THE TASTE OF

Wim Peters Kwekerijen

THE TASTE OF TRADITION, ASSORTMENT
& THE FUTURE OF TRADITION

Wim Peters Kwekerijen

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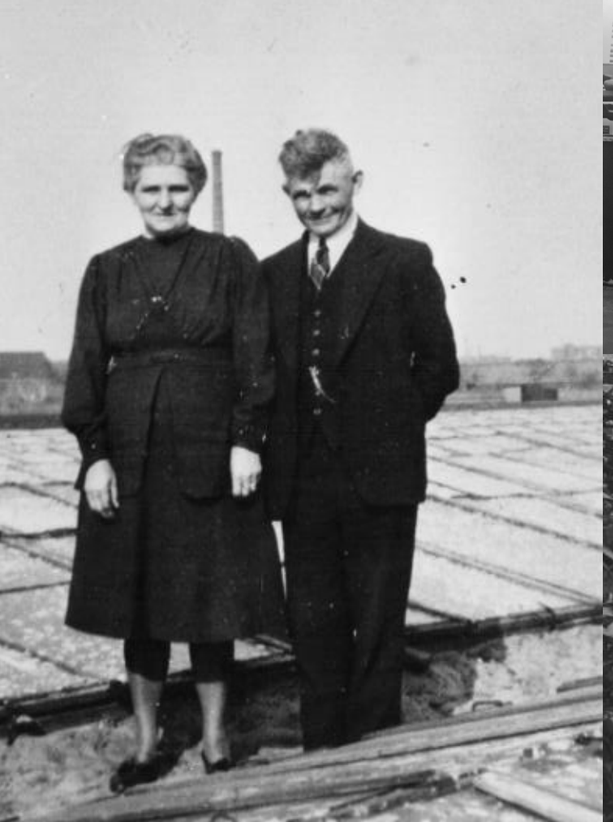


the taste of tradition

An ode to *tradition!*

Our raison d'être is anchored in our family tradition. A tradition we are proud of: growing the tastiest tomatoes imaginable. Something we have done successfully for more than 100 years. In our modern world, this is now an all-year-round tradition that translates into an extensive assortment. So we grow almost all tomato types - small, large, loose and on the vine. But they all have one thing in common: they tell our family story.

We work in a customer-oriented manner and produce crops to specifications drawn up by our customers. They include exporters, retailers, national caterers, local hospitality businesses and specialised greengrocers. Through them, our consumers can enjoy a healthy, but above all delicious, food choice that fits seamlessly in a conscious and mindful lifestyle.

And you can taste that!

Our family tradition
Wim: “Our family tradition started with my grandfather in roughly 1900, at a site on Houtweg in The Hague. The first photos of a tomato crop date from around 1920. They show a wooden greenhouse, just high enough to let you walk through without bumping your head. In the early 1970s, the business was handed down to my father Ton and Uncle Piet. When I was about six years old, the company moved to Westmadeweg, 500 meters away from the sea, to make room for a housing development.

My interest in growing tomatoes as a crop developed in the years that followed. I visited the greenhouse more and more often and started to help with harvesting the tomatoes. In my teens, I attended the ‘Middelbare Tuinbouwschool’, which taught horticulture at secondary school level. After I left school, I always started my day by looking for my father and asking “How are the tomatoes doing today?” These interesting snippets of information are things that my mother told me when I was older.

Cultivating tomatoes is my passion
From the age of 19, I worked full-time in the business and took it over from my father and uncle in the late 1990s. Those times were very different to today. The business covered an area of 1.6 hectares. Back then, I knew every plant and was totally driven. At the weekends, I used to drive all over the Westland region to see how fellow growers had set their ventilation panes. I was an entrepreneur, but cultivation as an art and science was, and still is, my passion. A nice crop of tomatoes is something that still excites me.

Professionalisation
The company moved in 2002 to Someren and grew in size to 4.1 hectares. Roughly a year later, an opportunity came up, which meant expanding the business to 7.4 hectares. That was a challenging time.

“3rd generation of the Peters family.”

I needed to adopt an approach more suitable to a large company, but my organisation was not yet set up for that step. I no longer knew every plant and had to rely on other people in my company. That is a process. Unlike the past, when you were a jack-of-all-trades, you suddenly become dependent on the support of specialists. This applies to both cultivation and the entire organisation built around it.

The next step
In 2009, I was ready for the next step and bought an adjacent agricultural plot, increasing the production area to 15.8 hectares. After a recent expansion in 2020, the business now has a tomato cultivation area of more than 30 hectares. Looking back, I am very proud of the team I have gathered around me. I could not have achieved this without their support. Every day is a team effort, and together we continue a family tradition that started over 100 years ago.

In the years after my first business acquisition, after I moved to Someren, I still often exchanged ideas with my father. But the roles were reversed now and he was the one asking me over the phone how the tomatoes were doing that day. I am glad I was able to continue his work. Unfortunately, he is no longer alive, but we have a portrait of him in the entrance to our company.

Fourth generation
Meanwhile, the fourth generation, my own children, are ready to enter the business. All three children work full time in the business. I have never pushed them to take over the business from me, but I do see an increasing interest in doing so. Which is great. Although the playing field has become many times larger and more professional than it was when I took over the business. In 2021, we ended our affiliation

with growers' associations and now have our own sales team that sells our tomatoes worldwide. The number of specialisms within the company has grown further as a result.

My children will work based on their own areas of expertise, but in close cooperation with the other specialists who are already part of the Wim Peters team. Together, they will eventually pick up the baton and begin to colour in the future of our family tradition. I will remain closely involved in this process for a while, but hope to follow it from the sidelines in the more distant future."

"The playing field has become many times larger & more professional."

