



*Apetit*



Eat well,  
*every day*





# *From untainted farmland and waters*

Apetit is a Finnish food company with a strong primary production focus. It produces food solutions based on vegetables, fish and vegetable oils mainly for the Finnish market and operates actively in the domestic and international markets for grains, oilseeds and animal feedstuffs.

***Our customers are consumers, the retail trade, the professional food service sector and the food industry.***

frozen  
vegetables  
and meals



fresh fish and  
fish products



vegetable and  
fruit products



vegetable oils



grains, oilseeds  
and feedstuffs



sugar



consumers and professional food service

food industry and international trade

## *Food that's good for you*

Vegetables have a high nutrient density, which means they have a lot of the essential protective nutrients for body function, growth and wellbeing in relation to their energy content. Fish contains healthy fatty acids, a range of vitamins and minerals and an abundance of protein. It is especially good as a source of fatty acids and vitamin D.



# Food promise

**A**petit's promise is to offer delicious wellbeing. Its products, which contain mostly domestic ingredients and are based on the latest nutritional recommendations, are ideal for promoting wellbeing and a varied, nutritious diet.

We focus on building delicious wellbeing in all our product groups. Using our vegetable and berry products produced responsibly in Finland and our Finnish and imported fish products it is natural

to make delicious daily meals that enhance wellbeing. The rapeseed oil that we produce will crown any culinary occasion, and its unsaturated 'soft' fat will be gentle on you.

## Eating well is not a luxury

Food trends currently emphasise the importance of taste and wellbeing in a wide range of meal situations. The mealtime circumstances of today's active consumers vary from snacks to celebratory evening dinners, and food can play a number of roles in these situations: enhancing wellbeing, providing a treat, adding balance, or even signalling the onset of a weekend. Easy-to-use Apetit products are suitable for most mealtime situations at home or elsewhere.

## Delightful service experiences

Apetit operates more than 30 service sales points throughout Finland on a shop-in-shop basis. These offer delicious, appealing, high quality products from selected suppliers, to enjoy on an everyday basis or as weekend treats.

**Bright, new-look Apetit packaging invites you into the deliciously wonderful world of vegetables and fish.**



# Portion as a profession

**T**aste experiences in restaurants and cafés can brighten up your day. For many Finns, staff restaurant menus help support their health and fitness. Each year, more than 900 million food portions are consumed in Finland's professional food service sector. One in two Finns eats outside the home each day, in a restaurant, café, educational institution or other location.

## **Ingredients for a good meal**

Apetit Ammattilaiset produces ingredients for a good meal for all professional food service sector

customers and professional needs. We provide a wide variety of food solutions and high quality, healthy products that are mainly produced in Finland from healthy, safe raw materials that are free of impurities.

The foundation of the product range consists of Apetit's own frozen products, fish products and fresh products. Our production of fresh products is based at Kivikko in Helsinki, with the logistical advantage of great access to major routes. The fresh products are supplied speedily, at the desired time either directly or via central purchasing organisations, as selected by the customer.

## **Let's cook together**

New solutions are created when food industry professionals get together. The professionals at Apetit Ammattilaiset help customers enhance their expertise and use Apetit's extensive network to share information, also between professional food service sector establishments. Our expert help is a normal part of the service, ranging from recipe development to comprehensive menu solutions. We develop products and test recipes at our own test kitchen at Kivikko in Helsinki, which is also available for customers to use.

## **Apetit Ammattilaiset**

- Extensive range of fresh and frozen products: fish, vegetables (incl. root vegetables), salads, potatoes, fruit, vegetable and fish products, and pizzas
- Product development and test kitchen for customers to use
- Recipe service provides ready formulated recipes
- Training for catering professionals
- Food themes and seasonal campaigns



## FRESH FISH BOX JUST WORKS BETTER

Apetit's new packaging solution, fresh fish boxes, replace the eco-unfriendly and messy polystyrene containers. The new packages allow five kilos of fish to fit in half the space, which saves shelf space for the customer and reduces the amount of packaging for disposal as energy waste. The packages are dry and can be lifted straight onto the shelf. They use no loose ice and do not leak. The box can be folded and the gel bag is recyclable as energy waste.



