

FRILAND A/S

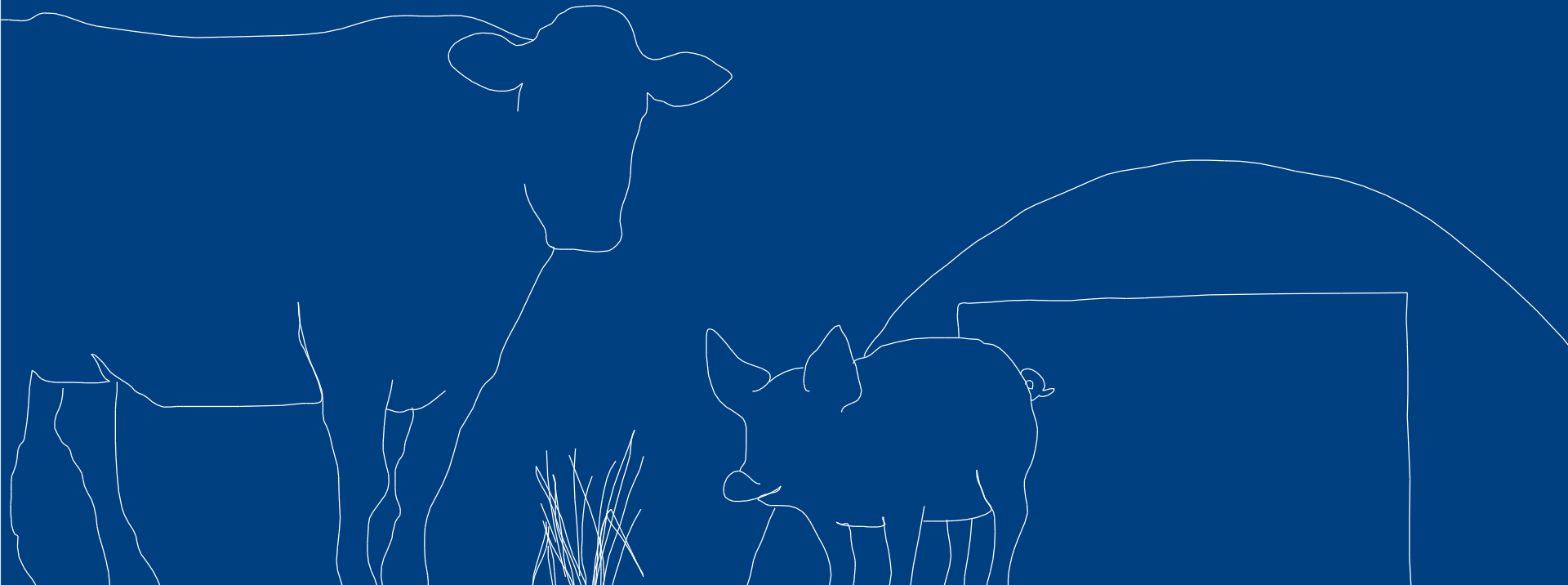
v/ Henrik Biilmann

Det Økologiske Akademi, Niveau 2





Friland A/S



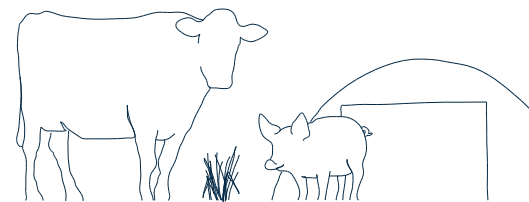
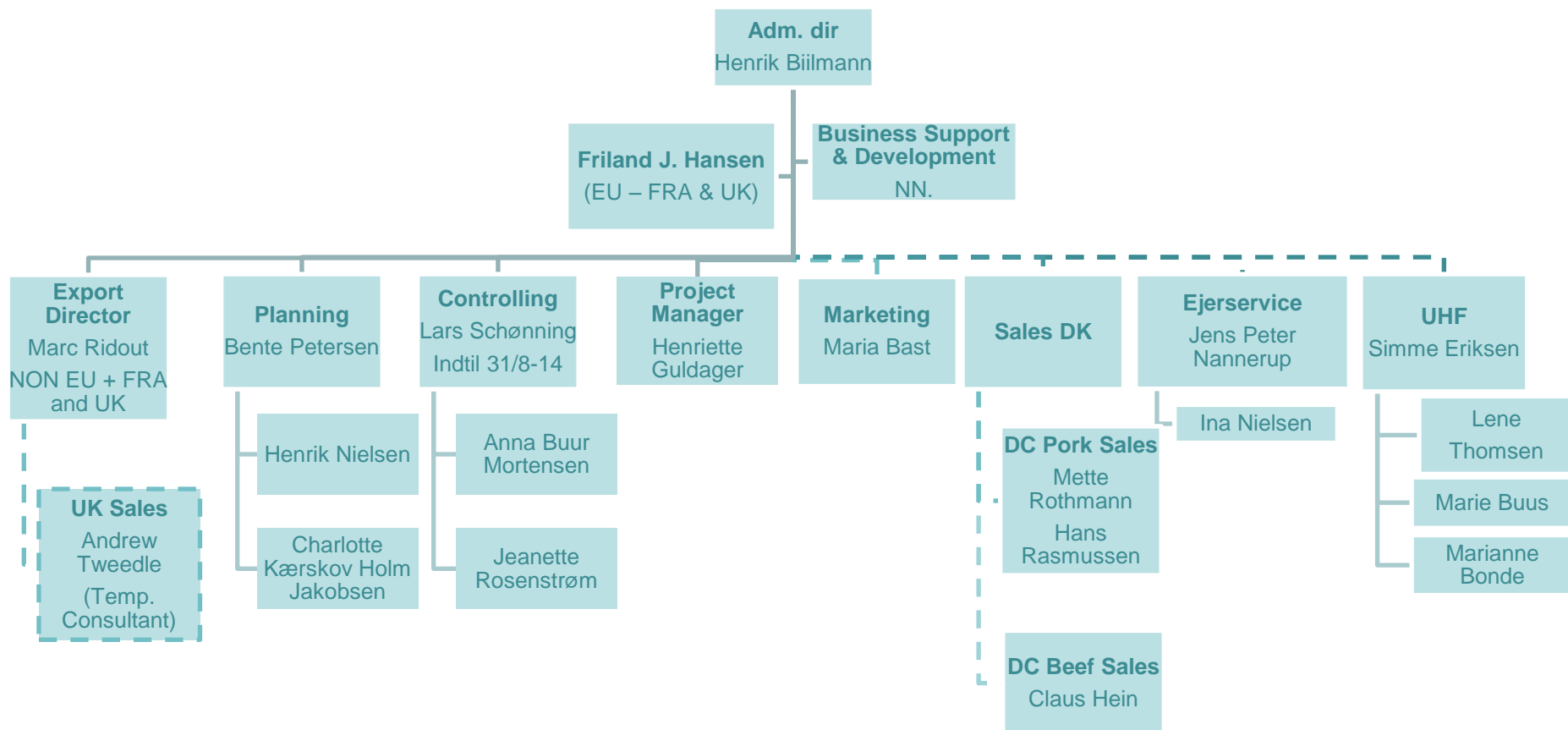
Friland A/S - Facts



- Founded in 1992
- Bought by Danish Crown in 1999, and organised as a subsidiary with its own bottom line
- Sells organic meat and freerange meat recommended by Danish Animal Welfare Society
- More than 1000 farms
- Market leader of organic fresh meat in Denmark
- Cooperating with the Danish Animal Welfare Society and Organic Denmark



Frilands A/S struktur



Slaughterhouses



Herning Slaughterhouse: All organic pigs and free range pigs

Ålborg Slaughterhouse: Friland beef cattle, Limousine and Organic beef

Holsted Slaughterhouse: Organic beef



Friland Board



Freerange Pork



Nielli
Simmelsgaard



Torben
Langer

Organic Beef and pork



Frode
Flyvbjerg
Kristensen



Arne Juhl
Jensen



Erling
Christensen



Nikolaj
Pedersen

DC-repr.



