

Herning 2011



Who or what is Barenbrug?

- Over 100 years old family owned company.
- Turnover between € 130-150 million.
- Turnover of 70,000 tons of grass seed.
- Employs 500 people.
- Specialist in grasses (core business).
- Present on 5 continents.
- 11 research stations in various climatic zones.
- Second largest grass seed company in the world, but in Denmark still a bit seen as “New kid on the block”.

General information Barenbrug

Company was founded 1904 in Arnhem



Stakenburg, Nijmegen

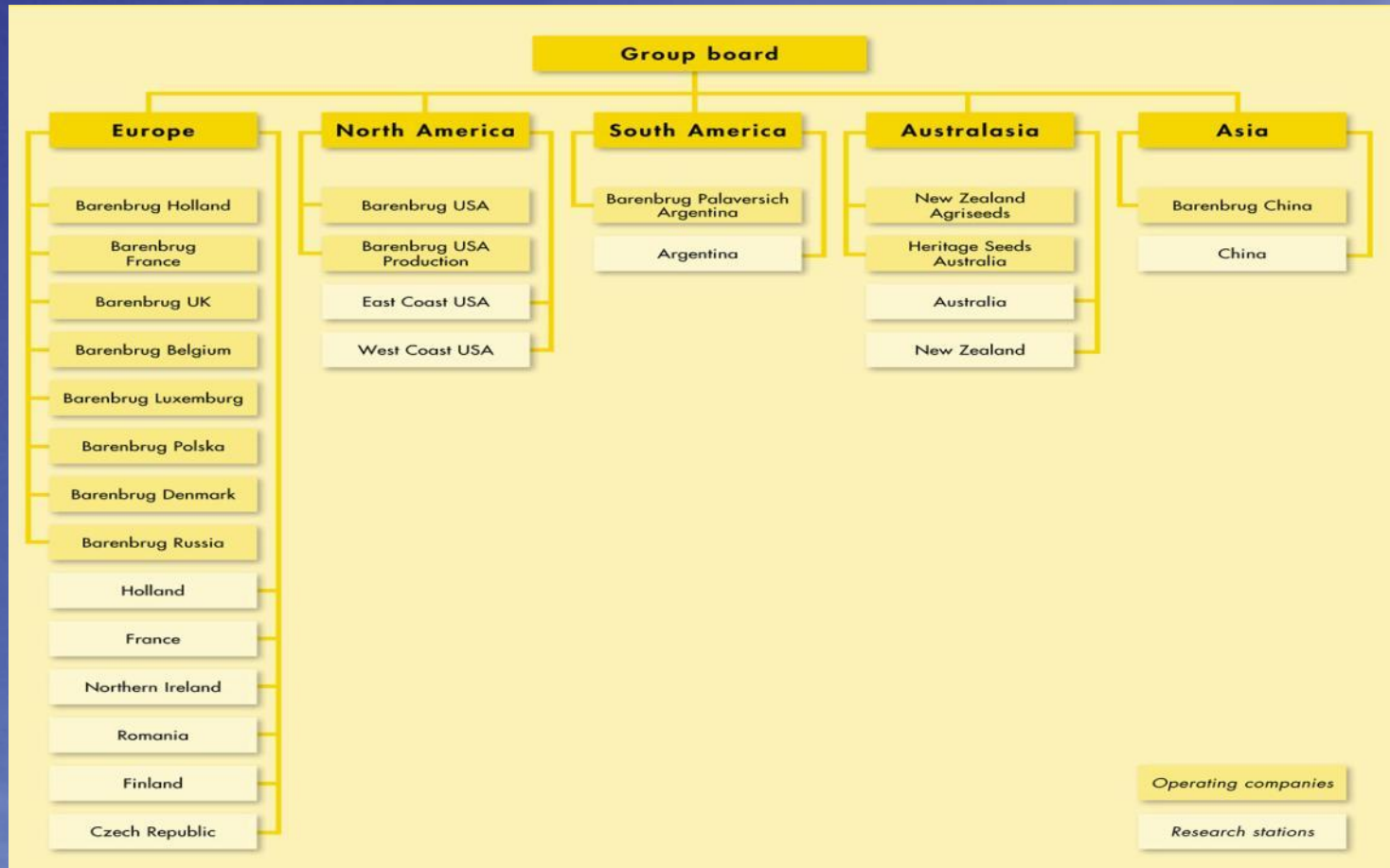


Bas Barenbrug Frank Barenbrug



Joseph Barenbrug

Organization diagram Royal Barenbrug Group



Core business



- Forage grasses and Legumes



- Hobby market grass seeds

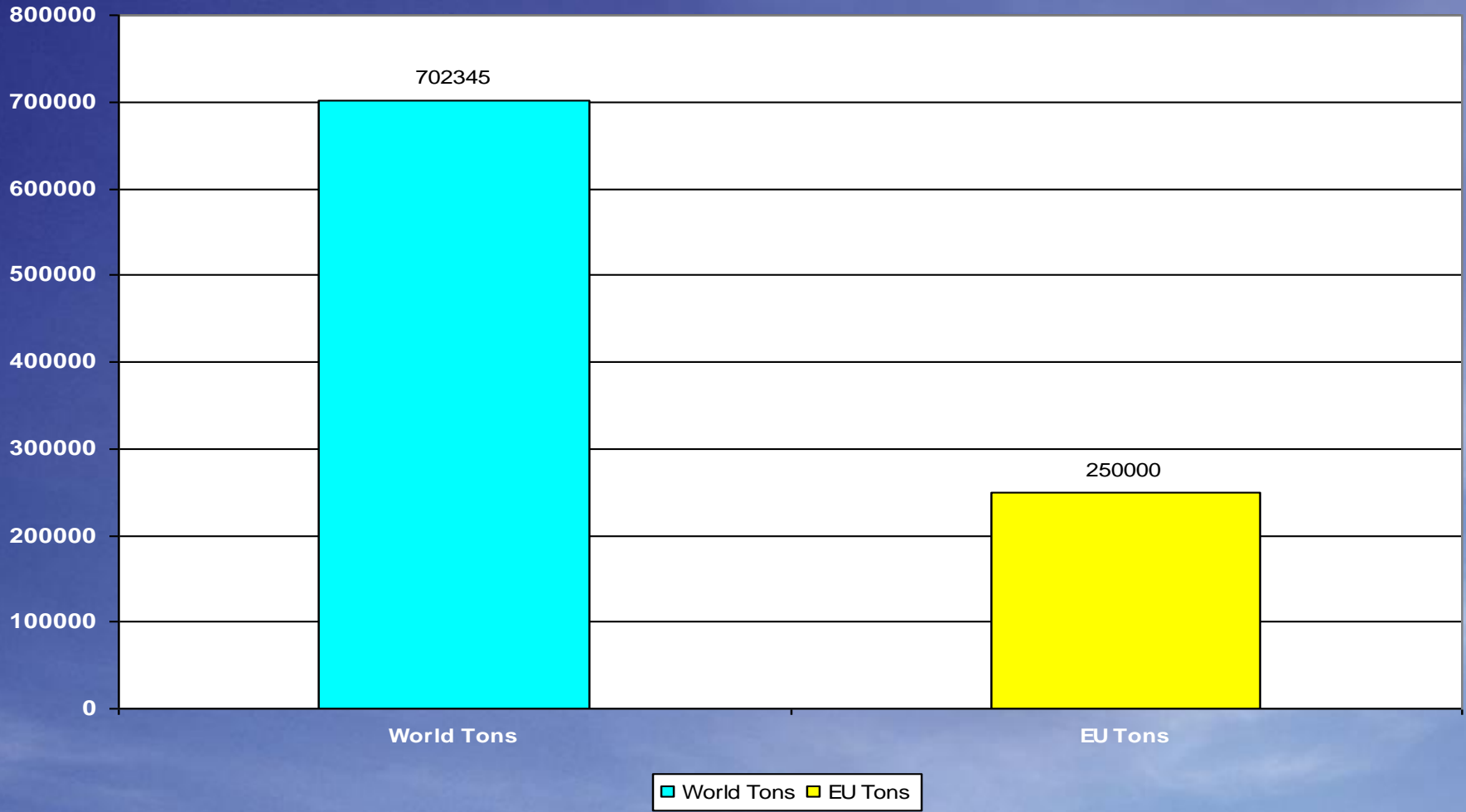


- Professional market

Production of grass seeds and Barenbrug in Denmark.....

