the MSC-label.



In order to make fisheries more sustainable, MSC has developed standards: guidelines to which fishermen and chain partners must adhere in order to become MSC certified. There are currently two MSC Standards: the Fisheries Standard and the Chain of Custody Standard, which measures traceability. With these Standards, fisheries and supply chain partners can be assessed on sustainability and proper management.

The MSC Fisheries Standard assesses three core principles:

- **Sustainable fish stocks**
Fishing must be at a level that ensures it can continue indefinitely and the fish population can remain productive and healthy.
- **Minimising the impact on other marine life**
Fishing activity must be managed carefully so that other species and their habitats remain healthy.
- **Effective fisheries management**
MSC certified fisheries must comply with relevant laws. This is monitored. They must also be able to adapt to changing environmental circumstances that affect the size of the fish stocks.

GREEN ENERGY

Kiezebrink uses freezers to store most of its range. Keeping everything cool requires a lot of electricity, of course. We also use a lot of energy in our production department and our offices. That is why we have a number of smart systems to help us be as sustainable as possible.

HEAT RECOVERY

It may sound contradictory, but our freezers' engines produce a lot of heat. We do not let this heat go to waste, but use it instead to heat water. This hot water is used in all our buildings. It is used as tap water, but also to heat our offices, for example.

SOLAR PANELS

On three of our buildings, we have had solar panels installed. That is a total of 774 solar panels! As you can imagine, we generate a lot of electricity with this – between 1 January and 4 December 2020, no less than 378,186 kWh. To compare, that is enough to power an average of 136 households!

SMART ELECTRICITY METERS

We use smart electricity meters to accurately track the amount of energy we consume and generate. This gives us a good overview of our usage and of any possible areas of improvement.

TRANSPORT



Kiezebrink has four temperature-controlled lorries and one temperature-controlled van to supply our customers in the Netherlands, Germany and Belgium. Since we do not use any third-party transporters in this region, we have the opportunity to design the most efficient possible solution for this logistical challenge ourselves.

Temperature control means that our lorries can transport both dry feed and frozen products. This allows our customers to combine orders, even on the same pallet, which saves space in our lorry. In addition, we aim to run our routes according to a fixed schedule. The Netherlands is divided into several regions. We make deliveries to each region once every three or four weeks. This helps us efficiently plan our delivery rounds and reduces the number of unnecessary kilometres. On our return trip to Putten, we often bring back raw materials or other products to Kiezebrink. This means our lorries rarely run empty, which is much more efficient.

SPECIES CONSERVATION – SPONSOR OF EAZA

Among Kiezebrink's customers are many zoos, both in the Netherlands and in the rest of the world. We aim to be the ideal partner for zoos by offering a wide range of products and excellent service, but our commitment goes even further. That is why we support the EAZA (European Association of Zoos and Aquaria). This association plays an active role in various areas and activities that are directly or indirectly linked to zoos, in particular:



- **Animal Welfare**
Sharing information and research findings to improve animal welfare in zoos.
- **Legislation**
In the field of biodiversity conservation and other legislation and politically-related topics in the area of animal welfare.
- **Professional network of zookeepers**
A framework that zookeepers must meet in order to work as a zookeeper in a professional European zoo.

We are an EAZA corporate member, which means that we support the organisation with an annual contribution. In return, we remain involved in EAZA's activities. EAZA organises a number of conferences every year where we get the opportunity to attend with a booth of our own. This allows us to speak to many (potential) customers.

Besides our general sponsorship of EAZA, we also support a specific group: the EAZA Callitrichid TAG. This group within EAZA coordinates several projects that ensure the protection of monkey species in the wild. We support this group by donating a certain amount for every bucket or bag of our DK Tamarin & Marmoset sold.



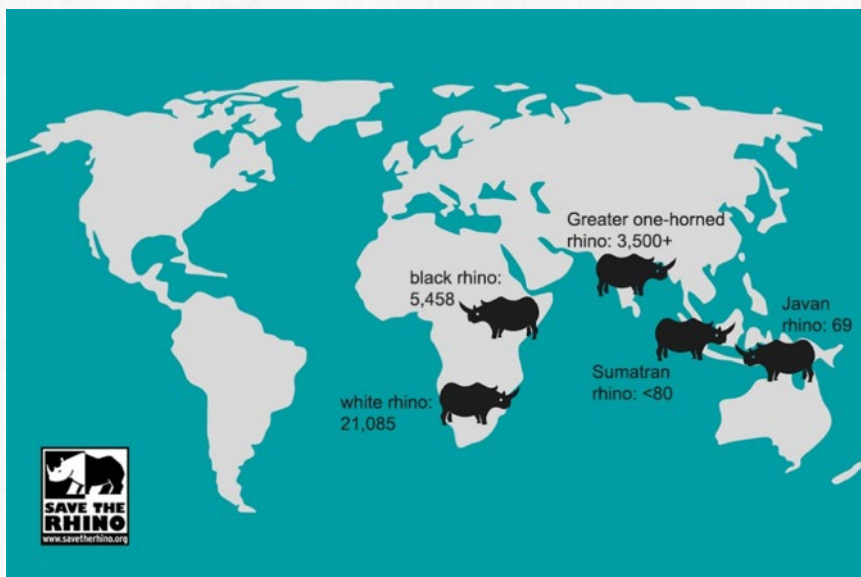
PARTNERSHIP WITH SAVE THE RHINO

From June 2021, Kiezebrink will be an official partner of Save the Rhino International. This charity is committed to the conservation of the rhinoceros. This species is seriously threatened by poaching.

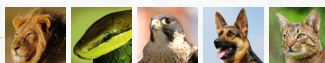


Kiezebrink contributes to the protection of white and black rhinoceroses in Hluhluwe-iMfolozi, a large nature park in South Africa. With our contribution, investments are made in thermal cameras, which are placed on the fences of the park. The cameras can detect poachers up to 5 km away if they are climbing the fence. Then the rangers get a signal and can quickly go to the spot to catch the poachers. This is one of the many ways Save the Rhino is trying to fight poaching.

[Click here to read more about our partnership](#)



Rhino populations in 2019



ABOUT KIEZEBRINK

SOCIAL RESPONSIBILITY

Our employees are what makes our company. That is why we ensure proper employment conditions, as well as a positive atmosphere at work. We believe in equal opportunities for all, which is an important reason for us to work with employees who have a disadvantage in the labour market.

ACTIVE SPONSORSHIP POLICY

We take an active role in the sponsoring of events and projects, both of a commercial and a social nature. We regularly sponsor zoo-related conferences, lectures and meetings. We also support various events and initiatives at the local level.

TRANSPARENCY

We are honest and open about the products we sell. We strive to accurately depict our products' performance as to sustainability and animal welfare. We do so by providing information on the product sheets of products we supply to zoos. If you would like to know more about this, you will find plenty of information in our Knowledge base. We also provide highly detailed information on the products' composition. The packaging of our own brands, KB RAW and Alaska, states exactly which raw materials have been used and in which ratios. This way, our customers know exactly what they are feeding their pets.

PRODUCT RESPONSIBILITY

At Kiezebrink, we have two nutritionists who specialise in the nutrition of non-production animals. Together with universities and veterinarians, we do research to continuously improve our range of responsible products. We keep our knowledge up to date by attending conferences and staying abreast of the latest research.