Bjarne
Møller



Lorenz
Hansen



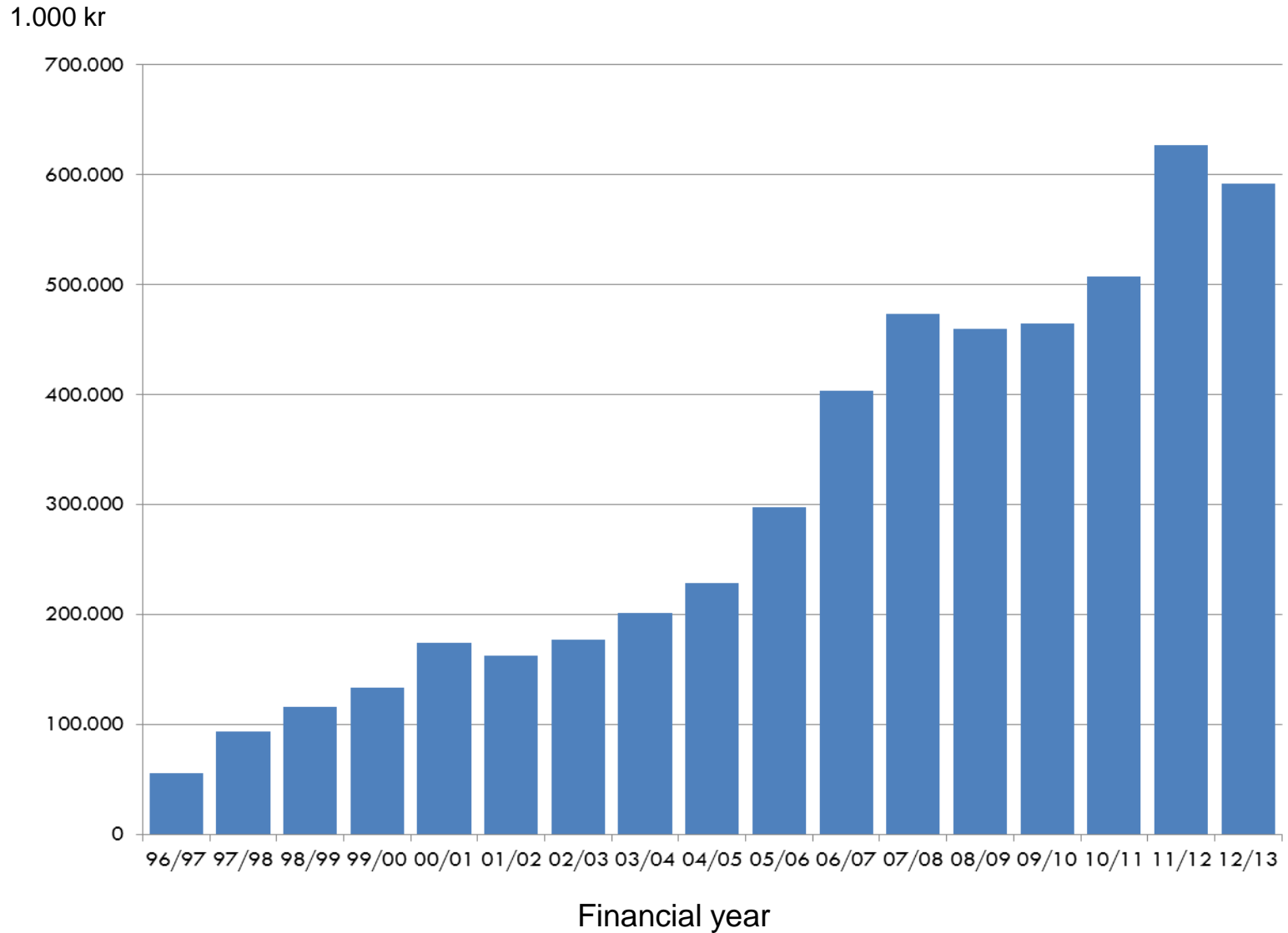
Erik