Four locations

just a stone's throw away

CHAPTER 1

THE ASSORTMENT

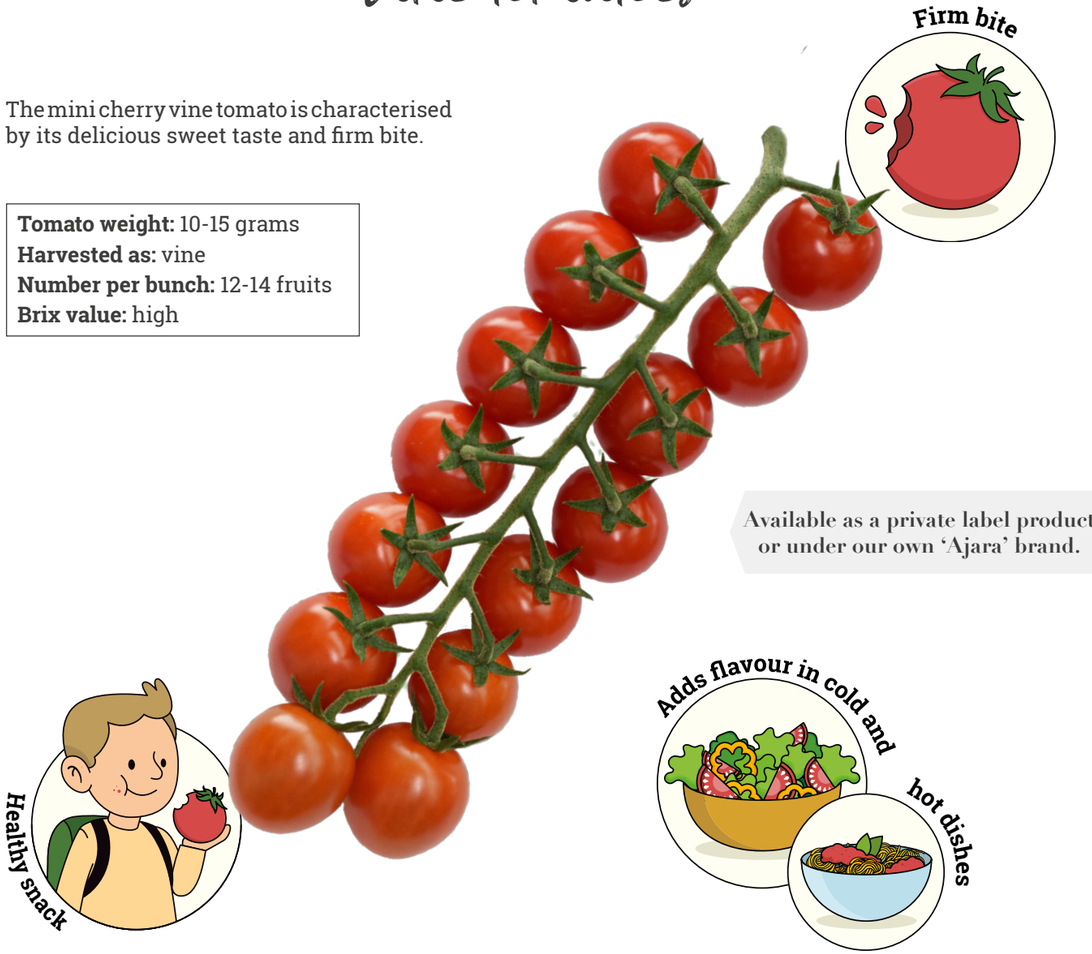
Wim Peters Kwekerijen

ASSORTMENT

Mini cherry
Vine tomatoes

The mini cherry vine tomato is characterised by its delicious sweet taste and firm bite.

Tomato weight: 10-15 grams
Harvested as: vine
Number per bunch: 12-14 fruits
Brix value: high



Available as a private label product or under our own 'Ajara' brand.

Tomatobread

with cherry salsa

Ingredients

- 500 g of wheat flour
- 8 g of salt
- 350 g of purée of San Marzano tomatoes
- 7 g of dried yeast
- 4 tablespoons of olive oil
- 1 teaspoon of thyme
- 1 clove of garlic
- 250 g of cherry tomatoes
- 2 sprigs of fresh basil
- pepper and salt
- 2 tablespoons of olive oil
- 1 tablespoon of truffle oil

Preparation

Weigh the ingredients. Purée the San Marzano tomato for two minutes to obtain 350 g of purée. Dissolve the yeast in the tomato juice, let it stand for two minutes, then stir again.

Put the flour in the bowl with the salt and oil. Pour in the tomato yeast mixture and stir well with a spoon to form a ball of dough. Knead the dough for five minutes. Then, shape the dough into a nice round ball. Place the damp cloth over the bowl and let the dough stand for 6 to 16 hours in the refrigerator.

Remove the dough from the refrigerator and make four equal balls of dough weighing roughly 220 g. Place the dough ball on the baking paper, cover it with a tea towel and let it rise for at least 60 minutes. When the warm dough has doubled in size, it is ready for baking.

Preheat the oven to 220 °C. Bake for 20 minutes until the bread is fully cooked, golden brown and crispy. Keep an eye on the colour of the bread - if it darkens too quickly, lower the temperature of the oven by 20 degrees. Then remove the bread from the oven and let it cool.

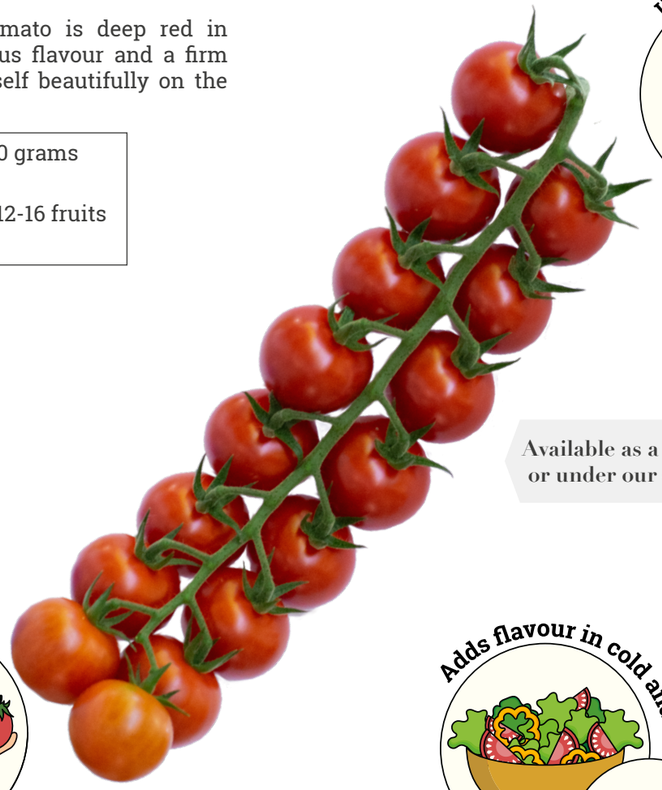
Cut each cherry tomato into four quarters. Put the tomato quarters in a bowl and sprinkle a ½ teaspoon of salt on top. Mix well and let stand for an hour. Cut the basil into fine strips. Place the tomatoes on a strainer for 2 minutes. Then put them back in the bowl and mix in the basil, olive oil and truffle oil. Season to taste with salt and pepper.

Serve this cherry salsa with the delicious freshly baked bread. Enjoy!

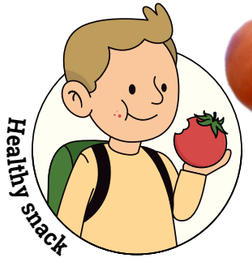
Cherry vine *tomato*

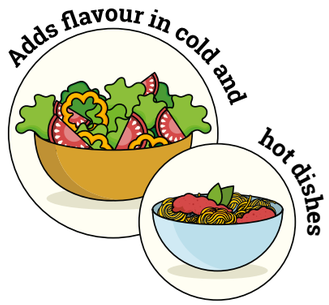
This cherry vine tomato is deep red in colour, has a delicious flavour and a firm bite and presents itself beautifully on the vine.

