Back on sugar beet
Focused on the future.

Clear aims
Nordzucker boosts its core business and marketing.

Efficiency as a process
An interview on efficiency and thriftiness.

Customer request
Sustainability should be traceable.
will see the end of the quota system. Nordzucker has been preparing for this for some time with far-sighted investments and measures to boost efficiency.
Dear Shareholders, Dear Readers,

After 2017, our market will change significantly as a result of the end of the quota system. At this year’s winter assemblies, we once again restated our commitment to sugar beet and to our core business of sugar. But we also know that tougher times are coming.

We expect earnings to decrease in 2013/2014, while sugar prices will remain under extreme pressure. The contracts finalised recently with our customers have reflected this very clearly. As a result, the years ahead will not be easy. It’s a time for boosting the competitiveness of sugar beet in the fields – together with our partners, the farmers. The more productive the beet, the more profitable it is and the more successfully our beet-growing areas can compete with Europe and the rest of the world.

Profitability remains our top priority: we will continue to strengthen Nordzucker on the market, while also becoming faster, leaner and more efficient. We have included plenty of examples of this in our magazine – for example, our investments in plants with lower energy consumption, our far-sighted energy purchases and the use of synergies. We also have to quickly agree on a new pricing model with our beet farmers so that we can continue to operate rapidly and transparently in the future. Farmers need to know the minimum they can count on before sowing; and they should also be involved in market developments. There is much to do!

Best regards,

Hartwig Fuchs

“We need to significantly strengthen Nordzucker on the market and as compared with the competition. The market never lies.”
PANORAMA

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Talking to ...

Sustainability in food production has been growing in importance for consumers over recent years. Our commitment to sustainability has a long tradition, both at Nordzucker and in farming.

More and more of our customers require proof that the sugar beets we use to make sugar are grown using sustainable farming practices. Do you think this makes sense?

Dr Thomas Stadler: If it helps to boost turnover, it makes sense. Sustainable practices are a given for family-run businesses like ours because I am committed to maintaining and bolstering what I have taken on so that subsequent generations can also live from the areas we cultivate.

How can we prove the use of sustainable practices?

Dr Thomas Stadler: We need a simple system without double-checks that is based on the material, data and structures that are already available. No new conditions are necessary. This also gives farmers an advantage. It increases trust and would also enable us to document and advertise our sustainability credentials to the public.

Dr Thomas Stadler farms an area of 400 hectares with around ten per cent pastureland in Föhrste near Alfeld. He maintains his varied crop rotation system of winter wheat, rapeseed, winter barley, sugar beet, triticale, rye, broad beans, maize and oats without the use of a plough.
With the end of the 2017 sugar marketing year, the sugar market regime is set to end: the EU sugar market will then no longer be limited by quotas, the sugar beet price will be freely negotiated and, at the same time, there will no longer be any WTO export limits on sugar. The ramifications after 45 years of regulation will pose great challenges to the European sugar industry and thus also to the Nordzucker Group. That being said, Nordzucker has been preparing for this for years.

“We are pulling out all the stops in order to boost our competitiveness on the market: from our 20 · 20 · 20 project to increase sugar beet yield and improvements in production efficiency to ensuring the sustainability of the entire production chain”, says CEO Hartwig Fuchs. The CEO constantly has the market in focus: “We’ve been tracking the increasing volatility of the sugar market for years – and this is only set to increase after 2017. Price movements on the global markets will affect Europe much more quickly. As a result, we need to strengthen Nordzucker on the market and as compared with the competition. This starts with verifying the entire sugar production chain, covers product development with our customers from the food industry and extends to implementing further improvements to our logistics chain”, Fuchs continues.

For the future, Fuchs predicts increased price pressure for sugar produced in the EU. He believes that some of the reasons for this include the expansion of production of sugar beet in favourable regions of the EU, an increasing competition between sugar from sugar cane and the approval of the production of isoglucose. “We will therefore continue to work closely with farmers to increase sugar beet yield. There is still a lot of work to be done here, but we are on the right path, with the first farmers already producing 20 tonnes of sugar per hectare”, says Fuchs. He goes on to say: “In terms of isoglucose, sugar is a natural product and its regional origins can be fully traced by our customers. Sugar beet is valued for its efficiency in crop rotation and for me, personally, I think sugar just tastes better. We need to make all these points very clear in the future.”

The favourable locations in the EU will benefit from the reform of the sugar market regime because they will find it easiest to produce the most sugar possible per hectare. In Europe, French farmers and sugar producers are in a particularly good position: “France has three major advantages over the competition: there is no energy transition like there is in Germany, French plants are not currently experiencing bottlenecks, and France has exceptional beet-growing areas – however, we also have plants in such areas. We will make use of this in
an intelligent way for our benefit”, the CEO says.

In order to secure the supply of beet in the future and also to bring prices for beet and sugar more closely into line, “it is our aim to agree on attractive beet prices in relation to the sugar market for several years in a row. We could imagine establishing a basic price, plus a market-dependent component for the country in which the company operates. Our top priority is ensuring supply to our customers and continuing to boost long-term customer loyalty. Only by doing this can we strengthen Nordzucker on the market and as compared with the competition.”

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Hartwig Fuchs, CEO Nordzucker

German Federal Cartel Office investigations completed

Back in November 2008, the German Federal Cartel Office initiated proceedings to investigate potential infringements of competition law in the sugar industry. These investigations have now been completed and Nordzucker has accepted a fine in the single-digit million Euro range as part of these proceedings. Fines have not been imposed on either former or current members of staff. We cooperated closely with the Federal Cartel Office from the beginning to assist with clearing up the cartel violations and to set the course for a fresh start. After the investigations of the Federal Cartel Office, we carefully examined all business processes to ensure that we fulfil not only the statutory requirements, but also our own compliance guidelines. Our employee training sessions and six-monthly internal reviews play a major role in this. We do not tolerate any kind of anticompetitive violations in our Group and promote fair competition – both nationally and internationally. The proceedings will not affect earnings in this current financial year. The investigations in separate European Commission proceedings in April 2013 due to suspicion of anticompetitive violations have now been discontinued.

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### Net debt has decreased

Net debt, or financial liabilities less cash and cash equivalents, was reduced to zero. As of the end of the reporting period, cash and cash equivalents exceeded financial liabilities by EUR 137.9 million.

### Consolidated revenues

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<tr>
<td>EUR m</td>
<td>1,872</td>
<td>1,850</td>
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### Group operating result (EBIT)

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<tr>
<td>EUR m</td>
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<td>334</td>
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### Group equity ratio

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<th>30/11/2012</th>
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<tr>
<td>per cent</td>
<td>55</td>
<td>59</td>
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“In the first three quarters, we were still buoyed by a tailwind because we were still benefiting from old contracts with higher prices. But things are set to get more difficult.”

