



Make Life Beautiful

 **BARENBRUG**

A fighter pilot and a veterinarian, that was what Bastiaan and Frank wanted to be when they were kids. But life has its own agenda... They became Members of the Supervisory board of Barenbrug, just like their dad. Entrepreneurial, dedicated, family men... this is Bastiaan and Frank. Frank: 'Working with my brother is the best thing in the world.'



**'Dad always put people first.
People make the difference.'**

Frank: 'When we were kids, we used to build dens. We would shoot arrows at each other.'

Bastiaan: 'I created all kinds of traps to stop him entering my den.'

Frank: 'Who would have ever thought we'd be working together now!'

Bastiaan: 'You wanted to be a vet, right?'

Frank: 'Yes, at least until I saw the blood.'

Bastiaan: 'My dream was to join the air force. To fly a fighter plane.'

Frank: 'When we were younger, we used to work at Barenbrug during the holidays. Sweeping floors, filling bags with seed, washing containers, hoeing weeds. It earned us some pocket money.'

Bastiaan: 'Some colleagues from those days still work here. They knew us when we were kids.'

Frank: 'Dad always put people first. Always having a

chat here and there, walking around the work floor. He was genuinely interested in people. Asked what they did, who they were. He really cared.'

Bastiaan: 'It is important to cherish our employees. People make the difference.'

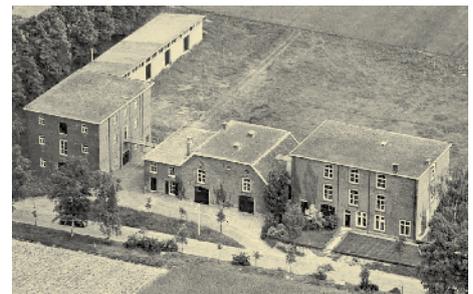
Frank: 'I always say "Welcome to the family" when new colleagues start work at the company. It's just how I feel. Whether you pick orders or do research, we are in this together. It takes many hands to create success.'

Bastiaan: 'I agree. And working together always leads to a solution. Do you remember how we started in Brazil? We spoke to a dozen potential partners, but none of them met our standards. So we just started from the ground up and opened our own factory there. Thanks to good teamwork, we are the leading company in Brazil now...'



Royal Barenbrug

A world of possibilities—that's what Joseph Barenbrug pictured when he saw grass. He initiated the development of varieties for different purposes that is still ongoing today. These varieties are suitable for a wide range of climates. Tasty and healthy forages with high nutritional value for cattle, fine leaved and attractive green grass for parks and gardens, slow-growing grass for lawns, strong grass for sports pitches and recreation. If you can imagine it, we can create it!



Frank: 'I think it also comes down to "do as you say".

We have a down-to-earth attitude in our family. You are the more rational one, I think. My time in Argentina gave me a slight Latin touch.'

Bastiaan: 'No, you have always been passionate.'

Frank: 'It is still a special feeling... something our great-grandfather started in 1904 has become a worldwide company today. Even World Cup stadiums have Barenbrug grass. And even in Saudi Arabia camels eat Barenbrug alfalfa!'

Bastiaan: 'We are brothers, colleagues, best friends and both of us are family men. Between us we have four daughters. We love working together and even go on holiday together.'

Frank: 'And we really enjoy having a beer with colleagues after work. There's nothing wrong with hard work, but fun has its place too.'

Customers first

Helping customers deal with all kinds of challenges was Joseph's mission. Frank and Bastiaan continue that tradition as the fourth generation. Today, the Barenbrug Group is the leading worldwide creator of turf and forage solutions. A family business to the core. Thanks to Joseph, Joop and Bert we can serve you with 115 years of experience!

Royal

In 2004, Barenbrug was granted the 'Royal predicate', a distinction awarded only to companies with extreme prestige and importance in their field, that have existed for more than a hundred years, have sustainable management, and an excellent reputation. We are proud of our royal distinction.