Tomato weight: 16-20 grams
Harvested as: vine
Number per bunch: 12-16 fruits
Brix value: high



Available as a private label product or under our own 'Umami' brand.

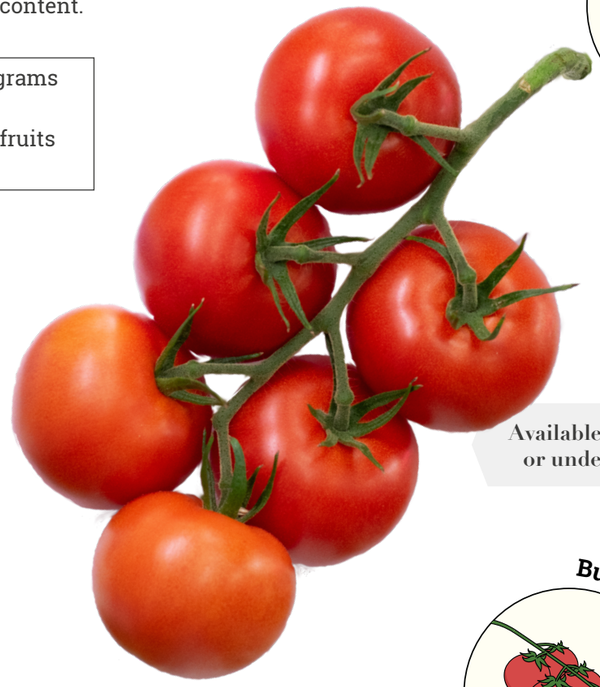


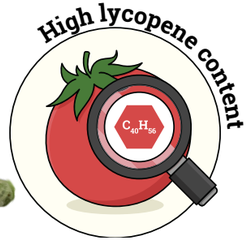


Flavoursome vine
tomato

This flavoursome vine tomato is characterised by its excellent fresh-sweet taste and high lycopene content.

Tomato weight: 80-100 grams
Harvested as: vine
Number per bunch: 5-6 fruits
Brix value: medium





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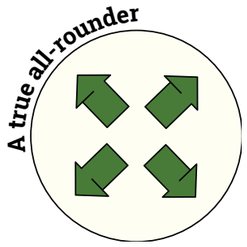
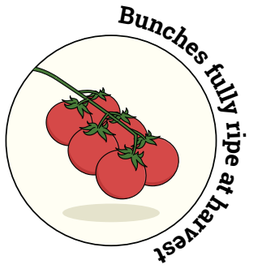




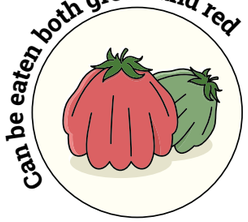
Coeur de Boeuf

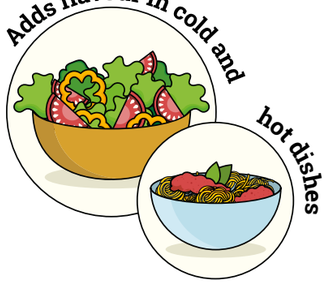
tomato

The Coeur de Boeuf is characterised by its heart-like and strongly fluted shape. This tomato stands out for its firm flesh and low juice and acid content.

Tomato weight: 250-300 grams
Harvested as: individual fruits
Number per bunch: 3-4 fruits
Brix value: low

Available as a private label product or under our own 'Ajara' brand.





Green Coeur de Boeuf for cold dishes,
Red Coeur de Boeuf for hot dishes.

Tomato lasagna
with Coeur de Boeuf

Ingredients

- 2 Coeur de Boeuf tomatoes
- 4 lasagna sheets
- ½ a courgette
- half an aubergine
- half a red onion
- 1 pinch of Italian herbs
- 1 clove of garlic
- 200 ml of tomato sauce
- 2 handfuls of rucola
- Béchamel sauce
- 15 g of butter
- 20 g of flour
- 2 dl of milk
- 100 g of feta
- salt and pepper

Preparation

Cook the lasagna sheets for 5 minutes and rinse with cold water. Cut the courgette, aubergine and red onion into 0.5 cm by 0.5 cm cubes. Peel and finely chop the garlic. Fry the courgette and aubergine for two minutes in a pan with oil over a high heat. Fry the onion with the garlic and herbs in a dash of oil. Mix the onion, garlic and herbs with the courgette and aubergine. Season to taste with salt and pepper.

Cut a lid off the Coeur de Boeuf tomato and scoop out the flesh. Fill the tomato with the vegetable mix and tomato sauce. Cut the lasagna sheets into circles the size of the inside of the tomato and place on top of the sauce. Repeat until the tomato is filled to 1 cm below the rim.

Melt butter in a pan, add flour and cook for two minutes over a low heat. Add half of the cold milk and stir well with the whisk. Bring to the boil while stirring with the whisk, and add the rest of the milk. Season to taste with salt and pepper.

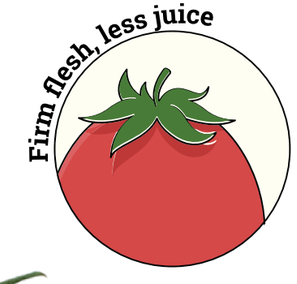
Spoon a layer of Béchamel sauce into the tomato. Crumble the feta cheese and spread it over the tomatoes. Put the tomato lid on top and place in a baking dish. Bake the tomato lasagna for 30 minutes in a preheated oven.

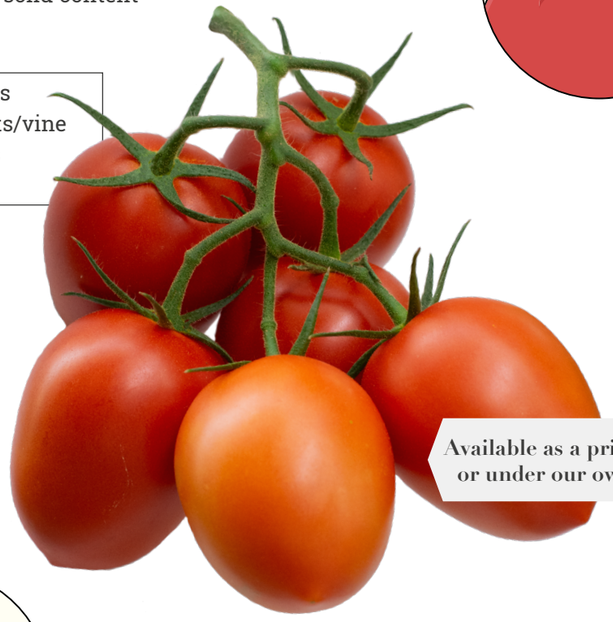
Serve the tomato on a bed of rucola. Enjoy!