Dr Michael Noth, CFO Nordzucker
Akzente

Efficiency as a cornerstone of success

Interview with CFO Dr Michael Noth

Dr Noth, Nordzucker is operating in a fast-changing environment. Projects are being initiated throughout the Group to make Nordzucker more efficient; let’s take Profitability plus or PRION as an example. Why does Nordzucker have to become more efficient?

Dr Michael Noth: We’re not just faced with the changes presented by the abolition of the quota system in 2017 – the current drop-off in prices is also posing a major challenge. We are positive that Nordzucker can continue to be successful in the future, but we must continue to increase our efficiency so that we can remain profitable even in tougher times and continue to grow.

Isn’t Nordzucker already highly efficient?

Dr Michael Noth: Efficiency isn’t a level you achieve then stop trying and go home. Efficiency means that we have to continue improving and that we always want to be better than our competitors by quite some way. This means understanding the changes and shifts in our company and moving with them. After a long period of regulation this will be difficult, but Nordzucker has experienced many changes over the past 175 years and has mastered them successfully. Our projects such as Profitability plus and PRION have enjoyed great success. These successes are the result of the dedication of our staff, who continue to develop and implement new ideas as day in, day out. That’s why we believe that we will be able to achieve our planned savings target of EUR 67 million with Profitability plus in 2013/2014, ahead of our original target of 2014/2015. PRION, our project to create a new integrated IT landscape, was not just about efficiency, but also about achieving more speed, greater flexibility and better effectiveness. Our colleagues have worked very hard on both projects.

What is the connection between efficiency and thriftiness? Does everything just have to get cheaper?

Dr Michael Noth: In order to achieve market success, we always need to be able to offer the customer the right products. Efficiency means using as few resources as possible to do so. This involves really thinking about it, not offering services that are no longer a priority for customers and thus focusing on the processes that belong to our core business. Thriftiness goes hand in hand with that. It suits us well as a traditional company. The quality of our products is our top priority and this quality is reflected in every stage of production – starting with beet cultivation. The measures we have taken are thus highly varied: investments in production, cost savings in the procurement of services and spare parts, simpler and leaner processes and outsourcing of services.

You said yourself that the next few years are going to be difficult. How is the company preparing for that?

Dr Michael Noth: We are preparing by making continuous improvements. Each improvement is implemented gradually. This applies just as much to a company or organisation as it does to training in a particular sport. An organisation also never stops learning. It is our staff who drive this process, providing the ideas that put us ahead of the rest, every single day. As management, all we can do is create the conditions to ensure that these ideas can be implemented successfully. If we continue to work well together, we will also continue to enjoy success in the future. This is the responsibility of our employees and management to our shareholders, but also to their colleagues.

Interview conducted by Nina Tatter

After nine months, earnings are still at a pleasing level – but price pressure remains

The first nine months of the current financial year have been positive, but it was not possible to equal the exceptional result of the 2012/2013 financial year. It is clear that prices for quota sugar and non-quota sugar are under increasing pressure as a result of lower prices on the global markets and continually high stocks.

Despite lower prices, revenues from quota sugar were roughly the same as the previous year as a result of higher sales volumes. On the other hand, prices and sales volumes decreased for non-quota sugar. The Group operating result (EBIT) amounted to EUR 439 million, which was significantly less than the previous year’s figure of EUR 334 million. This decrease was due to lower prices and higher manufacturing costs as compared with 2012/2013. EBIT remains at a high level, however.
Taking responsibility for our planet and boosting our image among consumers are two great motivating factors that are increasingly driving the actions of global food producers. As such, they follow a key aim: to use the highest possible degree of transparency to prove that, along the entire production chain, the raw materials that they use to make foodstuffs adhere to established sustainability standards.

In order to achieve this goal, it’s not enough to create feel-good messages and sentiment using clever marketing – tracking systems, clear standards and regular quality checks must shore up the approach. This customer requirement for transparency is a key task and one that Nordzucker, as a supplier and service provider, is completely committed to in the interests of its customers. To take this step, everyone involved – producers, farmers and associations – have to work together and recognise the mutual advantages as well as the synergies, for example with existing systems, in good time.

Dr Ulf Wegener, Vice President Agricultural Sourcing Strategies, is responsible for the sustainability strategy in agricultural sourcing at Nordzucker and is very familiar with the agricultural side and its position: “The customers are obviously the ones to set the pace. They determine the direction we will take. And, at the same time, their success is also our success. It is particularly important to see the entire process as a whole. As such, the dialogue with all our farmers and at a European association level is very important.”

Nordzucker dedicated to sustainability

Sustainability has been an important topic for Nordzucker since 1838 and much of what is discussed under the heading of sustainability today has already been integrated into our Group’s practices for years. With our own sustainability strategy, long-term reporting and countless certificates in all the relevant fields pertaining to food safety, energy and environmental management, occupational health and safety, animal feed safety and fair trade or organic certification, Nordzucker is well placed in this regard. “Nordzucker accepted the challenge very early on and has taken

Proof of sustainable production is increasingly important in the food industry, but traceable evaluation systems are required.

Farmers and global food producers focus on sustainability

Sugar beet is an important part of multiple crop rotations.

Transparency from the field to the finished chocolate bar
on the responsibility of working with its 15,000 sugar beet farmers to document existing high sustainability standards. To do this, systems must help to provide reliable results and traceable facts.”

The list of measures to ensure sustainability in sugar beet farming is long and impressive (see box). It is simply the case that these gradually implemented steps have not necessarily been broadcast. Dr Wegener emphasises this state of affairs: “Farmers have to maintain a whole lot of documentation these days and are obligated to adhere to a whole host of cultivation conditions as a result of cross-compliance. The evaluation system for agricultural sustainability standards as demanded by sugar customers must address this and take these conditions into account.” Nordzucker is involved in the development of an evaluation system in partnership with sugar customers and is making use of this opportunity to play an active role.

Nordzucker is intensively promoting this hand-in-hand approach. “We want to underline our active role in the process and take our farmers with us on the journey, in order to foster understanding. We believe that pursuing traceable sustainable production holds major opportunities for everyone. This is a task that we approach with great energy and persistence.”

Werner von Behr, a farmer from Hoya about proving the sustainability of sugar beet cultivation.

“Being able to prove sustainable cultivation, which major customers are increasingly demanding, makes sense. It enables consumers to enjoy their food with a clear conscience. But we farmers already document all the measures and now have to provide proof, too. Any more bureaucracy with regard to sustainability in addition to the agricultural application is not acceptable for me. We need to prevent parallel systems by using existing controls such as cross-compliance. I would have thought that a ten-point list of questions should be sufficient in order to adhere to customers’ sustainability criteria.”