"The boxes are easy to store and dispose of and the water from defrosting doesn't go everywhere. The fish stay fresh, of course." Anssi Nurminen, Executive Chef, Tony's Deli Helsinki



**No two restaurants are the same.** Although restaurants of course vary in size, menu selections and customer profiles, they all wish to offer diners delicious and wholesome meals to suit personal tastes.



## *Nothing more Finnish.*

The Apetit Kotimainen label on packs of vegetables, berries and fish is a guarantee that the product is 100 per cent Finnish in terms of labour and materials. In the case of seasoned mixed vegetables, frozen ready meals and fish products that are seasoned, imported ingredients for the seasoning can feature only those that are not available in Finland, such as salt and pepper. The home-grown content and the specific Finnish ingredients are always clearly stated in the product details given on the packaging, so that the purchaser is not left guessing.

**Apetit Kotimainen frozen product sales grew by 8 per cent in 2014.**

# Taste of Finland

**M**any consumers prefer food of Finnish origin, without needing to ponder the matter any further. Tipping the balance has usually been the superior flavour and quality, along with safety considerations.

For many, buying Finnish has always been a conscious decision, weighing up the alternatives. More recently, purchase decisions have also taken local employment into account.

## **Apetit emphasises Finnish ingredients**

Wherever possible, Apetit means Finnish ingredients. We place products with the highest domestic content in our popular

Apetit Kotimainen range. We also apply the 'Good food from Finland' label if at least 75 per cent the principal ingredient of the product is of Finnish origin. Apetit is Finland's largest procurer of field vegetables and of Finnish rainbow trout. In 2014, our contract growers produced altogether some 29 million kilos of vegetables for Apetit Kotimainen products. That amounts to over 5 kilos of potatoes, carrots, yellow carrots, peas, swede, spinach, celery, parsnip, leeks and beetroot per person in Finland. Onions, lingonberries and blueberries were also procured from selected Finnish suppliers.

## **Apetit means employment in Finland**

Most of Apetit's over 700 employees are based in Finland at Säkyli, Kuopio and in the Helsinki metropolitan area. In the fish products group we also have operations in Norway and Sweden, and in the Grains and Oilseeds Business we operate on international grain markets.

## **Responsible employer**

Apetit strives to be a good employer and workplace for all its personnel. That's why we pay close attention to enhancing individual skills, leadership, wellbeing and change management.



# *From Miikka's field to the table*

**A**petit knows its contract growers by first name. Apetit and the farmers have been co-operating in Satakunta region since the 1950s developing the farming profession with respect for the environment and farming traditions. In the early period the most important crop was sugar beet, but for many years now the focus has been on edible vegetables. The most popular varieties in contract growing are potatoes, carrots, celery, parsnips, peas, spinach, swede and beetroot, which are grown on about 140 farms in total.

Apetit's contract growers are committed to the integrated production (IP) cultivation system, which requires responsibility

issues to be taken seriously and supports sustainable development. In IP growing, carefully selected, appropriate and timely cultivation procedures are used to improve vegetable quality, increase harvest volumes and minimise the environmental effects of agriculture. The methods are constantly being developed further through cooperation between the growers, Apetit's cultivation specialists and researchers.

## **Expertise from our own experimental farm**

New Apetit cultivation methods and vegetable varieties are tested on our own experimental farm in Köyliö before they are taken into use. At the same time Apetit is also responsible for the continuous development of Finnish outdoor

## **PEAS TRAVEL FROM FIELD TO FREEZER IN JUST TWO HOURS**

Following the cool start to last summer, the peas ripened in a month and were ready for harvesting a little early, which is why they were sweeter and tastier than normal. The optimal harvesting time for peas is short, as they can easily harden.

Harvesting from field to freezer takes only two hours, which is why the pea farms are close to our freezing facilities. The logistics of pea harvesting and the timing of the plants' ripening require special expertise that can be found only at Apetit and its contract growers.



Pea farmer Miikka Anttila is Apetit's contract grower in the second generation. The farming enterprise of Miikka and Markus Anttila has been growing peas for Apetit for 15 years.

cultivation and the professional skills of growers. A total of 20 varietal, fertilisation and growing method experiments were carried out during 2014. In recent years the research and experimentation on the farm at Köyliö has focused especially on developing growing methods that support a sustainable and eco-friendly cultivation ecosystem.

