

HKSCAN

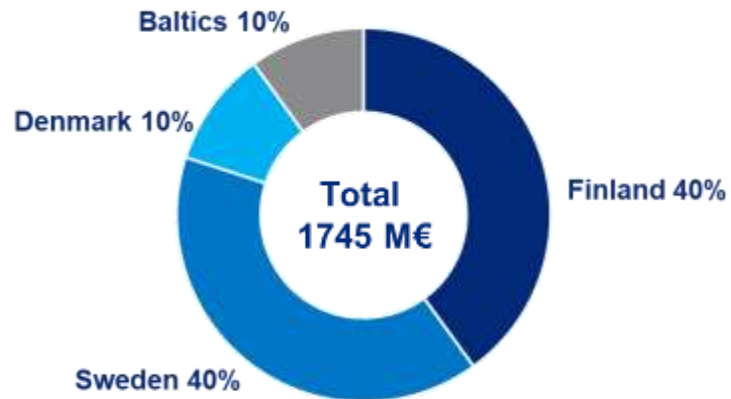
Shifting consumer preferences for types of meat and main drivers behind

Tero Hemmilä, CEO
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HKScan is a major food company in the Baltic Sea region

Net sales 2019



Our people

Delicious food, quality and sustainability is ensured by our

7 000

talented
professionals

Our brands

Delicious food from well-known brands valued by consumers



- HKScan home markets
- Head office
- Production facilities
- Sales offices

Shifting consumer preferences for different types of meat



Environmental aspects

- climate impact
- water footprint
- biodiversity



Healthiness

- red meat versus white meat

Animal welfare
- consumer ideology

Origin of raw-material
- preference of domestic meat

Convenience
- easy to cook and eat

Developing sustainability, animal welfare, transparency and data sharing via ecosystem model enabled by digitalization



Why

- Sustainability & animal welfare are of key importance in animal based food production
- Lack of reliable information and lively discussions in social media confuse people
- Need to lead the change



How

- Ecosystem to cover the whole meat chain, ensuring relevant players connect to the ecosystem
- Ecosystem collects information & best knowledge via digital tools



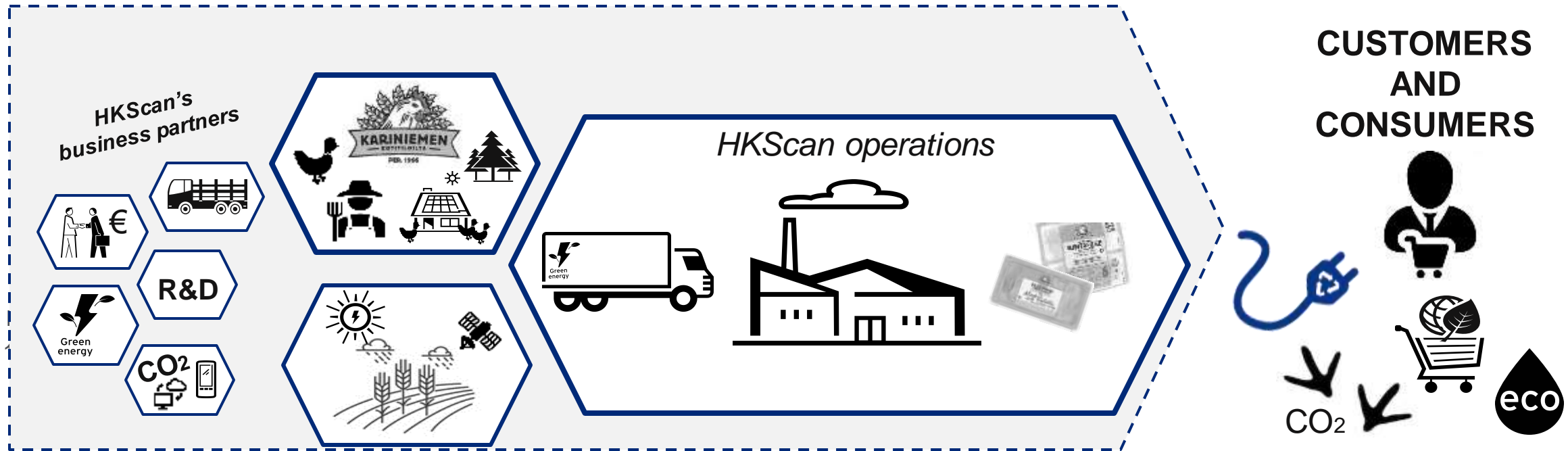
Aim

- Develop sustainability & animal welfare by data
- Traceable, digital sustainability data & animal welfare help consumers to make responsible choices
- Target to measure:
 - CO₂ footprint
 - H₂O footprint
 - Animal welfare
 - Eutrophication footprint
 - Biodiversity footprint

Community of HKScan, farmers and partners add value by developing new methods to respond to evolving market needs

Agrofood Ecosystem®

In the future value chains will be integrated and operate as one ecosystem. Sharing data between partners to ensure full transparency and increase trust of our customers and consumers. This is the core of HKScan's Agrofood ecosystem®





HKSCAN

*We make
life tastier*
- today and tomorrow