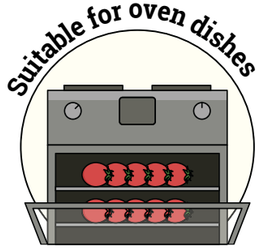
Plum *tomato*

The plum tomato has an elongated, oval shape. The tomato has a high solid content and a long shelf life.

Tomato weight: 100-120 grams
Harvested as: individual fruits/vine
Number per bunch: 5-6 fruits
Brix value: medium







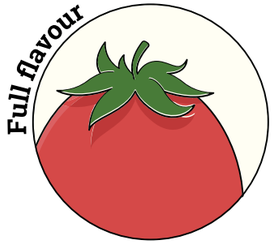
Available as a private label product or under our own 'Roma' brand.

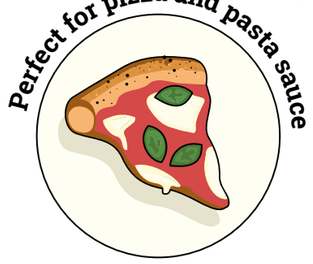
ASSORTMENT

San Marzano
tomato

The San Marzano tomato has a firm and meaty flesh and relatively low moisture content. The tomato has few seeds and a herbal taste.

Tomato weight: 150-180 grams
Harvested as: individual fruits
Number per bunch: 4-5 fruits
Brix value: medium





Available as a private label product or under our own ‘Ajara’ brand.

Pasta arrabiata

with San Marzano

Ingredients

- 250 ml of tomato sauce
- 250 g of cherry tomatoes
- 1 red onion
- half a seeded red pepper (if you want a spicier taste, add more red pepper)
- half a teaspoon of dried oregano
- 200 g of fresh tagliatelle
- 2 Burrata cheeses
- 4 tablespoons of olive oil
- pepper and salt

Preparation

Peel the onion and garlic. Preheat the oven to 200 °C. Put 150 grams of tomatoes in a baking dish, drizzle with 1 tablespoon of olive oil, and add salt and pepper. Roast the tomatoes in the oven for 10 minutes.

Cut the rest of the tomatoes into 4 quarters. Finely dice the onion and thinly slice the garlic. Heat the remaining olive oil in a pan over a low heat. Gently fry the onion, red pepper and garlic in the oil until tender without browning. Add the oregano and continue frying for 1 minute. Add the tomato sauce and simmer gently for 5 minutes.

Bring a pan of water with salt to the boil. Cook the pasta according to the instructions on the package. Drain the pasta and add it to the sauce, along with the tomato quarters. Stir well and season with salt and pepper.

Divide the pasta between 2 plates. Spoon the roasted tomatoes over the pasta. And finally, place the Burrata on top in the middle and add a little salt and pepper.

Serve the pasta and enjoy!

House brands

The taste of...

THE TASTE OF

Autenta

Coeur de Boeuf tomatoes are sold for a specific market in Italy under the Autenta brand.

THE TASTE OF

Umami

High-flavour cherry vine tomatoes are marketed under the Umami brand.

THE TASTE OF

Ajara

We offer our entire range of tomatoes in different size boxes (3 kg, 5 kg and 7 kg) under the Ajara brand.

THE TASTE OF

Roma

Loose and plum tomatoes on the vine are marketed under the Roma brand.

WE ALSO HAVE EXPERIENCE

with other tomato varieties

In recent years, we have also grown other tomato varieties for our customers, such as cocktail tomatoes and beef tomatoes. In addition, we also grow trial crops of several varieties to keep our range and market knowledge current.

THE Future OF TRADITION

A Flavoursome *future*

At Wim Peters Kwekerijen, we proudly look to the future - a future that prioritises preserving nature and caring for the social fabric around us.

We want to differentiate ourselves in the market by moving progressively towards fossil-free cultivation. We are going to work with nature to increase biodiversity and continue to seek ways of using water even more sustainably. We fully embrace our responsibility for exploiting the inherent value of our waste streams. We are also aware of our impact on the local community. As a result, local initiatives relating to education and healthy nutrition will occupy an even higher position on the agenda. In our opinion, this is the only way to safeguard our fine family tradition for future generations.

We strongly believe in continuing to do what we do best: growing delicious tomatoes. While we do not rule out further increases in scale, we will never compromise our tradition and culture to achieve this. We refuse to be pressurised into growing the business, and will only expand when we are ready to do so. Maintaining control over our own sales is a crucial aspect here.

Finally, we focus actively on following innovations in greenhouse horticulture. It is the progressive nature of this sector that makes us a leader in global markets.

Nick Greijmans

Position: Finance Manager
Education: Commercial economics + Professional control
Town: Someren
Year of birth: 1990

Background
My name is Nick Greijmans. I live in Someren, am married and a father, with two young children. I enjoy working with numbers, analytical work and entrepreneurship. In that capacity, I work as the Financial Manager at Wim Peters Kwekerijen and am also involved in shaping our vision for the future. This is a vision with a specific focus on our impact on nature, the environment and the community around us.

My personal interests fit well with this. For example, I grow my own vegetables, I like to eat healthy (and tasty) foods, I go for long bicycle rides, covering many kilometres, and I have a healthy obsession with plants.

The dandelion and the stinging nettle
I find it fascinating to see how things interact in nature and what solutions it offers. And this all starts in your own backyard. Plants that many people see as weeds often have tremendous value. The dandelion for example: its deep root system is valuable for soil quality. It aerates the soil and improves the water balance. The roots also extract lime from the deeper layers of the soil, which then becomes available again in the upper layer.

> “The tomatoes we produce are a wonderful product.”

Ideal for other plants with shorter roots. Furthermore, this plant is an important food source for insects, birds and grazers. In addition, it is used as a herbal medicine. Consumption has a positive effect on our liver and bile function! The stinging nettle is another herbal medicine, known for its blood-cleansing function.

Motivation
In our vision of the future at Wim Peters Kwekerijen, we strive to achieve a net positive effect in terms of our environmental footprint. To accomplish this, we look to solutions offered by the natural environment, in general and around the business. That is what motivates me to go the extra mile. I am also trying to achieve this at home with green roofs, solar panels and rainwater harvesting.

The tomatoes we produce are wonderful products that fit perfectly in a healthy lifestyle. I would be incredibly proud if we succeed in adapting our production process to the point where the same can be said of it. With that in mind, we have formulated actions in our five pillars: energy & environment, water, biodiversity, residual streams and the local community.