The latest cultivation methods are based on the principle that plant protection measures are only carried out when necessary, and only to a limited extent, primarily using biological or mechanical methods. In pest control, plants can be protected with nets, for example, or it can also be based on information on the life cycles of pests and on their natural enemies. Weed control is possible with a naturally biodegradable mulch cover and the use of mechanical weeding equipment.



## What is IP?



Integrated Production is a responsible and sustainable method of farming.



It means an improvement in cultivation, vegetable quality and safety, and minimising environmental effects.



It is based on plant-specific growing guidelines and continuous development of these.



Plant protection measures are undertaken only if necessary and only to a limited extent.



Vegetables and all cultivation measures are accurately traceable.



All actions are logged into farming database.



# *Freeze-when time stands still*

**A**petit knows maybe more than anyone about freezing. When freezing is carried out properly it is the best way to preserve the summer's crop for later use in the winter. If vegetables are frozen quickly after the harvest, their flavour, colour, texture and vitamin content will be preserved almost unaltered.

Performed correctly, freezing will preserve the most important properties and nutrients of the vegetables. Apetit gently washes and blanches the fresh vegetables and then quickly freezes them. Rapid air-blast freezing and storage at a temperature of at least -18°C will ensure that the original

characteristics of the vegetables are retained. The rest will depend on the cook.

Frozen products are naturally free of preservatives. Freezing almost completely stops the ageing of food, and so no separate preservatives to extend shelf-life are needed. Our frozen vegetable products contain no additives at all, and our frozen ready meals only have additives when it is well justified.

Apetit is one of Finland's largest producers of frozen vegetables and frozen foods. In 2014, about 27 million kilos of vegetables and foods were sold mainly to the Finnish retail and professional food service sector.

## QUICK AND DELICIOUS

Frozen vegetables are really easy to add to almost any dish, bringing colour, flavour and balance. Almost all of Apetit's vegetables are blanched, which means they are briefly heat-treated. Thanks to this, the frozen vegetables do not require long to cook and become tasty accompaniment to any meal.

- Remember that frozen vegetables do not take long to cook
- To retain firmness and texture, add the frozen vegetables only towards the end of the meal preparation
- For a different twist, try adding herbs, honey, marinade, dressing, seeds, nuts, flavoured salt...



## Less food wastage.

Frozen products mean less wastage of food. There is hardly any wastage between freezing and eating. A wide range of vegetables can be kept in the home freezer, and just the amount needed at any one time can be defrosted for use. There is negligible wastage in meal preparation because frozen vegetables are of consistent quality and have already been washed, peeled and chopped. The amount of wastage due to product spoilage and damage in storage, distribution and retail refrigeration units is virtually nil.



**2h**

*peas travel  
from field to  
freezer pack*



## Only from sustainable fish stocks.

The world's growing consumption of fish may lead to problems in heavily fished regions. This is why more attention is being given to the sustainability of fishing and fish farming. Apetit does not sell fish that are on the WWF Red List, and it actively monitors the recommendations and regulations issued by other bodies. This helps us ensure that our fish procurement for Apetit products does not endanger threatened fish stocks.



# Finland's fish counter



**F**inns are big on fish – both catching it and cooking it. With just a little effort, fish can be turned into an almost endless array of delicious dishes.

Apetit's diverse range of fish products provides healthy and tasty options for the plate, oven, pan or grill. Fish is a naturally healthy ingredient that is easy and quick to prepare for everyday meals or special occasions. The tastiest results are created from the best raw materials.

Apetit is one of the biggest fish suppliers in Finland. Our most important products are salmon farmed in the pure waters of Norway and rainbow trout farmed in Finland and Sweden. We also sell domestic

wild caught fish and fish from the northeast Atlantic and the Pacific Ocean, procured from carefully selected sources. Our subsidiary company Maritim Food, which operates in Norway and Sweden, processes and sells a wide variety of fish and shellfish products.

