

GLOBAL ORGANIC INGREDIENTS  
**FROM FARM TO MARKET**







# RESIDUE ANALYSIS OF PESTICIDES AND MYCOTOXINS IN FOOD AND FEED

[www.fytolab.com](http://www.fytolab.com)



# Background

**Tradin Organic sources premium certified organic food ingredients for the international food industry. In addition, Tradin also develops own sourcing initiatives and processing operations worldwide. For these projects we get involved in the entire supply chain from cultivation to processing to export, directly sourcing more than 150 products from more than 60 origins.**

Tradin Organic Agriculture was founded in the 1980s by Wim Rabbie and Gerard Versteegh. A pioneer of the organic food trade in the emerging European market, Tradin was grounded in procurement and distribution for the organic industry and expanded its expertise to the production of semi-processed organic food ingredients. Processing was recently added to our portfolio for further vertical integration of the supply chain to improve quality control and traceability thereby ensuring organic integrity. The holistic nature of organic agriculture considers environmental and social impacts, from the soil right to the final product. The growth of the organic food market reflects the combined efforts of the food industry to minimize its impact on the planet. This integrated process is our mission: from farm to the market, we strive to work with the utmost respect for people and planet.

## SunOpta

Tradin Organic's extensive worldwide network of suppliers, processors and partners makes us a major partner in the organic food industry today. For organic farmers in more than 60 countries of origin we are the link to the international food industry. For food processors, we are the experienced partner for their entry into the growing organic market. In 2008, Tradin Organic became part of the International Foods Group of SunOpta Inc., a leading global company focused on natural, organic and specialty foods. With Tradin's inclusive approach to organic food, we are a natural fit with SunOpta's vision of 'bringing well-being to life.'



# Organic market trends and product innovation



Product innovation is key to Tradin's success as a leader in the organic food market.

By closely watching organic market trends around the world, we can stay up-to-date: In particular health trends are important and in this area, the U.S. market is especially influential. Through analyzing product trends in the specialty food and niche markets, we can anticipate consumer needs and keep our selection progressive. From the outset, while a trend is still crystallizing, we're evaluating the potentials of organic certification for trend food ingredients. We then initiate certification with our sourcing partners or start our own projects, to be able to offer new ingredients as certified organic to our customers as soon as demand takes off.



## New product applications

Alongside analyzing market trends, our teams work closely with our customers to develop new ideas, product applications and customizations for instance by researching cultivation and processing methods.

Tradin's socially responsible approach and the inspiring stories of the people behind the cooperatives and farms we work with enhance the value of our products. We share these background stories with our customers adding value to their marketing campaigns.