Bredholt



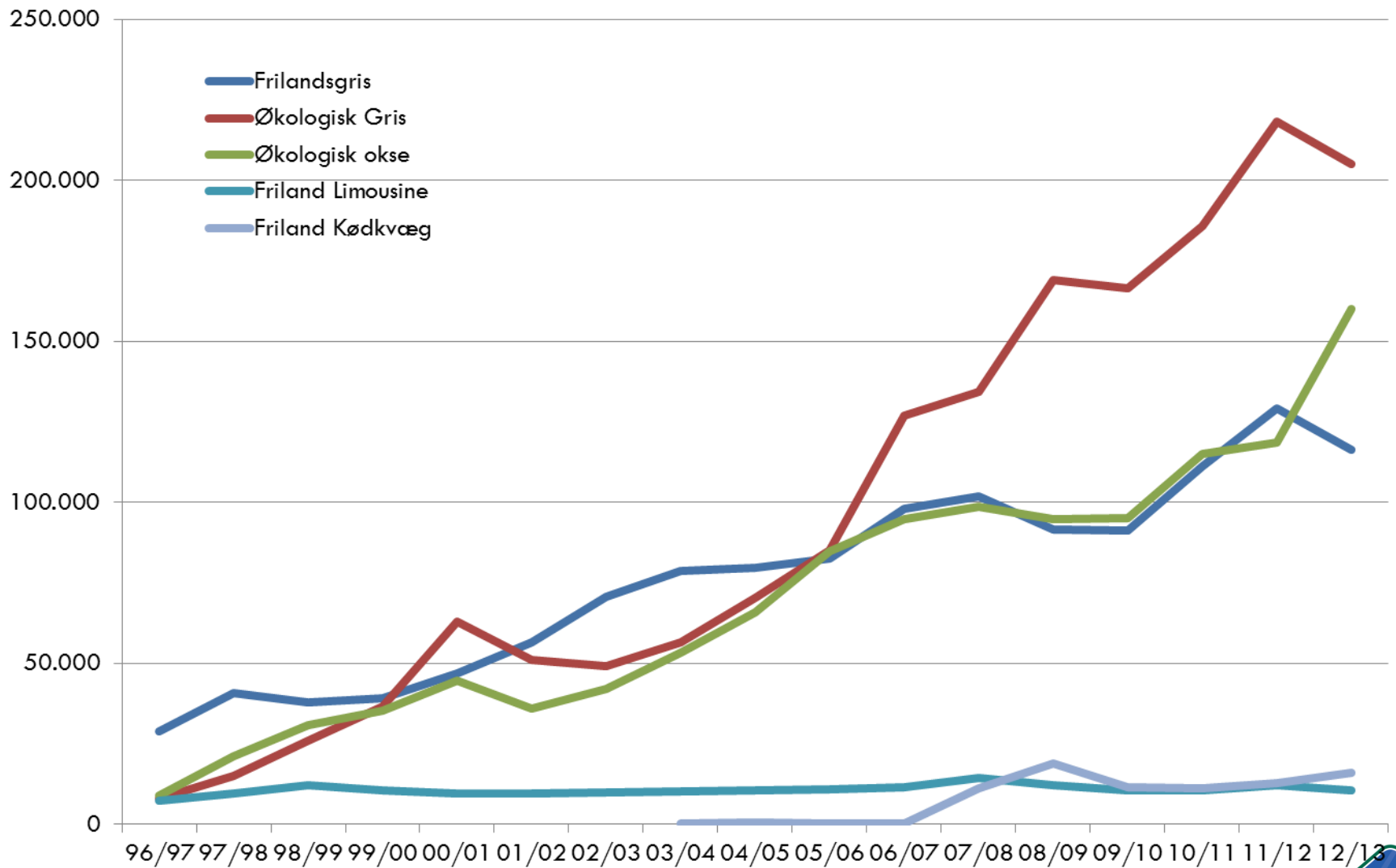
Peter Fallensen
Ravn