## **Farmed and wild**

Apetit sells both farmed and wild fish. Farmed fish has almost as small a carbon footprint as its wild cousin, and a lot smaller than that of farm animals. For each kilo of feed eaten, a farmed fish will grow by up to almost a kilo and virtually no uneaten feed is left in the water. The level of aquatic pollution from fish farming has fallen significantly as feeds and farming methods have been developed.

## **UNBROKEN AND FAST CHAIN**

Apetit procures Arctic salmon from carefully chosen fish farms in northern Norway. The salmon are gutted in a local processing establishment soon after being selected, and are then transported by road through northern Finland without stopping, all the way to Kuopio or Helsinki, and onward to customers. Good fish is fresh and has been properly processed. That is why we make sure our fish is from the best farms and transported as quickly as possible. Kept sufficiently cold in the correct manner, fish will remain in excellent condition at the sales location or in a cold store for several days after gutting. An unbroken and fast refrigeration chain, high-quality gutting and gentle processing all serve to guarantee a delicious meal option.

# Rapeseed for the health

**O**ils milled from rapeseed are among the healthiest of vegetable oils.

Compared with other vegetable oils, they have an exceptionally high content of the unsaturated fatty acids that support the healthy function of the heart and arteries. With a soft yet full flavour, rapeseed

oil is an essential for any Finnish kitchen. It is well suited for use by both the traditional and the more creative cook.

## **Oilseed products for professionals and industrial use**

Avena Nordic Grain is Finland's largest vegetable oils producer and rapeseed user. In addition to the Neito oil for consumers, Avena also mills vegetable oils purely, using natural methods, for professionals and for industrial use, as well as Öpex rapeseed expeller, which is used as feed. The products are nutritionally valuable and natural - they create a foundation for the food and feed industries to develop products that are of an ever higher quality and increasingly healthy.

## **NEW NEITO OILS FOR CONSUMERS**

Neito is a very high quality rapeseed oil milled from Finnish rapeseed. It is suitable for a wide range of uses in the kitchen at home – for salad dressings, frying, baking and sauces. Neito rapeseed oil is wholly of Finnish origin and has been milled using natural methods at the oil milling plant in Kirkkonummi since 2002. Its quality is ascertained by analysing it and by tasting it before it is delivered for retail sale or use in kitchens.





## Presenting natural and and chemical free pressing process.

The production process of Neito rapeseed oil makes use of a minimal processing method developed in-house, in which the rapeseed is gently heated to extract all the valuable components such as antioxidants, sterols and vitamins more effectively than in cold pressing, for example. It also gives a pleasant, soft flavour.

**99.9%**  
*of the rapeseed  
is used for  
making oil or  
expeller*



## **Inkoo to become major grain export port.**

At the start of the year 2015, Avena Nordic Grain began a project to develop grain reception, storage and export facilities at the Inkoo deepwater port. The investment will significantly improve the efficiency of grain exporting from southern Finland, as it will allow direct grain deliveries from farm to port, reducing the need for intermediate storage. For Avena the project will bring additional opportunities to develop and increase its trading on international markets.



# *Expert in grain markets*

**T**rading in grains, oilseeds and animal feedstuffs is international commodities trading in which success relies on forecasting and understanding the markets and accumulating a wide range of expertise. Grain and oilseed crops vary each year and world market prices are also affected by changes in the political and economic environment.

## **Markets in Finland and EU**

Finding success in changing markets requires both expertise and experience. Avena Nordic Grain is Finland's leading trader in grains, oilseeds and animal feedstuffs, and serves grain vendors and purchasers,

farmers and industrial users. Avena's main market is the European Union, but it also trades in many other markets and especially in Finland.

## **Many tools for trading**

Grain-selling farmers are important customers, and Avena offers a personal service for them along with a range of online tools. Avena also produces market information to support decision making by farmers. Thanks to its long partnerships with grain vendors and purchasers and an active presence on the various markets, Avena has a high level of grain trade expertise, which it is able to offer its customers too.

## **FINNISH GRAIN EXPORTS**

Finland is more than self-sufficient when it comes to grains. In 2013, almost a quarter of the abundant crop went for export. In the 2013/2014 crop season the amount of grain exported from Finland totalled almost 800,000 tonnes, while imports came to 80,000 tonnes. About half of the exported grain was oats and the rest was barley and wheat. The autumn 2014 crop was also good, at over 4 million tonnes, and it is estimated that exports from the 2014/2015 crop season will exceed those of the previous year.