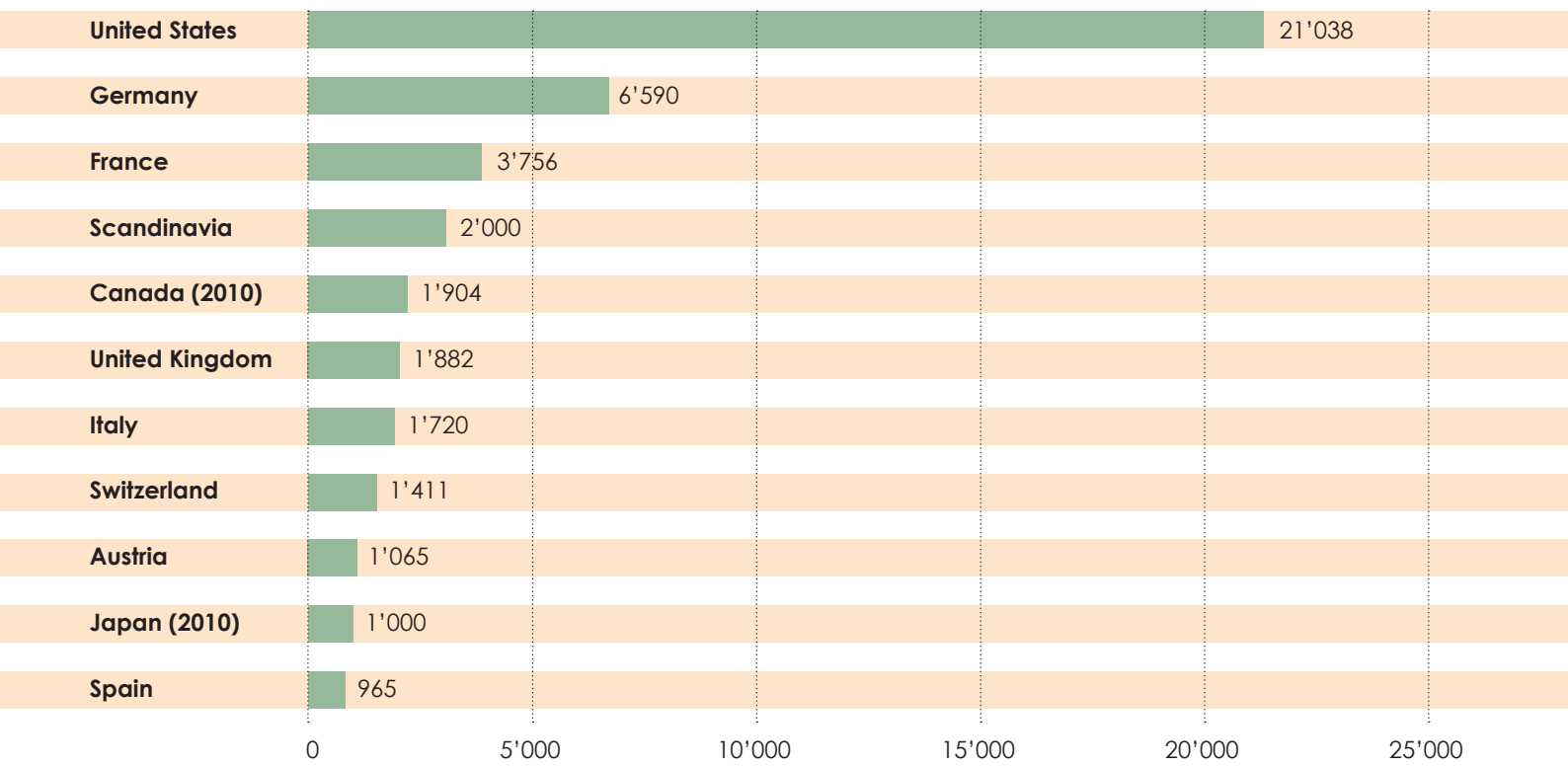
To facilitate product innovation for the mainstream food industry, we can quickly adapt to new food trends around the world and efficiently source ingredients in organic quality through our global sourcing network.

With our wide range of products, Tradin is the perfect partner for food processors interested in making the transition to offering organic additions to their existing ranges.



# Organic Market 2011

Source: FiBL-AMI-IFOAM survey 2013, based on national data sources. Retail sales in million Euros





# Sourcing and processing

For sourcing and processing, Tradin has initiated its own organic operations around the globe. With these projects, we organize and control all aspects of the supply chain from cultivation and processing to export, to ensure the organic integrity of our food ingredients. These projects are also exemplary for the regions they are located in, bringing positive social spin-off effects into the communities. We feature a small selection on the next pages, more projects can be found at [www.tradinorganic.com/sourcing-projects](http://www.tradinorganic.com/sourcing-projects).



*"With organic demand growing faster than supply, it is imperative that we actively build partnerships with our suppliers to ensure a sustainable supply of organic products into the future"*  
Joe Barsi, Tradin Organics U.S.A.



# Sourcing

## Serbia and Mexico

### SERBIA

Since 1996, our local partner MIDI Organic became Tradin's largest supplier of organic fruit on the European continent. This extensive operation involves almost 700 farmers growing berries and orchard fruit over 1,500 hectares near the Kapaonik mountains. Serbia was the ideal choice as its traditional extensive agriculture has never been anything but organic. By utilizing these traditional farming methods together with a multitude of small-sized operations that benefit the local community, we are able to maintain a productive and truly sustainable operation in Serbia. The long-term relationship with MIDI Organic and Tradin-controlled check-ups ensure the organic integrity and quality of our Serbian fruit products.

### MEXICO

In 2004, Tradin Organic established a direct sourcing project in the northern regions of Mexico - renowned for citrus juice production - to start producing the freshest organic juices. This operation is managed and monitored by our US office located in Santa Cruz, California.

Beyond sweet organic orange juice, we also produce a wide range of citrus derivatives of lemon, grapefruit and lime. We work closely with local growers to ensure full traceability and guarantee organic integrity.





## Sourcing Vietnam

Tradin's operations in Vietnam developed since 2001 into our most successful project to date. We started with our local partner Vifood with a small cashew and pineapple project in South Vietnam which evolved into larger projects across Vietnam and includes one out of few advanced organic cashew factories in the world. Today, our Vietnam operations supply an exceptional variety of premium organic products: cashews in all grades, pineapple, passion fruit, dragon fruit, bamboo shoots and tapioca.