Beet cultivation: targeted measures with a long-term effect

- High biodiversity as a result of cultivation in multiple crop rotations
- Varieties can be chosen while taking into account specific properties relating to tolerance or resistance
- Nematode monitoring to support choice of variety
- Lower usage of nitrogenous fertilisers with higher sugar yields
- Soil protection as a result of conservation tillage with mulch and strip tilling
- Much lower use of pesticides on the area as a result of targeted treatment right at the pelleting stage
- Monitoring of leaf disease to implement the control threshold principle
- Use of carbolime from the sugar production process to improve the soil
- Targeted use of fertilisers on the basis of soil tests
- Training sessions for harvester drivers to improve harvest yields
- Use of modern harvesters to reduce harvest losses
- Fleece covers protect the sugar beet until it is processed and lead to better prewashing in the fields
- Prewashing the crop in the field reduces soil tare and therefore the weight to be transported
The scent of freshly baked sugar cake entices 125 sugar beet farmers from the south of Hildesheim to rows of laid tables in the Nordstemmen sugar plant canteen. “It’s rare to see the yields catch up like this”, says Hans-Heinrich Schnehage from the sugar beet growers’ association, opening the meeting. He has calculated the yields, which are on average seven per cent below the five-year average for the region. Dr Lars Gorissen, the new Head of Agribusiness at Nordzucker, briefly introduces himself and outlines the key tasks for the coming months: “We want to be able to secure the amount of sugar beet we are receiving from you even after 2017; that’s why our focus is now on planning beet purchases from 2017 onwards, as well as more intense 20·20·20 activities to boost yields.”

Adapting for the future
“There is significant room for negotiation” for DNZ and Nordzucker Holding, says Helmut Bleckwenn, Chairman of the industry association Dachverband Norddeutscher Zuckerrübenanbauer (DNZ). “It’s not like we won’t have any more rules after 2017.” But all the same, much has to be reviewed before then. Volker Bückmann takes a look at the plummeting prices of sugar on the global markets, tough market competition and the consequences of the imminent reform. “We are adapting for the future”, emphasises the Head of Beet Procurement in North Germany and refers to the significant increases in investments that Nordzucker is once again planning for 2014/2015. “We have faith in sugar beet”, says Bückmann, concluding the presentation part. After some lively discussions, the meeting ends with people’s assessments of the drawbacks of the future competitor, isoglucose, in terms of taste.

Tough year for beet mastered in style
After a long cold spell, heavy rain at the end of May, beets that had to survive up to ten days under water, hail, heat and a late harvest with heavy tare in the clamps – it was “a tough year” says beet office manager Franz Hesse in summary. “Yet with an average yield of 12.4 tonnes of sugar, it was still successful.” The managing director of the sugar beet growers’ association, Dr Clemens Becker, reports on the farm and lab quality tests. The farmers react with dismay when Becker shows a blank transparency instead of the final beet prices and asks for their patience because negotiations with Nordzucker are still ongoing. Some farmers have questions about the assessment of the beet crowns before regional recommendations for fertilising and cultivation from cultivation adviser Frithjof Pape branch out into a focused, expert discussion.

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Doing the groundwork for 2017
2014 winter assemblies
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2013/2014 campaign

Above-average earnings on a Group level with strong regional discrepancies

Nordzucker finished the 2013/2014 sugar beet campaign on 21 January 2014 with above-average earnings. The year was characterised in all regions of the Group by late sowing as a result of bad weather, as well as major differences in growth rates between regions. In total, the company processed some 15 million tonnes of beet in 13 plants across Europe (previous year: 17).

Central Europe region
In 102 campaign days, the North German plants reported an average result overall. The yield of around 11.3 tonnes of sugar per hectare was slightly below the long-term mean (11.8 tonnes). The respectable earnings in the end reflect less than ideal growth and a dry summer.

Northern Europe region
Nordic Sugar’s five plants processed a total of around six million tonnes of beet. In Denmark, Sweden and Lithuania, the sugar yields per hectare reached a very high level. The yield in Denmark was 12.8 tonnes per hectare (average: 11.8 tonnes), in Sweden a very good harvest resulted in 11.3 tonnes per hectare (average: 9.9 tonnes) and Lithuania achieved 11.0 tonnes per hectare (average: 8.5 tonnes). Finland was also slightly above average with 6.9 tonnes per hectare (average: 6.3 tonnes).

Eastern Europe region
The Eastern European campaign came to an end after 99 days in Poland (previous year: 121 days) and after around 97 days in Slovakia (previous year: 80 days). The harvest of 11.9 tonnes of sugar per hectare (long-term average: 10.4 tonnes) in Poland was very high, again showing the potential of sugar beet farming in the country. In Slovakia, the later sowing and dry summer months led to an average sugar yield of 10.3 tonnes per hectare (average: 10.2 tonnes).

Polish farmers averaged 11.9 tonnes of sugar per hectare.

“I’m very happy with the 2013 harvest. With 81 tonnes of beet per hectare and 18.4 per cent sugar, my yield exceeded my expectations despite late sowing in mid April. I would definitely like to grow more sugar beet in the future, but the quota system appears to be putting a limit on this.”

Sławomir Giec, sugar beet farmer, Huby-Oporowo, Poland

“The harvest conditions were fantastic – it’s never been easier to harvest the beet! At 19.2 per cent, my 2013 sugar content broke all records. As a result, I delivered much more sugar than was agreed in the contract, which is why I will decrease the proportion of sugar beet in 2014.”

Jesper Tambour, sugar beet farmer, Havmosegård, Denmark

Across the Group, around 15 million tonnes of sugar beet were processed into sugar, which is now stored ready for use.
When the new financial year at Nordzucker starts on 1 March 2014, EUR 95 million will be available across the Group, primarily to continue with the modernisation of production facilities so that they are ready for the future. “Investment requirements for this purpose often have a long time frame. While the focus last year was on topics such as wastewater treatment, our recent major investments have generally been in profitable energy-saving projects that will reduce emissions”, explains Boris Kuster, who coordinates Group-wide investment planning.

“Nordzucker continues to rely on evaporation drying technology in this field, which will also be implemented in the Örtofta plant in Sweden as of 2014.”

Added to this are major investments to optimise market supply, improve logistics or reduce freight. Visible results of this raft of investments include the silos that have been constructed in Nykøbing and Kėdainiai. The last campaign also saw the new 80,000-tonne silo in Uelzen go into operation (see page 23).