# *Juha Vanhainen*

## *and the strengths of Apetit*



JUHA VANHAINEN  
CEO of Apetit Plc  
since March 2015

### ***1. Delicious wellbeing.***

At Apetit, we firmly believe that good quality food is one of the main ingredients for enjoying life. Great food enhances wellbeing on a daily basis and the taste experiences will leave impressions that you can later call upon. This is why we have decided to combine delicious taste and physical wellbeing in our products. We make great-tasting food for every occasion - from the very special moments to the energetic weekdays.

### ***2. Providing delightful flavours and service experiences.***

Our products have been stocked by retailers and enjoyed in Finnish homes and food service establishments for many decades already, and this has taught us a lot along the way. We know how to listen to the users of our products and to develop the right delicious, high-quality vegetable, fish and edible oil products for different meal situations. Our food expertise is of course available to customers, retailers, the professional food service sector and the food industry. We provide services and advice that help them succeed more effectively and improve their food products, while also boosting profitability.

### ***3. Finnish ingredients and employment.***

The ingredients we use in our products are mainly based on sustainable IP-growing of vegetables and responsible fishing and fish farming. We procure our raw materials responsibly from contract suppliers and wherever possible from Finnish sources. When we produce frozen vegetables and frozen ready meals, process fish or mill vegetable oils, we do it with an uncompromising approach, observing the highest food safety and quality requirements, and ensuring that the origins of ingredients and products are fully traceable.

### ***4. Expertise in international markets.***

We are an experienced and professional trader in grains, oilseeds and animal feedstuffs. We have the skill and desire to ensure that vendors and purchasers trade successfully, irrespective of whether world market prices are rising or falling. This is based on our unique expertise and long partnerships covering many years.

### ***5. Ready to work hard.***

The lacklustre performance of the Finnish economy is set to continue throughout 2015. With the market offering no relief, we know that success will be purely down to our own hard efforts. Our ongoing measures to improve profitability in the fish and fresh products groups will continue in 2015. At the same time we will nurture our strengths in the frozen products group, develop our operations in the grain trade and invest in vegetable oil products. We firmly intend to succeed!

# *Delightful flavours and service experiences*

Apetit is a Finnish food company with a strong focus on primary production. Our products and services contribute to wellbeing and enhance people's lives through taste experiences enjoyed at home and elsewhere. We began in the 1950s with sugar beet refining in the Satakunta region of Finland. Apetit's shares are listed on Nasdaq Helsinki.





### Food business

Apetit is one of the leading Finnish food companies. Our product groups are frozen vegetables and frozen ready meals, fresh fish and fish products, and pre-prepared fresh fruit and vegetable products. In the fish products group, we also operate in Norway and Sweden with our subsidiary, the Maritim Food Group.

*The Food Business has a diverse customer base, including consumers, the retail trade, the professional food service sector and the food industry.*



### Grains and oilseeds business

Avena Nordic Grain, together with its subsidiaries, is part of the Apetit Group and Finland's leading trader in grains, oilseeds and animal feedstuffs, and a manufacturer and supplier of vegetable oils and rapeseed expeller. Avena's main markets are Finland, the Baltic region and the European Union, but it also trades actively in other markets.

*Customers of the Grains and Oilseeds Business include grain-selling farmers, the food and feed industries, other grain-using industries and trade.*

### Other operations

The Other Operations segment comprises the Group's parent company and the associated company Sucros Ltd. Sucros Ltd produces, sells and markets sugar made from Finnish sugar beet for the food industry, the retail trade and for export.