Through close monitoring by Tradin, the project operates with flawless supply. We guarantee the organic traceability of the product by only

processing raw materials from the farmers' network under our internal control system. We relocated our pineapple operations from South Vietnam to more pristine conditions in central Vietnam to prevent risk of cross-contamination. The success of this project derives not only from the high quality of the produce but also from its positive social impact: The cashew processing plant employs 90 people in a rural area, enabling young people to stay close to their families instead of migrating to the city in search for work. By providing support and training in organic farming, we teach farmers how to increase their yields without the use of agro-chemicals, resulting in higher returns.



## Sourcing

# Philippines and Indonesia

### PHILIPPINES

For organic coconut oil, Tradin Organic works in the Philippines with a local partner. In this collaboration we are not only committed to sourcing premium organic Virgin Coconut Oil (VCO), we are also improving the sustainability of local farms through organic farming. The facility operates with a program dedicated to increasing energy efficiency and renewable energy use, and eliminating waste. The farmers benefit from the prepaid orders which guarantee the sale of their produce while their social and environmental efforts were boosted with the Fairtrade certification in February 2013. Next to coconut oil, Tradin Organic sources banana chips, desiccated coconut, coconut water/ milk/ cream and cocoa from the Philippines.

### INDONESIA

With our Indonesia operations Tradin Organic mastered the challenge to quickly create a stable source of supply for coconut sugar to meet the growing demand for healthy sweetening solutions in the US. We collaborate with two cooperatives on Java that work strictly based on sustainable and organic farming practices. By maintaining the traditional production of coconut sugar, we ensure maximum flavor and quality. All our partners in Indonesia have obtained organic certification: EU organic certification since 2011, USDA NOP certification since 2012.



# Quality and certifications

Tradin Organic prides itself on providing the highest quality organic ingredients that exceed international certification standards.

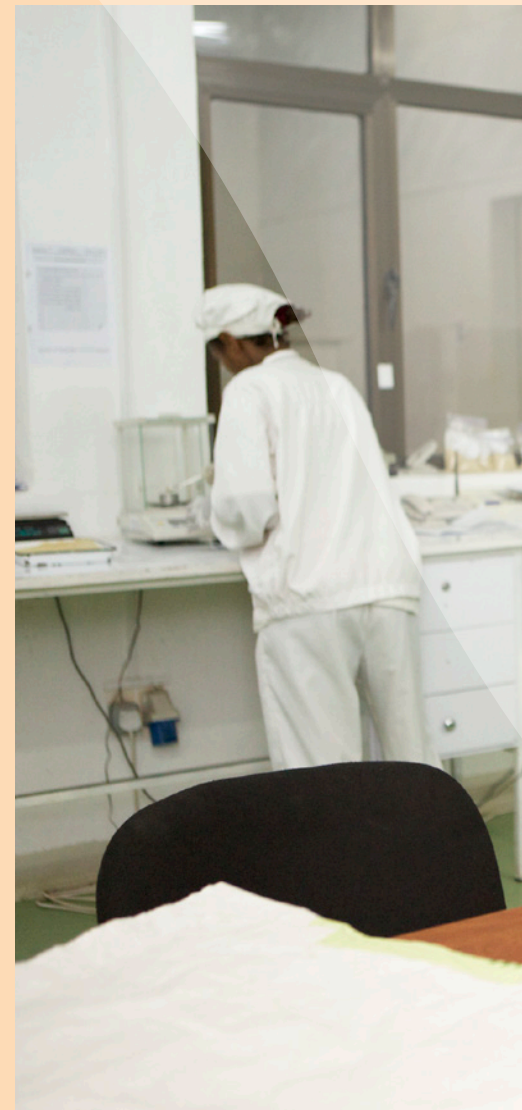


Organic agriculture describes a holistic concept, starting from the soil where produce is grown to the final product. The growth of the organic food market is a symbol for the combined efforts to minimize the impact of the food industry on the planet, promoting the health of the environment and every living organism. Certifications are valuable and necessary tools to monitor organic farming practices.

Control Union is our main certification partner. Some of our products can also be supplied with further certifications including JAS organic certification standard, UTZ Certified, Fairtrade, Rainforest Alliance Certified™, GMP+, Kosher, HACCP, Demeter, and KRAV. The organic integrity of our products is guaranteed by the control over the whole supply chain: With the help of a fully computerized system, a batch of end product can be traced all the way from the field in the country of origin. Food safety and quality programs led by our dedicated quality assurance team verify all links of the supply chain.