PILLAR 1

Energy and Environment

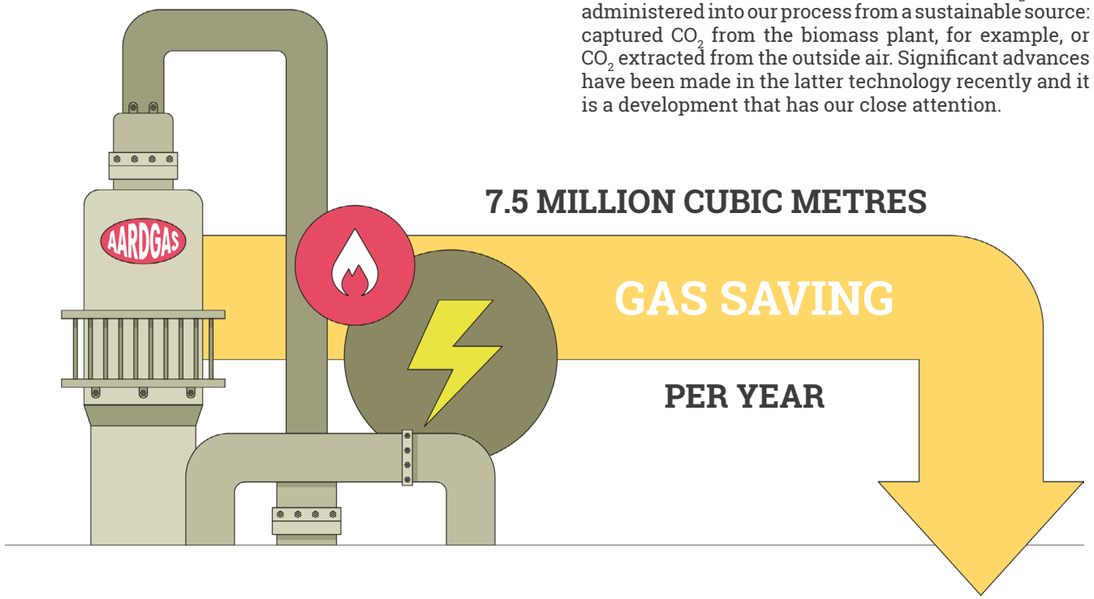
The Dutch greenhouse horticulture sector is already a leader in sustainability compared to greenhouse horticulture elsewhere in the world. That said, we must continue our efforts to further reduce our footprint. We believe that fossil-free cultivation can be achieved at all our production sites in the next 10 years.

Energy usage
In order to meet market demand for tomatoes throughout the year, we heat our greenhouses and use artificial lighting there. At the moment, we use natural gas for this. Large CHP systems convert natural gas into heat, electricity and CO_2. Three valuable commodities when it comes to growing tomatoes. Our natural gas consumption with this set-up is over 17 million m^3 of gas per year.

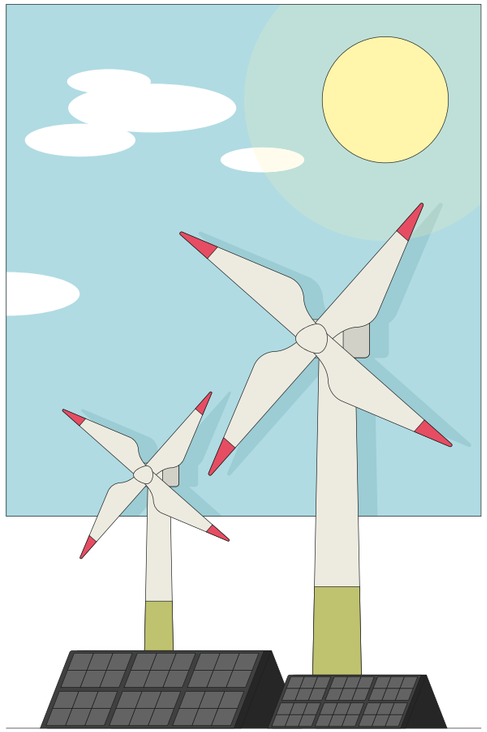
Electricity provides the artificial lighting for our winter crops. In addition to light and heat, plants need CO_2 to grow and convert it into oxygen and sugars. However, not all the CO_2 is utilised in this way. CO_2 also escapes to the outside through the air vents and the CO_2 absorbed into the plant itself is released back into the atmosphere when the plant material is composted.

Fossil-free vision
In our fossil-free vision, we are currently leaning toward the idea of using heat pumps to 'harvest' the excess heat from our greenhouses in the summer for reuse in the winter. Any remaining heat demand can then be met by aquathermal systems that extract heat from water, and our existing biomass plant, which produces heat by burning regional pruning waste. This state-of-the-art plant has already cut the consumption of natural gas by 7.5 million cubic metres each year, is 100% certified, and produces emissions that are equivalent to a couple wood stoves in private homes.

We will produce green electricity ourselves, or purchase it from other providers. Wind and solar energy are the most obvious choices here. However, electricity (and heat) from biogas is also an option. These are major projects in which many factors play a role. We believe that the time has come for this now. CO_2 will be administered into our process from a sustainable source: captured CO_2 from the biomass plant, for example, or CO_2 extracted from the outside air. Significant advances have been made in the latter technology recently and it is a development that has our close attention.



SWECO
In view of the complexity and interplay between the elements in this fossil-free vision, rather than trying to reinvent the wheel, we engaged SWECO to assist us. In mid-2023, they delivered a roadmap outlining the path to fossil-free cultivation for our company.



"CO_2 administered into the process from a sustainable source."

OBJECTIVES

1. Develop and integrate a proprietary sustainable packaging vision in **2023**.
2. From **2025**, we will have switched to a green vehicle fleet.
3. From **2027**, we will have a sustainable solution for our basic heat load profile.
4. From **2033**, we will grow our crops without using natural gas.

Henk van der Loos

Position: Cultivation Specialist
Education: Middelbare Tuinbouwschool (Dutch College of Horticulture)
Town: Someren
Year of birth: 1967

Background
My name is Henk van der Loos. I was born and raised in the Westland area of the Netherlands, which is surrounded by water. My father was a professional horticulturist. At Wim Peters Kwekerijen, I hold the position of cultivation specialist and am responsible for water management. The latter activity is no coincidence. I have felt attracted to water all my life, and that is where I go when I want to relax. In fact, I was almost born out on the water! My parents had just returned from a boat trip when I came into the world.

The area where my father grew his products was lower than the surrounding water. Pumping stations pumped the water into nearby wide ditches (known as 'boezemsloten'), which he also used to transport his produce to the local auction by barge. Later, when these wide ditches disappeared, his barge was repurposed and we spent our vacations on it, navigating the many inland waterways of the Netherlands. I also loved to surf and sail; a true water enthusiast. These days, in my spare time, I cruise down the same inland waterways on my own boat and with my own family. The sounds of the lapping water and the abundant nature along the banks are simply beautiful. They sooth me and help me relax.