Another area of focus includes improving product quality and food safety. “Increasing customer and quality standards are fulfilled by housing bulk loads and providing additional metal detectors”, Kuster goes on to say. In addition, larger replacement investments are also in the pipeline for extraction and for the pulp press units in various plants. Investments relating to emissions primarily affect boilers and turbines. The Klein Wanzleben plant is also soon set to see investments in exhaust gas purification technology and a gas turbine with considerably lower nitrogen emissions. A major overhaul of the boiler house in Nykøbing is also necessary in order to fulfil stricter EU emissions limits.

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**Investments with prospects**

Nordzucker has its sights set on 2017 and is continuing to boost the productivity of its plants.

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**Major investment projects in 2014/15**

- **Chełmża (Poland): Wastewater treatment**
- **Nykøbing (Denmark): Exhaust gas purification in the boiler house**
- **Örtofta (Sweden): Construction of an evaporation dryer**
- **Uelzen (Germany): Replacement of the pulp press unit**

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Investments will be made in a new wastewater treatment plant in Chełmża in 2014 as well as here in Nordstemmen.
Planning all the investments across the entire Group is no easy task. How do you approach it?

Axel Aumüller: “The complexity of the investment process has increased drastically with Nordzucker’s increasingly international focus. In retrospect, investments were made in the light of the consolidation phase initiated by the most recent market regulations – this primarily involved integrating facilities from decommissioned plants into remaining plants. This process is now complete. In the investments team, we are now focusing on bigger projects and are evaluating their strategic significance for the future competitiveness of our plants. During the course of a year, it is not unheard of to prioritise over 200 project proposals.”

With EUR 95 million, Nordzucker has once again increased its investments as compared with the previous year for the third time in a row. What are the reasons for this?

Axel Aumüller: “With our investment planning strategy, we have our sights firmly fixed on the abolition of the quota system and are putting the focus on preparing our plants for 2017 and beyond. Primarily, we want to ensure our competitiveness and to offer our customers high-quality sugar. However, this also means keeping up with the changes to regulatory compliance and fulfilling our sustainability standards. There is much to do!”

What will be the main priorities for Nordzucker this year?

Axel Aumüller: “We are continuing to focus on energy-saving measures, improving product quality and logistics. At the same time, we are also striving for stricter standardisation of our systems. This is a positive development for us in many ways – it enables us to streamline storage of replacement parts, lower procurement prices and standardise the requirements for operating our plants every day.”

Interview conducted by Tanja Schneider-Diehl

Plants prepare for the next campaign

“I’m currently working on restructuring the icing sugar packing system. A new packaging system is being installed here, which is one of my biggest challenges. The new system aims to improve the packaging of icing sugar, but also reduce the costs by keeping downtime to a minimum.”

Daniel Schaper, electronics technician specialising in production engineering, Schladen

“I’m currently working on the maintenance of the beet-testing facility. Over the course of the coming months, my colleagues and I will also convert the service centre to the PCS7 process control system. For me, courage is what I value most highly. I think it’s important to have the courage to own up to mistakes and to discuss problems face to face with colleagues instead of evaluating them with third parties.”

Jozef Turza, maintenance manager, Trenčianska Tepá, Slovakia

“Between campaigns, I’m working on the kiln. We’re planning on replacing the lower section in the course of the year. I’m part of the project group responsible for solving and implementing this. It’s a challenge I’m happy to face. I’m enjoying being part of this project and see it as recognition of my expertise in this field after 35 years’ work at the same plant.”

Søren Brøndum, machine operator, Nakskov, Denmark

Axel Aumüller, Chief Operating Officer
The previously independent subsidiary fuel 21 GmbH & Co. KG will be merged with Nordzucker AG on 1 March. Dr Andreas Schwarz, future operations manager, and Udo Harten, director of the Klein Wanzleben sugar plant, explain the expectations Nordzucker has of the partnership.

**Why merge now?**

**Dr Andreas Schwarz:** “Nordzucker constructed the bioethanol plant in 2006/2007 with the aid of EU subsidies. These subsidies were linked to a range of conditions that are now about to expire. In addition, the plant was also classed as an independent company.”

**What will change in terms of plant operations at Klein Wanzleben?**

**Udo Harten:** “With regard to the work itself, nothing will change. Our core staff will grow to 175 employees – 45 of whom used to work for fuel 21. Our flexibility will also increase, especially in terms of organising human resources. In future, we will be able to make use of specialists in both plants, who will be able to provide qualified support even on weekend shifts. We are also looking forward to significant advantages in terms of pooling our maintenance requirements and we will also be able to enjoy a more intensive exchange of expertise, which is something everyone can benefit from. Other things will also get easier: we will no longer need to double up on functions such as quality assurance managers or safety experts. Here, too, we have fantastically qualified staff.”

**What other advantages are there?**

**Udo Harten:** “We will also gain flexibility in our prospects with regard to the market: with the construction of the ethanol plant in 2007, Nordzucker created an outlet for using non-quota sugar beet because sugar exports to third countries have since been carefully limited. It is conceivable that this limit will expire with the end of EU production quotas in 2017. Flexibility will then be more precious than ever, so we’re doing the groundwork now. Our thick juice tanks also give Nordzucker the opportunity of making decisions in a more short-term way after 2017: will extra thick juice campaigns be worth it for more granulated sugar? Or should we produce more ethanol, which might be more profitable at the time? This puts us in a good position, I think.”

Interview conducted by Susanne Dismer-Puls
Denmark: great successes in clamp protection of beet for late delivery

The longer the campaigns, the more important it is to protect the beet stored on the field from the effects of the weather. In many Nordzucker regions, beet clamps covered with fleece are part of the landscape from the end of November onwards. Clamp covers are widespread in Northern Germany, where the technique has been used since 1999; but also in Poland, Slovakia and Sweden, where the clamps have to be protected against even colder weather with the addition of bales of straw. In Germany, 10 December is the cut-off date for covering beet clamps with fleece, while in Poland and Slovakia, it is 20 November.

Danish farmers manage 85 per cent at the first attempt

In the 2013 campaign, Danish regions achieved excellent results in terms of quality assurance with clamp protection. From almost nothing, around 85 per cent of beet for late delivery were provided by protected clamps, estimates Steen Bisgaard, Sugar Beet Manager at the Nordic Sugar Agricenter in Nykøbing, Denmark. The protective fleece had already been tested with good results in regions near the Nakskov and Nykøbing plants, which are protected by the milder Baltic Sea climate. In 2012, around 50,000 tonnes of sugar beet rotted in unprotected clamps as a result of frost-thaw cycles and could not be processed as a result. “This made it easy to get more beet farmers on side for this project in 2013”, Bisgaard says. “Neither the farmers nor the sugar plants want to see a repeat of those events.” By 10 December 2014, he hopes to persuade all farmers of the benefits of covering their beet clamps.