## Quality control from the farm to the market

In-house monitoring is key to ensuring organic integrity and product quality along the whole supply chain. Our staff agronomists are our eyes on site. On the field, they liaise with the farmers to check the crops, counteract contamination from pesticides and herbicides and provide training about organic pest control, fertilization and best practices for increasing production. They also regularly visit the processing, sorting and packaging facilities of Tradin's suppliers. Accredited specialist laboratories analyze random samples of supplied raw material to monitor their organic integrity based on Tradin's risk assessment. Furthermore, suppliers require independent organic certifications for each raw material offered.







**CONTROLUNION**




Control Union Certifications is an independent certification body that carries out inspections and issues certificates. We offer a global one-stop-shop for a wide range of certification programs, operating in an international network. Our certificates are accepted by authorities in nearly every country. Control Union Certifications is proud to make a contribution to Tradin, who is known as an expert in sustainable global sourcing and collaborative sourcing projects in order to offer a vast array of certified raw products.

Meeuwenlaan 4-6 • 8011 BZ • Zwolle  
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# Supply Chain Management

Our supply chain and logistics teams play a critical role in providing world class service, reducing cost and minimizing our environmental footprint for the flow of goods to our global business partners. Managing complex supply chain operations through our global logistics networks enables us to move quality ingredients efficiently from any point of origin to destinations in the global marketplace by ship, truck, plane or train. Our headquarter in the Netherlands - the logistic center of Europe - provides us with direct access to some of the biggest main ports in the region; Rotterdam is Europe's largest port while Amsterdam is the largest cocoa port in the world. We have carefully selected a network of warehouses throughout Europe to provide our customers with short lead-times and delivery on demand.

*"It's our mission to move our raw materials as efficiently as possible to minimize our environmental footprint."*

Gerard Versteegh, Director



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## SaaSPlaza

Stroombaan 6-8

1181 VX, Amstelveen

The Netherlands

+31 205478448

[info@saasplaza.com](mailto:info@saasplaza.com)

[www.saasplaza.com](http://www.saasplaza.com)





## Processing



# Organic Cocoa in the Netherlands

Crown of Holland is Tradin Organic's new cocoa processing facility in the Netherlands specializing in processing certified cocoa beans into cocoa powder, butter and liquor. This unique facility is one of few operations in the world solely focused on organic and specialty cocoa products. The plant is located in the sustainable business park Agriport A7 close to Zaandam, the heart of cocoa processing in the Netherlands.

### 100% Organic

Crown of Holland specializes in a technique called whole-bean roasting which retains the finest possible quality and flavor. This technique, used in combination with the different origins of the cocoa beans, allows Crown of Holland

to widen the spectrum of flavor in its cocoa derivatives. Thanks to its highly efficient processing equipment, manageable size and smart layout, the plant has the flexibility to easily accommodate all sizes of jobs from short production runs for niche customers to tolling agreements for bigger tonnages. Innovative product customization is also available to serve special needs or ideas our customers may have for their application. Tradin's trading expertise in cocoa and Crown of Holland's specialization in processing only organic and specialty cocoa make the perfect match for supplying the chocolate and related industries with sustainable premium cocoa products.

[www.crownofholland.com](http://www.crownofholland.com)





## Processing

# Organic Sunflower in Bulgaria

Tradin's organic sunflower processing operation in Bulgaria produces premium sunflower kernels for the international bakery industry.

Ideal climate, experienced farmers and good infrastructure are vital ingredients for the success of this operation, which is why the facility is located close to the Eastern European sunflower belt, with the most fertile grounds for growing sunflowers. The operation is exceptional as one of the few in the country that focuses solely on the hulling of organic sunflower seeds as well as producing high quality organic crude sunflower oil. Operating under the umbrella of SunOpta ensures reliability and security in Eastern Europe. This project extends our portfolio of outstanding organic produce from Europe.

### Full traceability

The high-tech plant is able to efficiently process the sunflower seeds through its modern facilities such as computer-operated sunflower silos and state-of-the-art cleaning, calibrating, hulling and crushing equipment. Quality is never

compromised thanks to our dedicated in-house quality department who make sure that our products exceed the highest customer product specifications and quality demands. Organic integrity is the responsibility of our agronomists who execute all necessary controls. Our direct control and fully computerized ERP systems ensure full traceability of every batch from farm to the market.