Phasing out groundwater
For me, the main effect of climate change on our water is the obvious decrease in flow in the summer months. There used to be a much stronger flow. Nowadays, with less and less rainfall, you really notice a change here. Water pollution is also something that concerns me. Both privately and in my work. For successful crop cultivation, good availability of clean water is essential, in fact, it's essential for all life on earth. Fortunately, our water treatment plant at Wim Peters Kwekerijen purifies the water for the plants to near drinking water quality. For me, phasing out groundwater is a logical next step in this process. We shouldn't take the water around us for granted, instead we need to use it responsibly, with respect for nature.

"For successful crop cultivation, good availability of clean water is essential, in fact, it's essential for all life on earth."

PILLAR 2

Water

The Netherlands is traditionally expert in managing water. We have elevated (rapid) drainage and disposal of water to an art. But this approach needs to be reviewed in the light of ever-decreasing groundwater levels and drainage problems during heavy rainfall events.

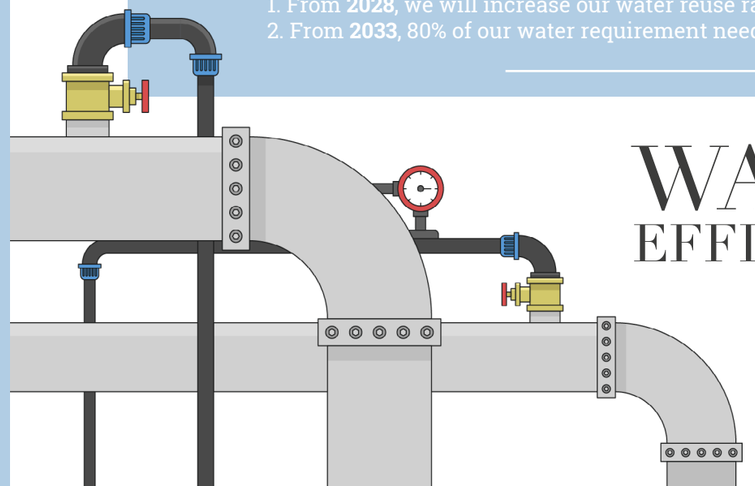
Water requirement
The greenhouses in our horticulture complex cover a surface area of 30 hectares. All the rainwater that falls in this area is channelled to our own natural pond. This pond holds 60,000 m^3 of water. From here, the water seeps into the soil, evaporates and we use it to water our plants. Even so, this rainwater currently only meets one third of our annual water requirement. To meet the other two thirds, we extract water from the canal (originating from the River Meuse) and pump up groundwater.

Future water sources
Our vision for the future includes finding an alternative for the groundwater we currently extract. To achieve this, we will increase our use of rainwater by working collaboratively with the municipality and the regional water board. And we will install a dehumidification system in the greenhouses and fine-tune it to the point where this becomes an art form in itself. At present, every litre of water is currently administered to our plants 1.25 times. Our goal is to increase this ratio to 1.5 times through dehumidification. This will also have a positive effect on the 'energy & environment' pillar. Dehumidification leads to a better greenhouse climate and heating dry greenhouse air requires less energy than heating humid greenhouse air. A win-win situation, in other words.

Water treatment plant
In addition to this future vision for water, we launched a programme to improve and expand our water treatment capacity in 2022. This system ensures water of the right quality before it is administered to our plants, which in turn use it to produce the tastiest tomatoes you can imagine. We have set the bar high. After passing through a sand filter, UV filter and active carbon filter, this water is virtually pure enough to drink.

OBJECTIVES

1. From **2028**, we will increase our water reuse ratio to 1.5.
2. From **2033**, 80% of our water requirement needs will be met by rainwater.



WATER
EFFICIENCY
1.5X

“We have elevated
reuse of water to a
fine art.”

Roel Steijvers

Position: Biology Specialist
Education: Applied Biology
Town: Someren
Year of birth: 1997

Background
My name is Roel Steijvers. My grandfather helped me discover my passion for nature. I spent a lot of time with him on Saturdays and we often went out to explore the countryside. He taught me to recognise plant species and the importance of a natural balance. He had an aviary where he kept Australian parakeets. A very colourful bird.

Zoo management
That interest in animals that I developed when I was young has always stayed with me. At Wim Peters Kwekerijen, I monitor the pest insect pressure on our tomato crops. You could say that I have a job in nature, in my own managed zoo.

What many people do not know is that a greenhouse is full of insects, not just pests. Most of the insects are not harmful. When I come across a species that is new to me, I take one away for further study. My colleagues often joke about the butterflies, moths and beetles they see on my desk. It is a hobby of mine and useful for my work. I now apply what I learned from my grandfather as a young boy on a larger scale. I try to maintain a biological balance every day and see the use of pesticides as the very last resort.

More nature-inclusive
In the end, we all depend on nature. We can no longer just keep taking away without giving something back. That is what appeals to me most in our company's vision for the future. In it, we also focus on our impact outside the greenhouse, on the flora and fauna that live there. I hope that we will become leaders in this area, and that we will truly cooperate with nature. That we can make our operations more nature-inclusive together.

These measures do not all have to be large and impactful. Small measures are also steps in the right direction. For example, we started separating our waste in all our company canteens this year (2023). Before this simple measure was implemented, I had to take my plastic waste home with me to dispose of it separately there. Slightly exaggerated perhaps, in the eyes of others, but in line with what I learned from my grandfather.

"We can no longer just keep taking away without giving something back."

PILLAR 3

Biodiversity

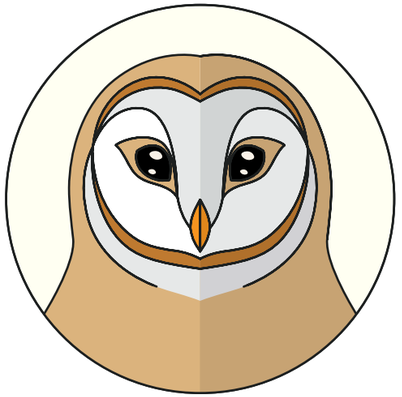
Our tomato cultivation activity is a natural process founded on the principles of Mother Nature and the traditions and expertise that each generation of our family passes on to the next. We started using natural enemies to control insect pests in the greenhouses several years ago. Due to operational growth and increasing regulatory restrictions on pesticides, the level of pest pressure that we have to manage, i.e. crop damage caused by harmful insects, continues to increase annually.

Ecological balance
We have always focused solely on what happens in the greenhouse and given insufficient attention to what happens outside, in the area around our greenhouses. Our aim for the future is to create an overall ecological balance, both inside and outside the greenhouse. We believe in using the solutions provided by Mother Nature to support our green business process. So we are committed to creating an attractive habitat for swallow colonies and bat populations outside the greenhouse. Both are adept at spotting and catching flying insects. The swallows are active during the day, and the bats at night.