See it. Solve it.

We love to see farmers enjoying their work, kids playing on soft grass, and cows eating nutritious forage. This is why we offer the best turf and forage solutions. Because our customers deserve the best foundation—a foundation for opportunities!

At Barenbrug, service starts with listening to you. Your challenges are our challenges. If you show us your needs and share your ambitions, we'll create the solution together.

Long-term partnerships

Teamwork is our key to success. Together with our customers, research partners and distribution partners, we can achieve more. Because we know the whole is always greater than the sum of its parts. Because unique contributions allow us to excel, we invest in long-term partnerships. Did you know some of our customers have been with us for more than 50 years?

We keep learning

We step into your world so that we can meet your needs. What do your animals need? How can we help you create a stunning atmosphere on your golf course? What can you do to repair the turf for the next football match? To offer you the best, we recruit the best. At Barenbrug, we constantly invest in the heart of our company: people. And we never stop learning. Our specialists travel the world to exchange knowledge and experience between themselves and with our customers. Barenbrug employees, independent consultants, advisers, contractors, farmers, field managers: together we take our knowledge to another level. Because people make the difference. How can we help you?



NAME Joel Reagan
COUNTRY Oregon, United States
OCCUPATION Professional Forage Product Manager at Barenbrug

"Drought, excessive rain, disease pressure, are just a few issues farmers and ranchers are subject to. All types of weather, and elements come with the job. Farming and ranching is hard work, when the day is done it is something to be proud of. Productive producers provide the consumers with the best and top quality products. When the producers are benefiting from the great technologies like Pinpoint and Nutrifiber, that I was able to share with them, it makes my job even sweeter. Sharing of these solutions and technologies with our customers, makes their work and lives easier."



'I can hardly believe the extra yield compared with last year.'



World of possibilities

Farmers, children, home owners, football players—no matter who you are, and no matter what continent you are on, you deserve the best foundation. Healthy beef cattle in Argentina, happy tourists in Central Park, New York and successful golfers at St Andrews or Pebble Beach: our presence on six continents enables us to think globally and act locally. North or south, drought, wet or cold... We provide fields of production and joy!

In the past 100 years, we have seen a gazillion soils. From enchanting city gardens to exhilarating sports fields. From strong Dutch dikes to endless cattle pastures in Brazil and New Zealand. Different worlds with different demands. So many needs, so many solutions!

Sharing knowledge, creating solutions

We have research facilities in all the important climate zones. We are at your service on six continents with 18 branch offices and 22 research and development locations in more than 20 countries. Our R&D experts connect and exchange insights to create the exact solution you need. Our presence on the African continent creates a valuable source of grass varieties for other tropical areas in the world. It also means that dairy producing countries like the Netherlands and New Zealand can benefit from each other's insights on nutrient boosting forage. Healthy cattle, happy farmers!