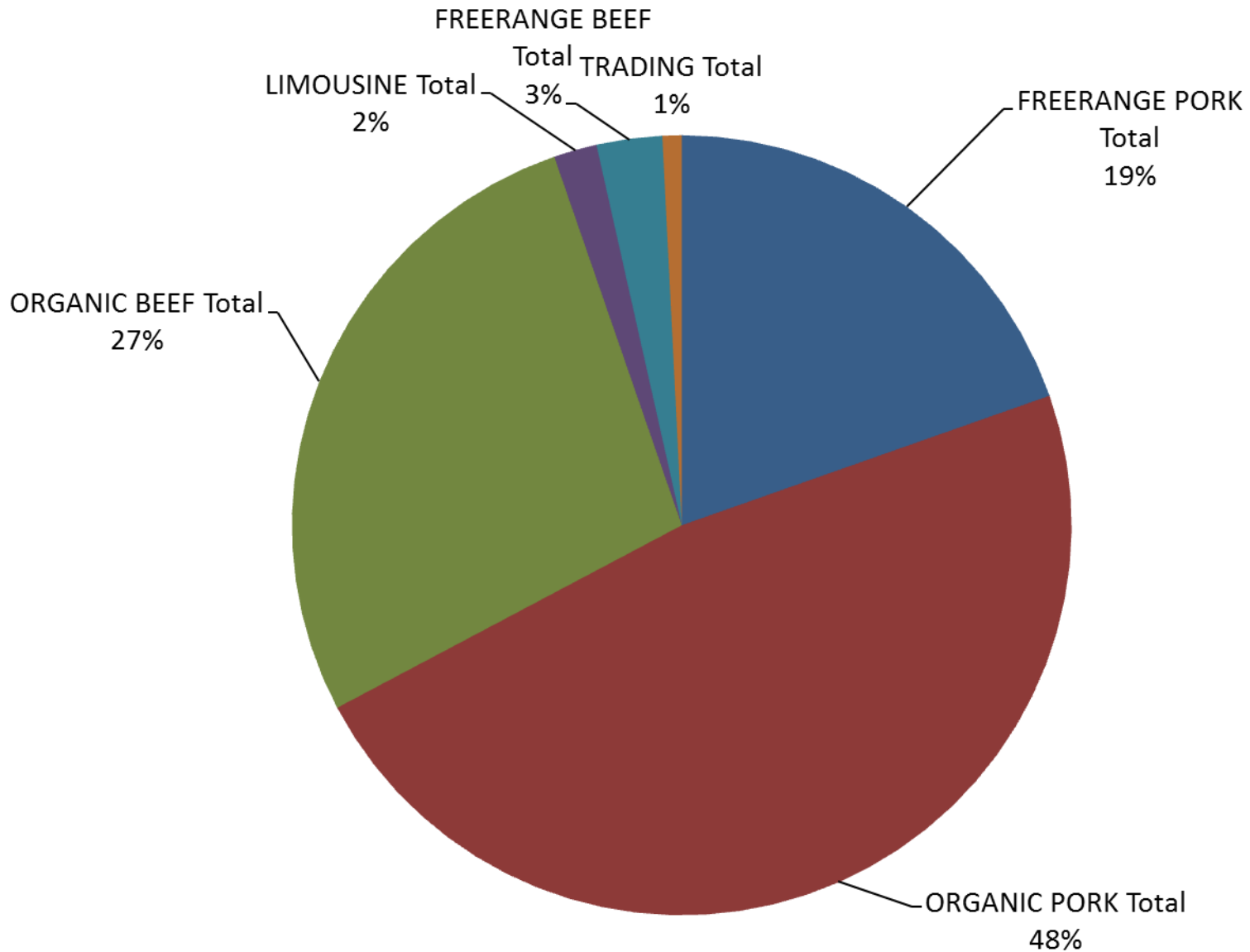
Development in turnover (consolidated)