Successful test phase

In addition to Bisgaard, the contractor Børge Fredslund from Eskilstrup Maskinstation and farmer Finn Romme Hansen from Ravnsøgård near Nr. Alslev on the island of Falster are also pioneers in Danish clamp maintenance. In the search for effective methods, they were quick to share their experiences with Bisgaard’s north German colleagues Franz Hesse and Holm Kemmer. A meeting with the agricultural machinery manufacturer Hermann Klünder in 2011 persuaded the contractor to use the first of what is now a fleet of eleven clamp covering machines in Denmark.

“I wanted to avoid frost damage and to keep the beet dry until they could be transported”, says Finn Romme Hansen of his first fleece covers in 2012. He stored his beet in clamps for one month. “In comparison to beet delivered straight after harvest, they lost around half of their sugar content. If we hadn’t covered them, this amount could have been twice as high.”

In two hours, 2,500 tonnes of sugar beet will have been covered. Farmer Romme Hansen (left) has been using fleece to protect his clamps for two years now. Steen Bisgaard, Sugar Beet Manager, Nordic Sugar, is happy that around 85 per cent of sugar beet for late delivery in Denmark were covered in 2013.
Natural gas, coal and crude oil are bought in to keep plants operating throughout the campaign.

In focus: Futures for Q4
Buying on volatile energy markets

Nordzucker needs natural gas, crude oil and coal to keep 13 sugar plants working all season. “For years, the only way fuel prices were heading was up!”, says Frank Bauwens, Senior Vice President Procurement. But for the past two years or so, Nordzucker’s procurement team have noticed prices for primary fuels slowing down. “Even though they’re still at a high level”, Bauwens admits. He expects 2014 to be another year of stability.

New US reserves boost the market
This development is probably down to the continued availability of new oil and gas reserves in the US. “We’re not really feeling the effects of this in the EU because the infrastructure is not yet perfect. But the change in status of the US from importer to exporter has already sent ripples through the energy markets.” Bauwens has also registered an interesting situation regarding the API II trading reference value for coal, where the price has dropped by 20 per cent as compared with February 2013 as a result of high reserves, mild weather and the globally weak economy among steel producers.

Guaranteeing prices with futures contracts
In the Group procurement team’s offices, monitors flicker with endless columns of numbers and zigzag graphs: gas futures quotations such as TTF, NCG or Gaspool, ThomsonReuters for HFO (heavy fuel oil) and API II for coal listings – a selection of index values for the major European energy and commodities exchanges. “Constant market scrutiny is the be-all and end-all”, says Henning Sander, Senior Procurement Manager. As a category manager, the business economist coordinates energy procurement for all plants in the Group. Stock market portals provide him and his colleagues in Copenhagen, Opalenica and Trenčianska Teplá with important information about price developments and the right time to agree on contracts. The procurement team is focusing on prices for deliveries in Q4, when boiler houses and kilns will go online. “A good network, a constant eye on the prices, as well as comparative data from previous years, budgets and current market indicators show us when the time is right to call the broker and to hedge the first tranches in the form of futures contracts for the next campaign”, says Sander.
Henning Sander and Frank Bauwens (from left) watch the energy markets for Nordzucker.

Annual fixed-price contracts are a thing of the past
Keeping a permanent eye on market prices has not been part of Sander’s routine for long. “Even up to around three years ago, we would negotiate annual fixed-price contracts for a complete campaign with regional providers. But those days are gone!”, Sander says. “These days, primary fuels are traded separately on their own stock exchanges. Price flexibility and volatility have taken on completely different forms, which have led to radically different types of contract.”

Energy markets are national markets
“Our procurement team works in seven different national markets”, says Sander. Starting with national energy and environment legislation through different trading structures to local infrastructure and logistics, each region has its own characteristics. Added to this are the specifications for technology in the plant. As such, plants in Denmark and Finland work with crude oil and coal. “In contrast to Sweden, Lithuania and Slovakia, there is almost no gas available to Nordzucker there.” It’s the same in Poland, where Sander’s colleague Tadeusz Polak only buys in coal, transporting it by train to Chelmża and Opalenica. For Jonas Brock, who manages Northern Europe from Copenhagen, energy procurement is also a major logistical challenge: large quantities of imported coal and crude oil need to be shipped in in good time. This means managing significant transportation, storage and tanker capacities in addition to the price and time required. Despite all this, the turbines at German plants operate using gas just in time, almost without exception.

A central EU energy exchange, on which bulk consumers such as Nordzucker would be able to cover their needs completely in future and trade across state borders is still “a long way off”, says Sander. A functioning EU domestic market is largely still a pipe dream for the energy industry.

Sugar extraction – an energy-intensive business.

Sugar prices on the global markets

Fuel prices
2007–2013, EUR/MWh

Nordzucker energy mix by heating value

Natural gas requires fewer CO₂ certificates, fulfils the growing environmental requirements in Germany and makes up the lion’s share of fuel used in Nordzucker plants.
Anyone buying jams, marmalades or other fruit spreads in Poland will in all likelihood reach for one of Stovit’s products, as the company from the town of Bydgoszcz is the second-largest provider of this product category on the Polish market. Nina Tatter visited the customer of Nordzucker Polska together with key account manager Tomasz Wroblewski.

“Stovit has been a customer of Nordzucker Polska for around one and a half years. Since then our sugar supplies have been provided to Stovit factory on a regular basis,” explains Tomasz Wroblewski on the way from Toruń to Bydgoszcz.

When we arrived there, we were greeted by Izabela Babula and Piotr Jabłoński. They took us to a conference room where their product portfolio was on display in a variety of different thin and bulbous jars, as well as big and small plastic cups. Bulbous jars included those which made an impression of being simply home-made with decorative paper over the lid. Other jars were of different shapes, various label mock-ups and eye-catching looks and feels.

“We have six production lines in our factory, two of which are to fill jars. We pour our jams and fruit spreads into jars of varying sizes – from 720 g jars, which you can find in any supermarket, to 25 g aluminium containers found, for instance, in cafés for breakfast, and 12 kg buckets for restaurants. This range of varied packaging also shows that we serve different groups of customers,” highlights Izabela Babula, Director of Marketing and Export.

When Stovit was founded in 1979, the company was mainly involved in processing fruit and vegetables. In the early 1990s, however, Stovit became specialised in the production of jams, marmalades and other fruit spreads. In the meantime, the political and social transformations which started in the late 1980s and early 1990s had already led to the privatisation of state-run factories. This trend was also conducive to such a specialisation.

Today, Stovit produces a number of different brands. With “Fruta”, Stovit has established a widely used product in the medium price segment. “Mirella” brand appeals to customers who tend towards products at the lower price end.