6
continents

15
languages

800
employees

20
countries

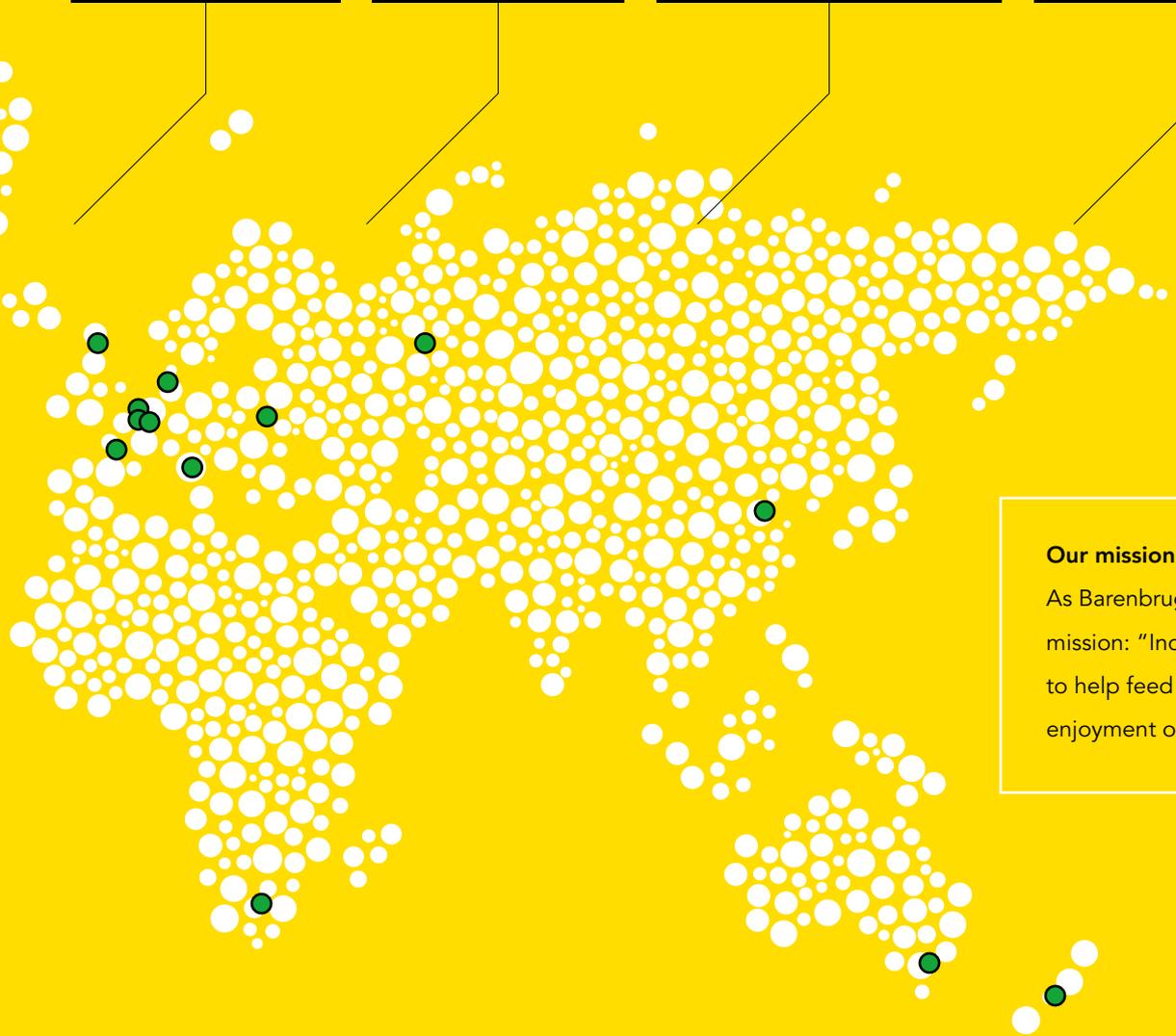


2,100,000
Beef steers in Argentina
enjoy Barenbrug pastures

More than 14,440,000
Sheep in Australia enjoy
Barenbrug grass

18,000,000
People in the US enjoy Barenbrug
grass on their home lawn

1,928,000
Golfers in the UK play on courses
with Barenbrug grass



Our mission
As Barenbrug we have an important mission: "Increase animal productivity to help feed the world and enhance the enjoyment of green spaces".

Integrated approach

Our secret? We match excellent breeding and research with the skills of strong partners in the field. The result: the latest scientific insights are integrated thanks to the advice of professionals with intimate knowledge of your business and region. Whether you are involved in agriculture, sports or recreation, we encourage you to bring out the best in yourself. To give you a competitive advantage, we never stop learning. We organise internal training for our staff and have set up the

Barenbrug academy to train external partners. All this serves to offer you the best foundation.

Tailored answers

Keeping forage growing during a period of drought in Argentina and Australia, helping grass recover quickly after a punishing football match in Russia or boosting it by applying the right seed enhancement technology for year-round green golf courses in France... Do you need a tailored solution in a highly specific case? Just tell us.