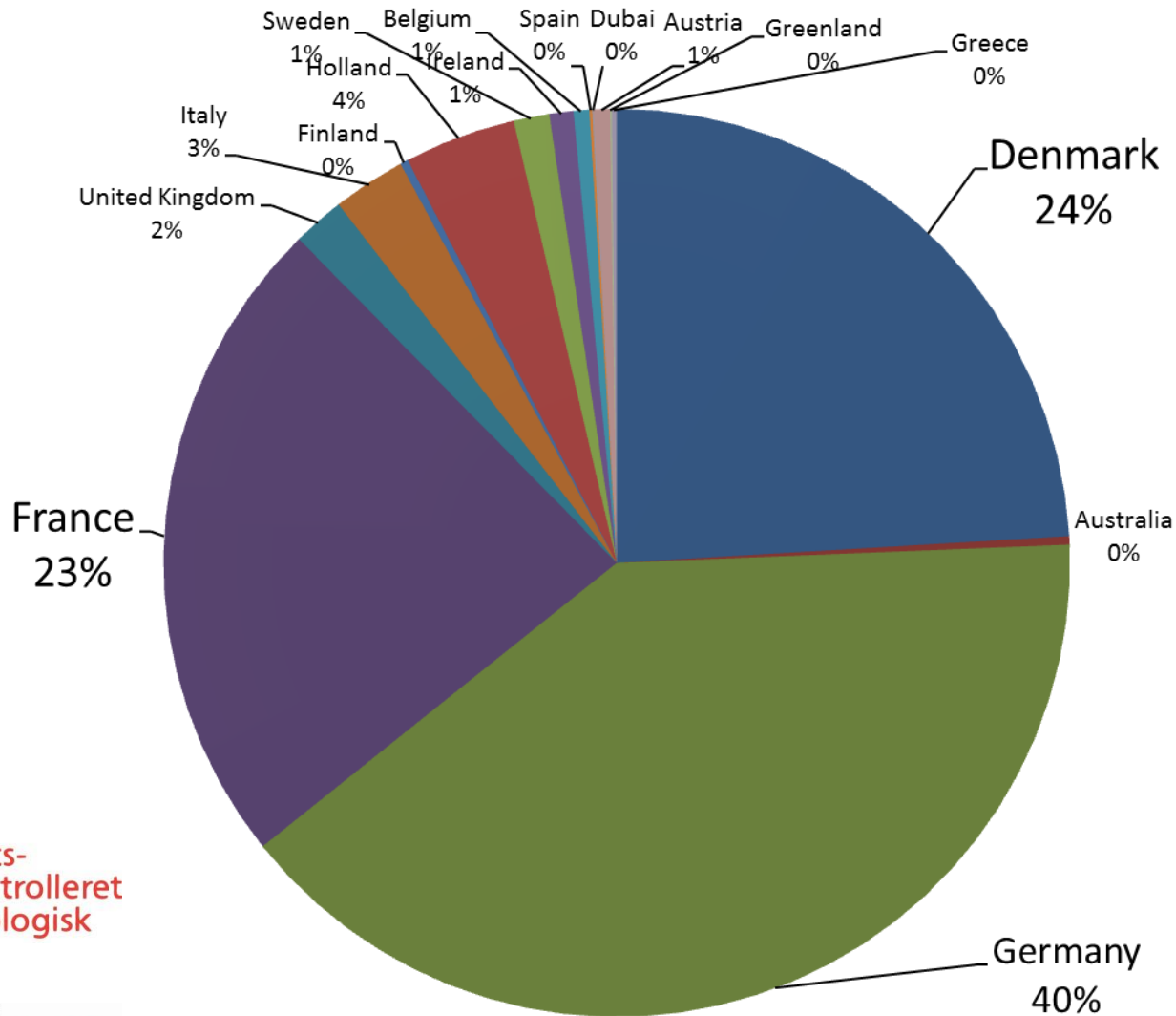
Development in turnover



Turnover by meet concept