“Stovit has specialised in jams and jellies since the 1990s. Sweet and fruity breakfast ideas

Akzente visits Stovit Group Sp. Z.o.o.

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“We are present with our products in all of Poland’s large supermarkets – both with our own brand and retailers’ brands,” says
Izabela Babula. “The most popular flavours include strawberry, cherry and blackcurrant,” she continues. “This has remained unchanged for many years.”

In addition to local fruit, Stovit also processes exotic fruit such as pineapple or kiwi. “Of course, they do not come from Poland,” laughs Piotr Jabłoński from the purchasing department. “Nevertheless, we buy most of our fruit, such as strawberries, cherries and currants, on the Polish market and we have known our suppliers for a long time. This is important to us because we believe in ensuring the excellent quality of our raw materials,” says Piotr Jabłoński.

Stovit renders services to meet the demands of the Polish market as well as export market with countries such as the USA or the United Kingdom. Stovit sees opportunities in gaining more export market shares in the future and plans to build an entirely new factory. In fact, the land for the new building has already been bought. “The new factory is to be built outside of Bydgoszcz and its capacity is expected to be twice as high as of our current plant at least. The new construction is currently planned for the coming years, but it does depend on the market situation and economic outlook, of course.

The new production facility would present us with many new possibilities. We have little space indeed for more production lines at our current facility; in a new factory we will not have such limitations,” says Izabela Babula. The plan is to create production lines for new kinds of packaging that corresponds to the desire of customers to spread jam on their morning bread quickly and cleanly. “New, innovative products are a basic prerequisite for growth. Although the new building itself is still a while ahead, the plans are taking shape. As soon as it is completed, it will replace the current factory.”
With 3,500 tonnes of white sugar produced every day, Uelzen is the biggest sugar plant in our entire Group”, says Sven Buhrmann, Uelzen plant manager, with pride, when asked about “his” plant. On days of peak production, up to 21,000 tonnes of sugar beet can be processed every day.

The Uelzen plant produces 50 per cent crystal sugar and 50 per cent refined sugar. This makes the proportion of refined sugar very high in Uelzen because the “natural” amount of refined sugar in a typical production process is around 20 per cent. “We achieve the higher proportion of refined sugar by dissolving some of the crystal sugar and boiling it down to refined sugar”, Buhrmann explains. This is a special feature of the plant to the south of Lüneburg. As a result of the large number of types of sugar produced in Uelzen, the plant provides sugar to a wide range of customers – from the drinks industry and pharmaceutical companies to the confectionery industry. It’s not only industrial customers who benefit from the many different varieties, the Uelzen plant also provides a wide range for food retail: “We are the main plant providing specialist sugars for Nordzucker in Germany. 60 different types of products are packaged for the food retail industry in our service centre alone”, says Buhrmann.

In an average year, around 250 employees work in the plant, which went into operation as “Aktien-Zuckerfabrik Uelzen” in 1883. 290 tonnes were processed every day in the plant’s first sugar beet campaign – numbers that cannot be compared with those achieved by the high-tech plant today, around 130 years later. To boost staffing during the campaign, around 300 employees work in shifts to maintain the smooth operation of the plant. They monitor and manage systems, communicate with the twelve delivery communities that punctually transport the sugar beet to the beet yard, and control the quality of the sugar.

Because sugar beet are up to 70 per cent water, the production process generates huge amounts of water. “As a result, sugar plants are also waterworks”, grins Georg Sander, beet office manager in Uelzen. The water is purified and recycled in the sugar plant for various pro-
On average, around 250 employees work at the Uelzen plant throughout the year.

cesses such as washing the beet. This saves many cubic metres of water during the course of the campaign; this is where wastewater management comes in. Because Uelzen has the highest density of overhead irrigation in Lower Saxony, with 100 per cent of the area being irrigated, this gives rise to another special feature: “All of the water used in sugar production is purified after use in the plant and the majority is used by the farms’ existing overhead irrigation units to water the fields. We currently store around one million cubic metres of water in our two storage tanks during the campaign, which is then used to irrigate fields of potatoes, cereals or sugar beet in the subsequent vegetation period. This makes a huge contribution towards protecting resources and a major contribution towards sustainability”, Sander emphasises. This year will see the addition of another tank in addition to the other two, with a capacity of 400,000 cubic metres of water, enabling all the water in the campaign to be stored.

The two sowing procedures largely developed and promoted by the Uelzen beet office were also developed to conserve resources. Both the spring strip tilling method and the autumn method focus on maintaining the soil structure, boosting water efficiency and protecting against soil erosion. Because the beet pellets are sown on cultivated, reconsolidated strips, the root structure and preceding crop or catch crop are maintained on the strips in between and thus help to protect against wind erosion. “We started spring strip tilling here in 2007 and the procedure has now gained international recognition”, says Sander, going on to say that around 15 per cent of the area in the Uelzen region was sown in this way last year.

The new silo – five facts
- Investment: EUR 14 million
- Storage capacity: 80,000 tonnes of white sugar
- Construction material: 8,000 cubic metres of concrete and 900 tonnes of steel
- Height: 75 metres
- Construction phase: around nine months

A new silo was built in 2013 and completely filled for the first time on 24 December 2013.
The aim of the Profitability plus efficiency programme is to increase the efficiency of the Nordzucker Group and thus lower costs. As part of our series, we present examples from different plants: the Chełmża service centre has been saving on three fronts for about a year now since additional packaging units were set up there in early 2012.

An additional packing line was installed for one-kilo bags, as well as an additional bagging line for 25-kilo sacks. In order to be able to store the additional products, a new palletising robot and a high-rack warehouse were also acquired. The combination of the packaging units, the robot and the high-rack warehouse enables savings on three fronts in Chełmża because most of the sugar produced in Chełmża was packaged by an external service provider before the creation of the new packing lines. This means that the sugar was bagged into sacks, transported, unloaded by the service provider and then repackaged in one-kilo bags or 25-kilo sacks. “The new facilities enable us to save on transportation costs, the packing service and the storage of our products by the service provider, as well as the costs of the internal handling of the service provider”, explains Joachim Rüger, Senior Vice President Production, Eastern Europe. Plus the costs of the big bags, which were only used once for transportation.

“The second one-kilo bag that we now use is stronger than the first one and the new 25-kilo sack enables us to double the capacities of our plant”, explains Kazimierz Kuśmiercz, production engineer for the plant and service centre in Chełmża.