*'Running, sliding, tackling, scoring...
A good game starts with great grass.'*

Fostering innovation

How can we help you take the next step? What are your needs? In this ever-changing world with its constantly shifting demands, Barenbrug wants you to be the best. That is why we invest in new technologies, new partnerships and innovation. We are thrilled by bold ideas!

Finding new ways, discovering the unknown: our experts travel the world to seek new solutions for your

challenges of tomorrow. We love to see children play, farmers smile and athletes sweat. Every day, more than 110 R&D experts get up in the morning with one goal: to offer you a foundation for opportunities.

Think global, act local

Our worldwide R&D organisation enables us to think globally and act locally. Present on six continents in the main climate regions of the planet, we provide



NAME Johanna McCloskey
COUNTRY United Kingdom
OCCUPATION Managing Director
Avoncrop Amenity
Products Ltd
Winkfield, Berkshire

“Every Saturday I coach my team of talented teenagers. I love coaching and energising the team to embrace playing to the best of their abilities and with a passionate team-spirit. As a distributor, I take pride in being well-informed of new product technologies, promoting innovations and offering our clients exactly what they need. Football players need the best foundation to work their magic.”

knowledge and innovative solutions for local applications and climate conditions. Do you need nutritious grass for your herd? Sturdy grass for exciting sports matches? Or inviting grass for your city parks? We can help. Well-known Barenbrug innovations are: RPR self-repairing ryegrass, Mow Saver, NutriFibre, SOS Super Over Seeding and Yellow Jacket seed enhancement. Innovative interventions that work. Let's create the solution you need!

So many needs, so many solutions

Seed enhancement, endophytes, inoculants, hybrid breeding, sensor technologies... We leave no stone unturned when it comes to serving you. Whether you are involved in agriculture, sports or recreation, we encourage you to bring out the best in yourself. So jump on that tractor, swing that golf club, and relax. We give you the foundation for success.

Feeding the future

Sustainability is more than just a word to us. Barenbrug believes true gain lies in sustainable management and responsible decisions. The key to a prosperous future? Long-term commitment!

How can we reduce energy use, help feed the world, bring out the best in our people and make a difference to the less fortunate of this world? These questions are top of mind for us as we do business. By offering sustainable turf and forage solutions we strive to make the world a better place.

Resources

Imagine the sun beating down on the land, insects ruining the harvest, cold weather preventing the grass from recovering in time for the golf season, ten billion people to feed while fossil fuels are running out. This is where we love to step in. Responsible management of our scarce resources requires greater efficiency. The good news? Grass offers more solutions than you might think. This is why we invent products that reduce the use of water, fertilisers and energy. Sustainable answers for compelling issues.