# Apetit in 2014

Net sales, EUR million	2014	2013	2012
Food Business	170.8	178.5	162.7
Grains and Oilseeds Business	214.2	209.0	215.8
Other Operations	-	-	-
Intra-group sales	-0.3	-0.2	-0.3
<b>Total</b>	<b>384.7</b>	<b>387.3</b>	<b>378.2</b>
<b>Operating profit, excluding non-recurring items, EUR million</b>			
Food Business	0.6	4.0	1.7
Grains and Oilseeds Business	7.8	5.1	6.5
Other Operations	-1.1	3.1	0.6
<b>Total</b>	<b>7.3</b>	<b>12.2</b>	<b>8.8</b>
<b>Operating profit, EUR million</b>			
Food Business	-9.7	2.0	1.7
Grains and Oilseeds Business	7.8	5.1	6.5
Other Operations	-4.0	2.3	0.3
<b>Total</b>	<b>-5.9</b>	<b>9.4</b>	<b>8.5</b>
<b>Investment in non-current assets, EUR million</b>			
Food Business	1.9	2.0	3.4
Grains and Oilseeds Business	0.5	0.8	0.5
Other Operations	0.1	0.2	0.0
<b>Total</b>	<b>2.5</b>	<b>3.0</b>	<b>3.9</b>
<b>Average number of personnel</b>			
Food Business	630	699	641
Grains and Oilseeds Business	83	73	70
Other Operations	10	10	10
<b>Total</b>	<b>723</b>	<b>782</b>	<b>721</b>

Successes in grain trade and oilseed products affected positively Apetit Group's financial year 2014. Net sales and profitability were up in Grains and Oilseeds Business, despite the low level of market prices in grain trading. The continued economic recession in Finland held down net sales and profitability in the Food Business in both retailing and the professional food service sector. Profitability in frozen products group was good, but in fish and fresh products groups it remained unsatisfactory. The impairments made in the Food Business contributed negatively to the Group operating result. The equity ratio remained high.

Net sales

€384.7 M

Operating profit, excluding non-recurring items

€7.3 M

Earnings per share, excluding non-recurring items

€0.72

Investments

€2.5 M

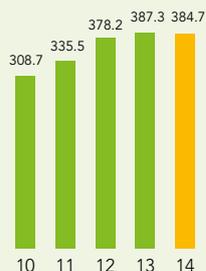
Equity ratio

69.7%

Personnel

723

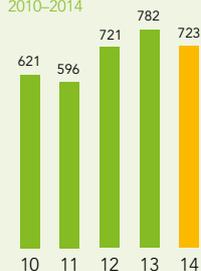
NET SALES  
2010–2014, EUR million



OPERATING PROFIT  
excl. non-recurring items  
2010–2014, EUR million



AVERAGE NUMBER OF  
PERSONNEL  
2010–2014



DISTRIBUTION OF SALES IN 2014,  
EUR MILLION



EFFECTIVE DIVIDEND YIELD, %



<sup>1)</sup> Board's proposal

AVERAGE NUMBER OF PERSONNEL



# Our business

Consumers  
preferring  
domestic  
products



Retail trade,  
professionals  
and industry  
preferring quality

brands: *Apetit*



*Skilled co-workers*



Product and  
service portfolio



Production  
sites



*Vegetables*



*Fish*



*Oilseeds*



*Grains*



*Sugar*

Home-grown raw material      Responsible sourcing from abroad

The pure soil and water provides us with the foundation to cultivate top quality raw materials to our products.

# Adapting and improving

**I**n the past few years Apetit has actively reorganised its business structure and strategy. This allows us, now and in the future, to meet the changing expectations of consumers, retailers, the professional food service sector and raw material producers and purchasers, and to respond to food trends that emphasise wellbeing and convenience and to the growing demands from the food industry and retail trade for greater efficiency.

## Field to table

In our procurement of raw materials - vegetables, fish, grains and oilseeds - we are firmly committed to Finnish primary production and responsible procurement from the best contract suppliers in Finland and other countries.

Our products are produced efficiently, safely and with the minimum of processing, for consumers and customers who value high-quality food solutions and services.

We operate actively in the grains and oilseeds trade and also help growers, sellers and buyers to operate efficiently and to succeed in their business.

**Delicious food is a delight and increases well-being, whatever the circumstances. That's a promise!**



Towards the year 2016:

# Strategic objectives



## In the Food Business

we aim to be the preferred food solution for consumers who value wellbeing and the preferred partner for customers that value good service.

### Goals 2016

- To achieve a considerable improvement in profitability
- To become the preferred food brand for consumers who value wellbeing
- To achieve a significant increase in Apetit's share of the food eaten by Finnish consumers



## In the Grains and Oilseeds Business

we aim to be in a stronger position as a grain trade leader in the Baltic region and as an innovator in edible oils.