Unlike the palletising robot and the high-rack warehouse, the one-kilo and 25-kilo packing lines are not new, but were previously located at our former plants in Hatvan, Hungary, or in Nordstemmen, Lower Saxony. They were given a general overhaul following their move to Chełmża and have been in operation in their new location since early 2013. The costs for the entire project were EUR 2.5 million. Depending on the workload, the investment will be amortised in three to four years. “The amount we can save depends on the amount we process. In years where sugar production in Chełmża is higher, the savings are also higher. If there is less sugar to be packed, the savings will of course also be lower” says Rüger.
The European agriculture and food industry, including Nordzucker, is directly affected by European decision-making. In order to be able to access information more easily and be closer to decision-making processes, Nordzucker opened its Brussels office in 2012. EU guidelines and regulations affecting the Common Agricultural Policy, consumer protection policy, energy policy and environmental policy, all of which play a significant role for Nordzucker, determine conditions in the EU Member States.

From 22 to 25 May 2014, around 375 million people in the European Union will be called upon to decide on the policies of the years to come, with elections being held in Germany on 25 May. Every five years, the Europeans vote on who will represent them in the European Parliament. The European Union is unique and, with 751 MEPs, will have the largest directly elected parliamentary body in the world. Yet turnout remains low.

The European Parliament is important because it represents all European citizens and is thus a counterbalance to the European Commission and the Council of the European Union, which represents the governments in the EU Member States.

The EU is important because many political decisions that affect all the citizens in the 28 Member States are no longer made in their national capitals, but in the European bodies of Brussels and Strasbourg. For example, around two-thirds of all legal norms are based on EU decisions. This means that we have the same standards across the EU, which is important. Yet despite the significance of the European Parliament for the people of Europe, low turnout is expected once again. In 2009, only 43 per cent of people eligible to vote actually did so – i.e. less than half. Low turnout and the current economic situation in some Member States may result in more radical parties gaining seats. With plants in seven countries, Nordzucker has benefited from EU integration. Stable and reliable political relationships are a prerequisite for the continued positive development of the company in the future. One opportunity to help shape this is by voting in the European elections.

Alexander Sick

Facts about the 2014 European elections
- 28 Member States
- 503.7 million citizens, 375 million of whom are eligible to vote
- 751 Members of the European Parliament (MEPs) (previously 766)
- Election days 22 to 25 May 2014

Countries with Nordzucker locations
1. Germany, 82 million citizens, member since 1952, 96 MEPs
2. Denmark, 5.5 million citizens, member since 1973, 13 MEPs
3. Sweden, 9.2 million citizens, member since 1995, 20 MEPs
4. Finland, 5.3 million citizens, member since 1995, 13 MEPs
5. Lithuania, 3.3 million citizens, member since 2004, 11 MEPs
6. Poland, 38.1 million citizens, member since 2004, 51 MEPs
7. Czech Republic, 10.4 million citizens, member since 2004, 21 MEPs
8. Slovakia, 5.4 million citizens, member since 2004, 13 MEPs

The Treaty of Lisbon
The Treaty of Lisbon came into force on 1 December 2009 and significantly expanded the legislative powers of the European Parliament. While previously dominated by co-decision procedures, the Treaty of Lisbon gave rise to real co-determination and even ordinary legislative procedures in more than 40 EU areas (for example, agriculture, energy policy and regional development). The EU budget would also no longer contain any budgetary aspects that had not been agreed by the Parliament. The European Parliament thus became an equal partner of the Council of the European Union, which represents the governments of the Member States.
Have a sweet Easter

Delicious baked treats for your Easter table from SweetFamily and Dansukker

While the Easter Bunny hides Easter eggs in our gardens and homes on Easter Sunday, it takes the day off in Sweden. There, it’s an Easter chick who makes the deliveries. Children there also look forward to their brightly coloured, sweet treats, just as they do here.

The custom of the Easter Bunny bringing Easter eggs originates in Germany around 300 years ago. Just like the eggs it brings, the rabbit is a symbol of fertility and thus closely linked to the season of spring. As such, it has very little to do with the Christian festival of Easter.

At Easter, Christians celebrate the Resurrection of Jesus, which is marked by the end of Lent. When families and friends get together for Easter in Germany, a centrepiece on the coffee table is often a lamb-shaped cake, known as an “Osterlamm”. The lamb represents the Resurrection of Christ.

Why not bake an “Osterlamm” yourself this year? All you need is a traditional lamb-shaped tin, the ingredients for the mixture, a little icing sugar or some desiccated coconut to decorate and our recipe. Planning an Easter brunch? How about some sweet pastry wreaths or sweet rolls shaped like rabbits? Maybe you can try the sweet Danish wreaths – the Dansukker recipe is overleaf on page 27. For more recipes, visit www.dansukker.com or www.sweet-family.de, where you will also find lots of baking tips, as well as our products.

You can find more Easter recipes online at www.sweet-family.de

Delicious baked treats for your Easter table from SweetFamily and Dansukker
Osterlamm Easter cake

Ingredients:
- 200 g butter or margarine
- 85 g fine sugar
- 300 g flour
- 1 egg
- Yellow and green food colouring

Preparation:
Work the butter or margarine, sugar, flour and egg together. Divide the dough into two pieces and colour one yellow and the other green. Place in plastic bags and leave to rest in the fridge for one hour.

Roll out both doughs on a floured surface and cut out small round shapes with pastry cutters. Overlap the yellow and green circles so that they form small wreaths. Place on a baking tray lined with baking paper and bake in the centre of the oven at 175°C for about 10 minutes. You can also roll the dough into lengths that you plait together and then shape into wreaths.

Decoration suggestions:
- Instead of icing sugar, use melted white or dark chocolate to decorate. To make it appear as if the lamb is sitting in the grass, sprinkle some chopped pistachios onto the chocolate before it sets.
- Make the Easter lamb into a black sheep by replacing 20 g of the ground almonds with 1 tablespoon of cocoa powder.

Sweet pastry wreaths

Ingredients:
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- 85 g fine sugar
- 300 g flour
- 1 egg
- Yellow and green food colouring

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Simply decorate with icing sugar

To give the lamb a nice white ‘fleece’, sprinkle it with icing sugar – for example, using our practical icing sugar dispenser – or prepare a glaze using icing sugar. You can also sprinkle some coconut over the glaze if you like. Mix a simple glaze of icing sugar and lemon juice for our delicious Easter lemon cake pops, too. The cake pops recipe is on the back cover.
Well informed

Campaign meeting with 30 visitors in Uelzen

Around 30 former committee members, plant managers and members of the Executive Board got together at the campaign meeting in early December. Chief Operating Officer Axel Aumüller invited them to Uelzen to give them the latest news from the Nordzucker Group and inform them about the progress of the campaign. His presentation covered the half-year result as well as the topics of sustainability and occupational health and safety. Host Sven Buhrmann, director of the Uelzen plant, gave an overview of the campaign from his plant’s perspective, reported on the recently constructed Silo 9, planned investments and the demographic developments in his region.