Circular use

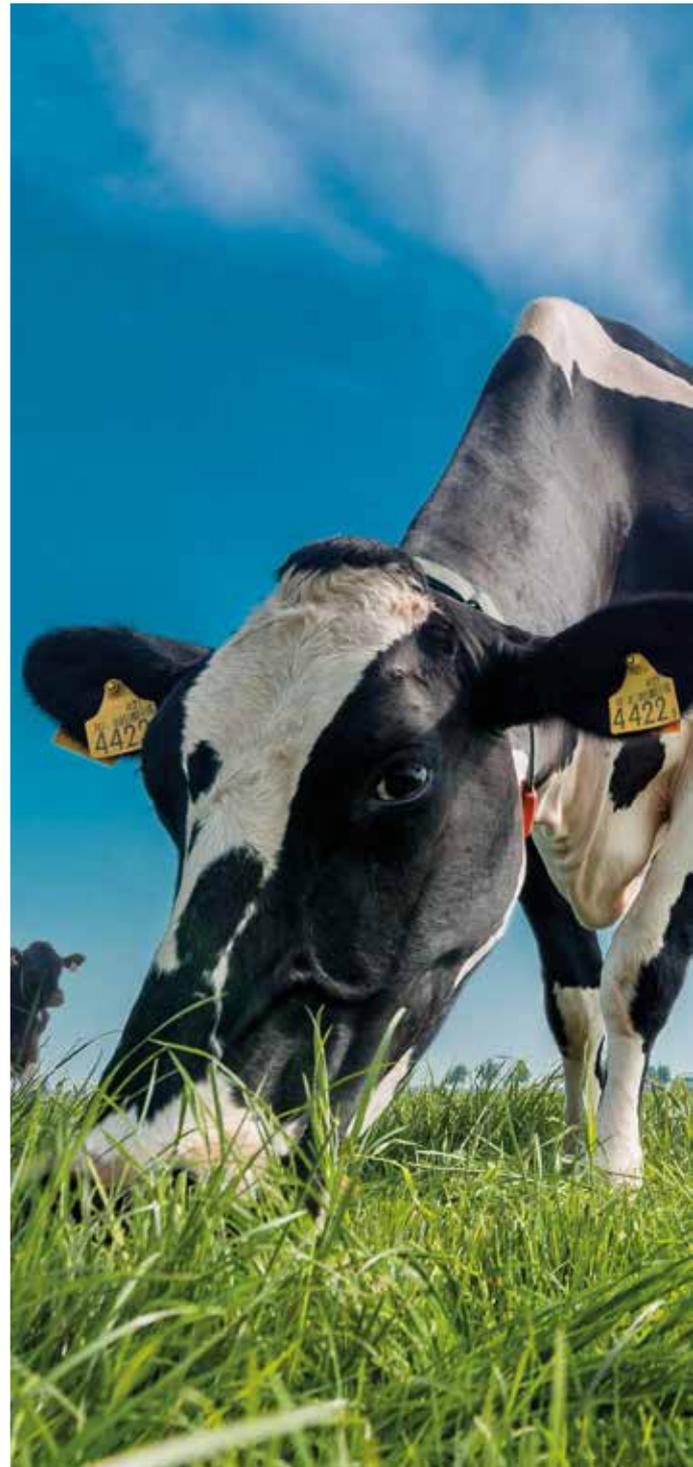
As a facilitator of sustainable solutions, we cherish the world around us. Even the smallest choices can have an immense impact. This is why we take a circular approach to paper use and invest in sustainable machines to save water. In the US, we are one of the first largest seed companies to generate green energy with our state of the art solar panels.

Future proof

To make responsible decisions for generations to come, we consult our Young Professional Advisory Committee. Our young employees advise the board on important topics like health, safety, innovation, global trends and HR management. Everything that matters to the following generations. Fresh ideas, new perspectives, sustainable goals: together, we develop sustainable strategies for happy employees, happy users and our beautiful world.

Helping with hands

Some things are priceless, like the smiles on people's faces. Barenbrug teams volunteer in a wide range of projects. From school supplies for school children in South Africa to cooking for homeless people in the United States. Our Helping with Hands Foundation is a beating heart in our company. Together, we make the world a better place. Make Life Beautiful.





NAME Tim van Noord
COUNTRY Hellouw, The Netherlands
OCCUPATION Dairy farmer

*"Producing more milk using my own grass is one of my challenges.
It provides appetising forage that keeps my wonderful herd healthy."*

***'It's my way of contributing to
greater sustainability in the dairy
and food sectors.'***



Make Life Beautiful

Scoring the winning goal in your school match. Watching your cattle graze on an endless field. Having a picnic with your friends in the park. Barenbrug believes success starts from the ground. This is why we offer you the best foundation. A foundation for opportunities.

We just love to take the road less travelled. To find new answers. Discover innovative technologies. And yes, we even take a leap of faith. Because sometimes the best ways are off road.

Royal Barenbrug.
At your service on 6 continents.
Because you deserve the best.

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