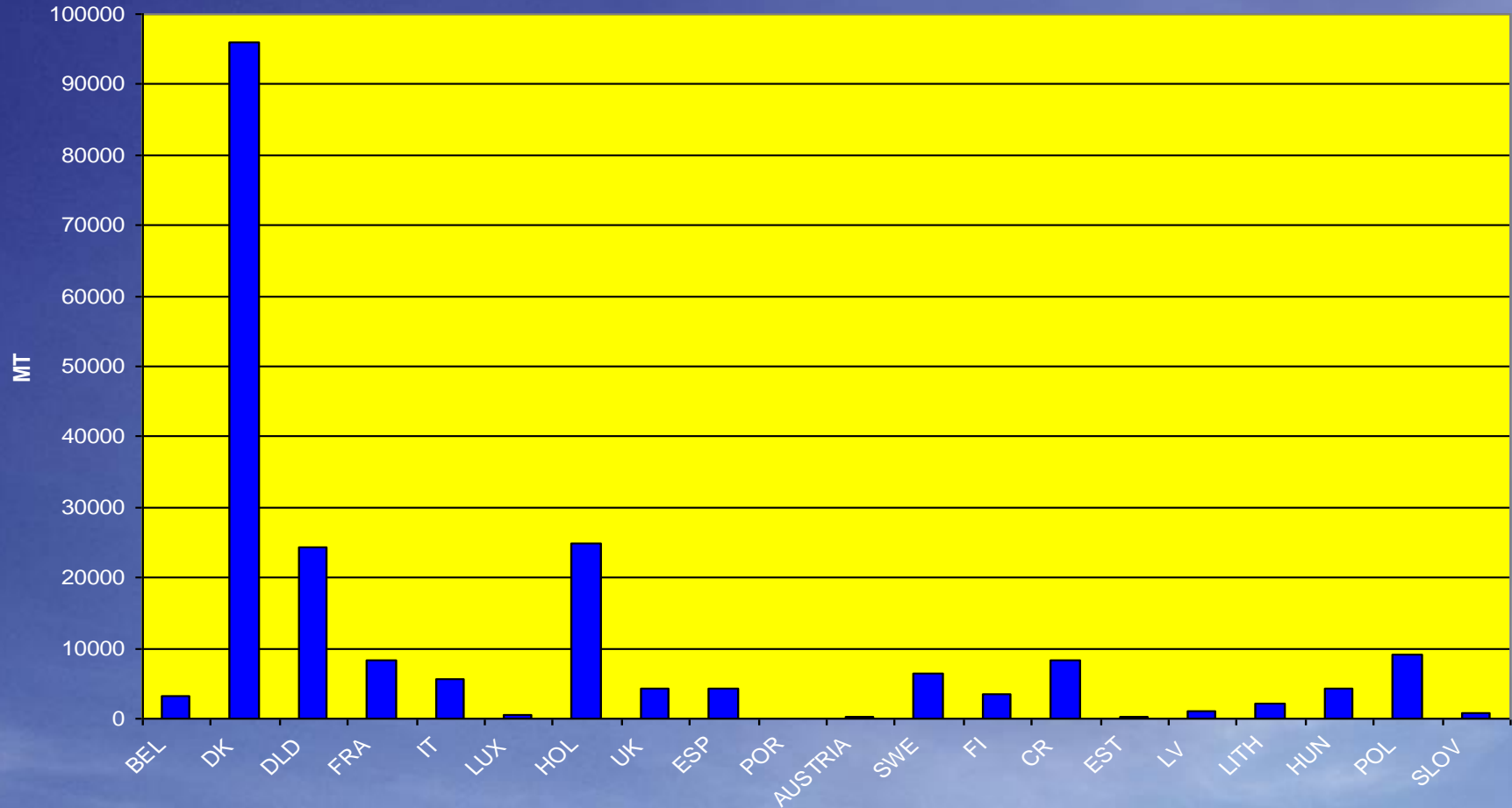


European Production vs Worldwide Production



European Production per country

EU Production in MT per country (based on 0910)



Why Barenbrug started in Denmark

- Based on the past, Denmark has a good infrastructure for production of grass seed.
- Danish growers are experts in grass seed production.
- Barenbrug is growing and needs more reliable growers.
- A player like Barenbrug belongs in the most important production country in Europe.
- Strong reduction on grass seed production areas around Denmark.

Barenbrug

- Started in Denmark in 2003.
- Is testing their varieties for seed yield in Denmark (Agronova).
- Works with 4 field advisors.
- Works with a very professional group of Danish farmers.
- Has a small and very efficient organization with little overhead.
- Produces according market needs.
- Has built its own very modern and efficient cleaning facility in Denmark.
- Is willing to expand production area in Denmark to 10,000 ha in the future.

Barenbrug Denmark Aps

- Started in June 2008.
- 6,000 m² of buildings on 5 hectares.
- Crop 2009 was first crop for cleaning.
- New cleaning and bagging line.
- Producing for subsidiaries.





Barenbrug focuses on:

- Selling in top segment worldwide and in Denmark.
- Size is not the only answer – but more to be an innovative player with a good income for the grower and company.
- Stability rather than strong price fluctuations by strong inventory control.
- Competitive prices and being a good alternative to the existing dominant Danish cooperatives.

Barenbrug focuses on:

- Service on a high level from our well-experienced field advisors.
- Slender organization (cleaning plant not processing).
- Transfer correct information.
- Rational production plan, decisions based on market information (no production for members or stock).
- Long term partnership, based on a Win-Win.

Future trends Production

- Climatic changes ask for different products.
- Will GMO play a role in the future development of grasses?
- More effect of the grain prices.
- Pursuit high seed quality.
- Large production areas.
- Effect of bio-energy crops.
- More use of global Barenbrug structure.

Challenges that we all face in the future:

- Growing world population, in 2050 40 % more food needed.
- World market demand depressed.
- USA production and weak USD.
- Competition of other crops, like wheat.
- Danish (cooperative) way of producing, results every time again in overstocks and depressed prices.

We all should look to market needs and produce only these needs.

In this way market stays healthy with good margin for both, you as our grower and us the grass seed company.

Tusind Tak!

Questions?