Delicious!

Culinary experiences for children

For over ten years now, Nordic Sugar has been the main sponsor of the Kulinarisk Fritidsordning in Copenhagen, which hosts cookery courses for children. Every year, when Meyers Madhus opens his doors to 120 children aged between 9 and 15 for the ‘Afternoon Cookery School’, the focus is most certainly on fun in the kitchen as well as on enjoying and becoming familiar with Scandinavian cuisine. The programme was developed by Meyers Madhus in 1999 and was able to count Nordic Sugar as its main sponsor from the very beginning.

The consumers of the future

“Right from the start, the sponsorship of the Afternoon Cookery School was seen as a long-term partnership”, says Jeanette Nordenhem, who works in Marketing. “It was important for us to foster this partnership to promote healthy eating habits and to teach children how to prepare food. The children taking part in the programme are the consumers of the future, so it’s not a programme where we can expect fast results.”

Award-winning

International school farm in Hardegsen

The Niedersächsische Bingo-Umweltstiftung (NBU) environmental organisation has crowned the international school farm in Hardegsen, a project supported by Nordzucker, as its Project of the Month for January. The organisation gives this award once a month to projects that restore monuments and promote education. The award for the international school farm in Hardegsen – in conjunction with a cheque for EUR 500 – is given once a month for projects that promote long-term goals in terms of protecting monuments and the environment. The project was praised in particular for setting a fantastic example because its efforts to restore and maintain a listed farm building drew on the talents of young people from the Jugendwerkstatt Steimke youth organisation in Uslar.
Dedicated

Nordzucker supports the Braunschweig carnival parade

Nordzucker supports local associations and activities in a whole range of ways. This is also the case in Braunschweig, where the company will be sponsoring the Braunschweig carnival parade for the first time this year. The parade, which traditionally takes place on the Sunday before the start of Lent, is one of the biggest of its kind in North Germany.

Introducing Nordzucker Polska

Exhibition at the 2014 Annual General Meeting

As of this year, the European Nordzucker subsidiaries will be presenting their companies and plants at the two Annual General Meetings in July. Nordzucker Polska will begin by presenting its two plants in Opalenica and Chełmża. An exhibition will provide visitors with useful information about the plants and Poland as a business location. The Annual General Meetings will take place on 9 and 10 July at the Stadthalle Braunschweig.

Nordzucker Aktientreff share meeting

Looking for shares online

Almost two years after its initiation, Claus-Friso Gellermann registers a high level of interest in the Nordzucker Aktientreff. “In addition to notifications, this is a new way of offering shares in Nordzucker AG or Nordzucker Holding AG in an anonymous way, or to search for them”, he says. Nordzucker currently has 679 users with accounts. Over the past twelve months, there were around 6,800 visits to the website by 2,600 users, 35 per cent of whom visited www.nordzucker-Aktientreff.de for the first time. “There are currently nine offers and 19 share searches on the page.” This roughly reflects the relationship between supply and demand. However, it is not clear how many sales are made via the Aktientreff website, and at what price. “Nordzucker simply provides the website, which acts as an anonymous contact platform”, Gellermann explains.

Personnel

Changes in holding management

Martin Eichholz has been employed as legal counsel by the Nordzucker Legal department since 1 January. The 33-year-old lawyer, who studied in Bayreuth and Kiel, previously worked for a savings bank in Schleswig-Holstein as a legal counsel. In addition to his position in the Legal department, Mr Eichholz will also assume responsibility for the holding company and take care of queries regarding stock corporation law and delivery rights. Claus-Friso Gellermann, who was previously in charge of the holding company, has taken a position in the Corporate Beet Procurement department.

Lecker!

Norddeutschlands größter Karnevalsumzug – und wir sind natürlich dabei. Brunswick Helau!

www.nordzucker.de
René Stabell Jørgensen
Automation Manager, Nordic Sugar
Nakskov, Denmark

René Stabell Jørgensen and his team are responsible for the entire automation process and power supply of over 15,000 electronic units in the Nakskov sugar plant.

“I’m involved in almost every project and every bit of maintenance work in the entire plant, which included over 40 different projects last year. This always involves major investment projects such as the process control system for our new evaporation dryer, but also a whole host of smaller electrical installations.”

René Stabell Jørgensen started working in the sugar industry two years ago and it is clear how much he loves his work, especially when he speaks of the partnership with his colleagues in Nykøbing. He would like to expand on the exchange of experience with his colleagues in other plants – including internationally.

However, the focus is currently on another project: all the workflows in his department are now being analysed in detail to ensure the small team is able to manage the countless systems in the plant as efficiently as possible.
A look online at Nordzucker and SweetFamily

Employer branding serves as lever in the marketing of Nordic Sugar as a workplace

For about a year, a handful of Nordic Sugar employees have helped market our workplaces in Denmark, and now the Employer branding concept is about to be launched in Sweden. Under the headline “We don’t appoint positions. We hire people with more than one talent”, our employees share their own stories and experiences to offer a real view of the company as a workplace and the many job functions found in a sugar company. The concept comprises videos, ads and a new job section on our website. www.nordicsugar.com/join_us

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**Lemon Easter Egg Cake Pops**

**Preparation:**

With a hand mixer, beat eggs for 3 minutes until frothy. Add 90 g of sugar and vanilla sugar. Beat for 3 more minutes until a moulable froth has formed. Mix in flour until just combined.

Spread dough evenly onto a baking sheet lined with parchment paper. Preheat the oven to 180 °C (conventional oven) and bake on the middle shelf for approximately 12 minutes.

Allow to cool and remove the parchment paper from the dough.

Wash the lemon under hot water, rub to dry. Zest the peel and juice the lemon. Mix both with crumbled cake, mascarpone and lemon marmalade and knead together in a mixing bowl. Form the dough to 20 eggs and stick on the skewers.

Mix lemon juice with the icing sugar. Coat the cake pops with icing. Using sugar decorations, decorate to look like Easter eggs.

**Preparation time:**

Approximately 60 minutes

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**Ingredients (for 20):**

- 5 Eggs
- 90 g „Unser Feinster“ SweetFamily sugar
- 1 sachet vanilla sugar
- 90 g flour
- 1 organic lemon
- 200 g mascarpone
- 60 g lemon marmalade
- 40 ml lemon juice
- 250 g SweetFamily icing sugar
- 20 wooden skewers and sugar decorations

Per piece approximately:
165 calories; 6.3 g fat; 24 g carbohydrates; 2.8 g protein

**Tip:** With SweetFamily icing sugar and a bit of the fruit juice of your choice (for example grape juice), you can easily make lovely coloured icing.

[www.sweet-family.de](http://www.sweet-family.de)