### Goals 2016

- To achieve major growth in the Grains and Oilseeds Business
- To expand the vegetables and edible oils business into new markets in the Baltic region
- To develop new vegetable oil products and production processes
- To develop the market for 100% Finnish rapeseed oil



## Food Business restructuring continues.

A restructuring project was carried out in the Food Business during 2013–2014, in which the previously separate frozen foods, seafood and fresh products businesses were combined to become the new Food Business. The aim with these changes is to be more customer and consumer oriented and to improve profitability. The introduction of the new business structure and the programmes to improve profitability will continue in 2015.

The restructuring changes previously carried out in our grains and oilseeds operations have been a success, and Avena Nordic Grain is now one of Finland's largest companies in the grain trade and in oilseed refining.

# *Responsibly, all the way to the table*

**R**esponsibility is part of every Apetit product and service. We strive to understand as fully as possible the lifecycle responsibility perspectives of our operations and our products, from primary production of food raw materials all the way to the final product and its consumption.

For us, responsible food means nourishing and safe food products

made of ingredients that are grown sustainably, and production that is resource-efficient and supports employment in Finland, directly and indirectly.

## **Managing corporate responsibility**

At Apetit, responsibility means acting in accordance with sustainable development principles by taking into account the social, ecological and economic impacts of our actions and the expectations of stakeholders. Managing corporate responsibility is based on Apetit's operating policies, which guide operations at all levels from everyday work to strategic planning. Management systems are also comprehensively certified and cover quality, product safety and environmental matters.

**We want to identify and take into account the needs and expectations of customers, personnel, society and the environment.**





## Apetit's operating policy

- Continuous improvement in customer satisfaction and ensuring product safety
- Improvement in profitability and efficient use of capital
- Continuous improvement and updating of personnel skills
- A safe working environment
- Reduction of environmental load



The ingredients used in Apetit products are traceable all the way back to the field or fish farming site.



A new real-time water consumption monitoring and adjustment system has significantly reduced the water consumption in vegetable processing.

# Recipe for responsibility



## Product responsibility and great nutrition

- Take nutritional recommendations into account in product development
- Comprehensive management of product safety risks
- Traceability of products and ingredients
- Reliable product knowledge and use of health and nutritional claims
- ISO 22000 product safety management system



## Procurement of food raw materials

- High quality, safe and responsibly produced raw materials
- Long-term relationships with growers and fish farms, and supplier assessments
- Use of sustainable, Finnish IP cultivation methods
- Full traceability of raw materials
- Only use sustainable fish stocks
- No genetically manipulated raw materials



## Personnel

- Development of expertise and skills
- Promote employee wellbeing
- Improvement of managerial and supervisory skills
- Ensure that equality is in place
- Manage new situations and changes as well as possible



## Economic footprint

- Ensure profitability and economic operating conditions
- Financial return for owners and society
- Employment in different localities
- Raw material procurement from Finnish sources as far as possible

**Responsibly produced food** is the sum of many parts. The most important of these is to have products that are safe, of high quality and incorporating ingredients procured in accordance with the principles of sustainable development. Our operations also pay attention comprehensively to environmental issues and to enhancing the wellbeing of staff.



#### Environment and resource efficiency

- Ever greater savings of energy and water resources and continuous improvement in materials efficiency
- Reduction in wastage throughout the food supply chain
- Participation in the food industry's energy efficiency agreement
- Wastewater treatment in accordance with environmental permits
- ISO 14001 environmental management system



#### KITCHEN GARDENERS IN SPOTLIGHT

Each year, Apetit Ammattilaiset organises its Vilkas theme week where help is given to professional food service kitchens to make versatile flavoursome food that is fully balanced nutritionally for consumers of all ages. In the design of the recipes for the week, special attention is given to daycare and school cafeterias, which are the target group, as these are very important for the creation of healthy eating habits outside the home.

# Contact information

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## FOOD BUSINESS

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**Apetit Plc's Financial Statements 2014 can be found from our web pages at [www.apetitgroup.fi](http://www.apetitgroup.fi)**

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