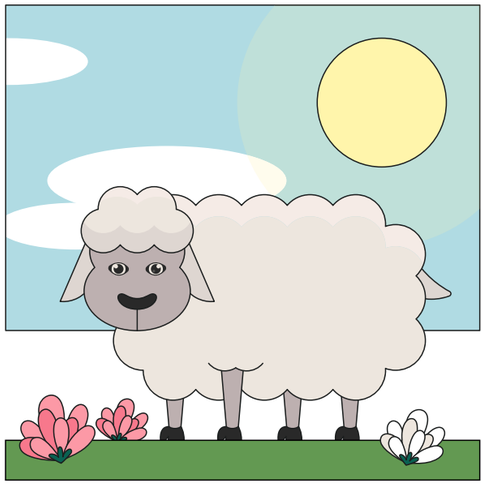
Sheep
Until 2023, the green spaces around our greenhouses were mowed frequently to prevent the growth of succulent young vegetation that provides a perfect habitat for pest insects. We have discontinued this practice. Instead of mowing, we have enlisted the help of a local shepherd who will permanently graze the area with his sheep. We have installed more than 5 kilometres of fencing to make this possible. In the peak season, more than 100 sheep with lambs will be present here. An idyllic scene, and also highly effective. They keep the grass and plants in these green spaces short and disperse seeds carried in their wool and on their hooves, slowly changing the vegetation into a herbaceous grassland.

Mice, rats and rabbits are kept in check by natural predators. Foxes, birds of prey and owls all hunt in our area. For example, buzzards and kestrels can often be seen circling overhead. We have created nesting habitats for these birds of prey and for the little owl, which is the smallest species of owl native to the Netherlands.

“Our aim is to create an ecological balance, both inside and outside the greenhouses.”



Partners
To measure the effect of our package of measures, we have set up programmes with colleges and nature organisations. They assist with inventories and field counts, and provide advice regarding the annual management plan. The objectives we have set for this pillar are not limited to biodiversity on land and in the air. There is also attention for the macrofauna in our surface waters. These animals are small invertebrates. The more there are, the cleaner the surface water is. And cleaner surface water allows us to reduce the cost of water treatment in our 'water' pillar. This illustrates how all the pillars are connected and interact with each other.



100 SHEEP WITH LAMBS

OBJECTIVES

1. By **2028**, our use of non-organic crop protection products will have reduced by 30% of the active substance per hectare, i.e. 70% of the 2022 baseline.
2. By **2028**, we will have successfully encouraged 15 species of flora, 4 species of butterflies, 7 species of wild bees, 3 species of macrofauna and 5 species of farmland birds to establish their homes in our area - all native to the Netherlands and favourable for Dutch biodiversity.
3. From **2033**, we will achieve a score of 'medium' for the quality of the herbaceous grassland in our horticultural area, based on the BIJ12 assessment method.

Background
My name is Rene van Heugten. I have worked as a maintenance technician in the horticultural industry for the last 10 years. Before that, I worked in construction. The 'green' element in glasshouse horticulture appeals to me and fits better with my character. I grew up in a house on a spacious plot of land. My father kept chickens, pigs and cows. His hobby also included turkeys, geese and peacocks.

Crimson horned pheasant
I have been infected by the same hobby and have taken it to even greater extremes. At my house you now see pheasants, ducks, fancy pigeons as well as several other quite unique birds such as horned pheasants, forest partridges and the Indian bar-headed goose. I never tire of the crimson horned pheasant's mating display, which is especially impressive! I don't recognise all birds by their song, but I do recognise many.

At home, on an adjacent unused 1 hectare plot, we have sown a mix of indigenous wild flowers to attract more birds and insects. A beautiful sight in the spring

"Conserving the nature around us."

Rene van den Heugten

Position:	Technical Department
Education:	Electrical Engineering
Town:	Neerkant
Year of birth	1969

Conserving nature
The nature conservation element in our company's vision is what appeals to me most. I contribute to this through my knowledge of birds and my handyman skills. If I have an example of something, I can recreate it. So swallow nest boxes, bat roosting posts and little owl nest boxes will be put up this year. All home-made. Something that I also like to do at home. I have had a nest of little owls in my backyard for many years and love watching their antics. A built-in camera lets me observe them closely. I am also making our greenhouse area 'sheep-friendly'. This includes frost-resistant drinking stations that provide fresh drinking water for the sheep all-year-round.

Rob Reinders

Position: Cultivation Specialist
Education: Applied Biology
Town: Someren
Year of birth: 1993

Background
My name is Rob Reinders. I am responsible for crop cultivation at one of Wim Peters Kwekerijen's four growing locations. My passion for nature not only expresses itself in my work but also in my other interests. During my childhood years, I always enjoyed being a member of the youth IVN (Dutch Institute for Nature Conservation Education). This foundation provides nature education to young and old. I took home everything I used to find in the woods. Ranging from bones to mosses. Later on, I worked as a volunteer at the bird shelter in Someren. I did this for 7 years until the bird shelter moved to another place.

Parallels to the cultivation process
My studies gave me the opportunity of capitalising on my love of nature even more concretely and investigating how we interact with it. I explored how we, as humanity, can contribute to healthier food, a better environment and a good life for animals. In parallel to my course, I had a job in horticulture in my spare time back then, and gradually perfected my knowledge of the cultivation process. A green process with many aspects that hark back to my childhood with the IVN and my subsequent studies at HAS Green Academy.

Motivation
At Wim Peters Kwekerijen, I am a member of the project group for biodiversity and residual streams. The aspect that motivates me there is how we are striving to reconnect with nature together. I firmly believe that we will succeed by working together and taking the bold step of looking beyond the confines of the greenhouse. I also try to live up to this belief at home. All the plants in my garden are edible or are of value as gestation plants for useful insects.

"Reconnecting with nature together."

PILLAR 4

Residual streams

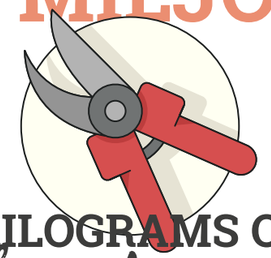
This pillar is an area of our industry that does not get the attention it deserves. Large volumes of unusable tomatoes are disposed of each year, in addition to the plant waste released during a crop changeover. There are currently several challenges that need to be overcome in this pillar.

Our greenhouse waste stream
The tomato plant belongs to the nightshade family, so its green parts are toxic to humans and animals. Ripe waste tomatoes in themselves are not toxic, but the pedicel and sepal are (the green crown at the top). This forms a bottleneck for machine processing. The plant's origin also limits the recycling and upcycling options that are available, due to the material's toxic nature. Crop wire also complicates processing. A mature tomato plant can grow to between 15 and 20 metres in length.