[www.sunoptafoodsbulgaria.com](http://www.sunoptafoodsbulgaria.com)



Dr. Specht standard:  
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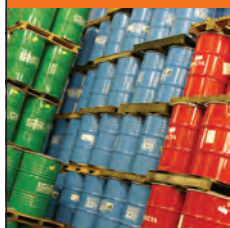
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I [www.otenticlogistics.nl](http://www.otenticlogistics.nl)





# Organic Sesame in Ethiopia

Our certified organic sesame seeds are sourced and processed in Ethiopia. Together with Selet Hulling, Tradin Organic's Ethiopian sister company, we are able to successfully secure premium organic raw ingredients from Ethiopia, surely one of the most challenging operations within the organic world.

For cultivation, Selet's operations engage two farmers' cooperatives in the Humera district in northwest Ethiopia. The Humera type of sesame, which is native to Ethiopia, is prized for its predominantly white color, large size and special sweet, nutty taste. Harvested organic seeds are processed by our hulling factory in Addis Ababa. This modern facility applies the dry-hulling method that uses less water, which minimizes the impact on the environment and ensures product integrity as only sterilized water is added to the process. The factory is certified ISO 22.000 (including

HACCP), organic (EU, NOP, JAS, Krav) and Kosher. While we succeed in sourcing the finest Ethiopian organic sesame, we are also dedicated to improve the lives of 1500 families in the farmers' cooperatives. Through receiving training in organic farming, farmers learn to use natural alternatives to agro-chemicals while earning a higher income through the organic premium they receive for their produce. Pre-financing gives farmers security as it guarantees the sale of their produce at fair prices. Factory staff at Selet Hulling works in good conditions with fair pay, health insurance and benefits such as an intensive in-house schooling program. In order to further support the farmers' families, Tradin built a school in Humera, so that children can stay closer to home to attend high school, which then allows them to apply for university.

[www.selethulling.com](http://www.selethulling.com)



# Key categories



- Seeds & Kernels
- Oils & Fats
- Nuts
- Cocoa Products
- Dried Fruits
- Grains
- Sweeteners
- Liquid Sweeteners
- Fruits

## BAKERY

- Sweeteners
- Liquid Sweeteners
- Oils & Fats
- Seeds & Kernels
- Cocoa Products
- Nuts
- Tropical Fruits
- Dried Fruits
- Grains
- Tastemakers

## CONFECTIONERY

- Cocoa Products
- Nuts
- Oils & Fats
- Dairy Products
- Tastemakers
- Sugar
- Liquid Sweeteners
- Super Fruits
- Tropical Fruits

## CHOCOLATE & COCOA



Key categories



- Liquid Sweeteners
- Sweeteners
- Citrus
- Berries
- Super Fruits
- Tropical Fruits
- Stone Fruits
- Fruits
- Dried Fruits
- Tomatoes
- Cocoa Products

BEVERAGES

- Fruits
- Vegetables
- Tomatoes
- Liquid Sweeteners
- Dried Fruits
- Berries
- Tropical Fruits
- Super Fruits
- Citrus
- Stone Fruits
- Nuts

BABY FOOD

- Dairy Products
- Beans & Pulses
- Cocoa Products
- Sweeteners
- Liquid Sweeteners
- Berries
- Citrus
- Super Fruits
- Tropical Fruits
- Stone Fruits
- Fruits

FRUIT PREPARATIONS





## ORGANIC AGRICULTURE

Organic agriculture describes a holistic concept, starting from the soil where produce is grown to the final product. The growth of the organic food market is a symbol for the combined effort to minimize the impact of the food industry on the planet, promoting the health of the environment and every living organism.

**For organic farmers in more than 60 countries of origin  
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For food processors, we are the experienced partner for  
their entry into the growing organic market.**

## CONTACT

HQ Amsterdam, The Netherlands  
T +31 20 4074499  
info@tradinorganic.com

France Office  
T +33 5590 43245  
tradin.france@orange.fr

United States Office  
T +1 831 685 6565  
info@tradinorganicsusa.com

Germany Office  
T +49 4242 169 08-0  
h.grobecker@tradin-germany.de

China Office  
T +86 21 3255 3578  
info.shanghai@sunopta.com



[www.tradinorganic.com](http://www.tradinorganic.com)

The advertisement for Meijers Insurance Brokers features four 3D cubes arranged in a cluster. Each cube displays different images: a man in a white lab coat, a woman in a brown jacket, a man in a suit, and a man in a suit on a boat. The word "CONTINUITY" is visible on some of the cubes. Below the cubes, the text "EXPERIENCE CONTINUITY AT MEIJERS.NL" is written in a green, sans-serif font. Below this, the word "MEIJERS" is written in a large, bold, green, sans-serif font, followed by "INSURANCE BROKERS" in a smaller, green, sans-serif font.

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