During cultivation, the plant is looped into a crop wire that hangs from a hook at the top of the greenhouse. The crop wire is made of nylon (a plastic) because this material holds up well when exposed to sunlight and moisture during an entire growing season. However, this wire results in a contaminated waste stream at the time of the crop changeover. This is because the nylon is intertwined with the plant material. Alternative crop wires made from organic materials exist and are also satisfactory, but their cost is three times higher. At the moment customers are simply not prepared to pay for this additional operating expense.

Residual streams in the future
Based on our vision of the future for residual streams, we will start a discussion with our customers on this topic. We are also investigating valorisation opportunities that will end the current wastage. For example, we are currently participating in several pilot schemes to determine which valuable substances can be recovered from these residual streams. Possible uses include fertilisers, food products and colourants, or possibly even the cosmetics, construction or pharmaceutical sectors if high-value substances can be recovered.

2.2 MILJOEN



KILOGRAMS OF
plant waste

Our greenhouse waste stream
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"Converting waste streams into high-quality products is our goal!"

OBJECTIVES

1. From **2023**, we will separate waste in all our operational areas.
2. From **2033**, our waste streams will be processed into high-quality end products.

Nikki Peters

Position: Marketing and communication & sales support
Education: Digital Business Concepts
Town: Someren
Year of birth: 2000

Lisa Peters

Position: Marketing and communication & HR
Education: Commercial economics
Town: Someren
Year of birth: 1995

Fourth generation of the Peters family
We are the fourth generation in the family tradition of Wim Peters Kwekerijen. Or put more simply; Lisa and Nikki, the daughters of Wim and Anjo. We see ourselves as a generation that cares deeply about nature and society. A perspective that we wanted to incorporate in our company's vision for the future. Economic return is just one of several aspects.

"Generation that cares deeply about nature and society."

Positive impact
We want to add value with our tomatoes and make a positive impact through our business process. We believe that is firmly embedded in the company's new vision. The Future of Tradition is a respectful nod to the generations before us who helped found our fine family tradition, which we refer to as 'the Taste of Tradition' in the world of tomatoes.

We grew up in horticulture and deeply value a green environment, but it is the social aspect of the vision that lies closest to our hearts. We are people people.

Local presence
In 2021, we started selling our tomatoes to the local community. They are offered for sale in the Tomato Shed, a dispensing unit at the front of our greenhouse. There is also a notebook where visitors can pass on tips to us, ask questions or write down their comments. Charmingly old-fashioned, but it works! It's nice to have this form of contact with the community around us. We also set up actions with elementary schools and associations with the aim of sharing our green know-how and love of tomatoes.

People people
Membership of clubs and associations is in our blood. We are long-time members of the local handball club for which we also do voluntary work. You could say that we are 'team players'. And definitely not individualists. We try to keep our staff involved through social events, such as an annual Christmas market, a summer BBQ and informal information sessions. Despite the increase in scale of the business, we still find personal attention very important. We personally hand out Christmas gift boxes and a birthday gift to staff. We will continue to do this. We are working on an information guide for our foreign employees. In it we provide information about the area and places of interest, and provide tips for enjoyable trips. The idea is to make them feel at home here as well.

Kitchen garden
In 2023, we started our own kitchen garden. Probably because growing plants is in our blood! We are on a learning curve here, but with all the help and tips of staff members, it is guaranteed to become a success.

PILLAR 5

The local community

Our company is situated in close proximity to Someren's urban centre. We are very aware of this. The area where our greenhouses are located also attracts a high level of recreational traffic in the form of walkers and cyclists. So this future vision includes looking at our horticultural area from the perspective of a recreational user. We seek a good balance between the recreational value of the area and its value to us as entrepreneurs. We want local residents and visitors to the area to be proud of our business and support our commercial activities at this location.

Kievitsakkers site
This philosophy is very much in line with the pillars formulated earlier. Our commitment to biodiversity will make the area even more attractive to nature lovers and people who want to enjoy peace and quiet in a rural setting. We will create a hiking trail through the area that informs visitors about the activities in the greenhouses and the flora and fauna living outside them.

We are also exploring the possibilities of a heating network with the municipality. In our fossil-free vision, we will tie multiple sustainable heat sources into our business process. Any surplus heat could potentially be supplied to the community in Someren.

Vending machine
A vending machine installed at one of our locations offers a wide range of the tomatoes we grow to the public all year round. The planned hiking trail will also start and end at this machine.

'Green Fingers' label
Wim Peters Kwekerijen has created its own 'Green Fingers' label in order to support local initiatives that focus on education and healthy nutrition. For example, we welcome school field trips and we visit schools with our tomatoes during the 'Snoep Goed' week, which encourages kids to choose healthy alternatives to sweets and candy. We also make tomatoes available to local clubs and associations and, of course, to our own staff. We are a proud promotional sponsor of a project set up in collaboration with Rabobank and the municipality of Someren for which we supplied a 'worm hotel' to several local elementary schools. These worm hotels introduce children to the concept of composting and show them that green waste is actually a valuable material.

> "Our people are important to us. We want to be a highly valued employer."

Highly valued employer
Last but not least, we want to be a highly valued employer. Our people are important to us. That's why we attach great importance to a good employment package, both in terms of actual salary and the facilities we offer. We want to be involved in our people's lives and careers, and offer them the opportunities they need. For example, in the near future, we intend to provide lodgings in order to offer our staff good accommodation near the company.

OBJECTIVES

1. Starting in **2023**, we will achieve an 8 as the minimum score for our overall employee satisfaction, which we will measure annually.
2. Starting in **2024**, we will offer 2 disability support jobs per location (8 in total) for people with limited job prospects.
3. From **2026**, we will have at least 80 lodgings available for our own employees.
4. From **2027**, we will be named (each year) as the most engaged entrepreneur in the municipality of Someren, measured via an independent survey.

SDG'S
Sustainable Development Goals

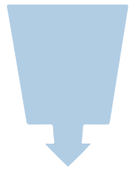
The Sustainable Development Goals (SDGs) drawn up by the United Nations are 17 goals that are designed to make the world a better place by 2030. The sustainability goals of Wim Peters Kwekerijen mentioned above tie into the following SDGs.

2
Zero hunger

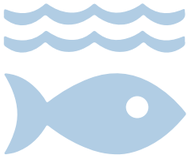
12
Responsible consumption and production

3
Good health and well-being

13
Climate action



6
Clean water and sanitation



14
Life below water

7
Affordable and clean energy

15
Life on land

4th generation in the picture

True to our tradition, together we are going to shape the future with passion and enthusiasm. We will put the valuable lessons of the past to good use and we eagerly anticipate the endless possibilities of tomorrow.

Wim Peters
KWEKERIJEN

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