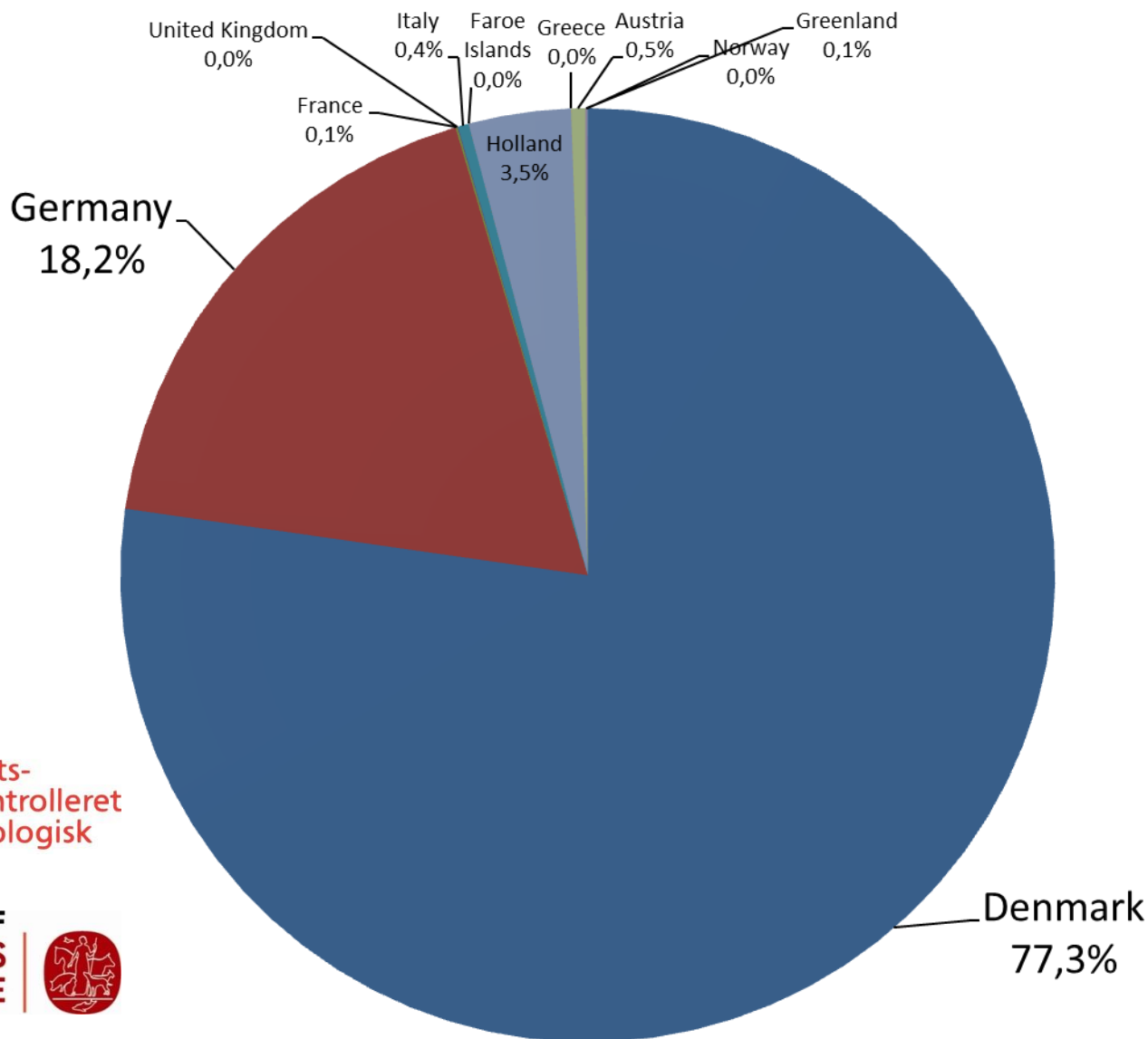
Turnover organic pork



ANBEFALET AF
DYRENES
BESKYTTELSE



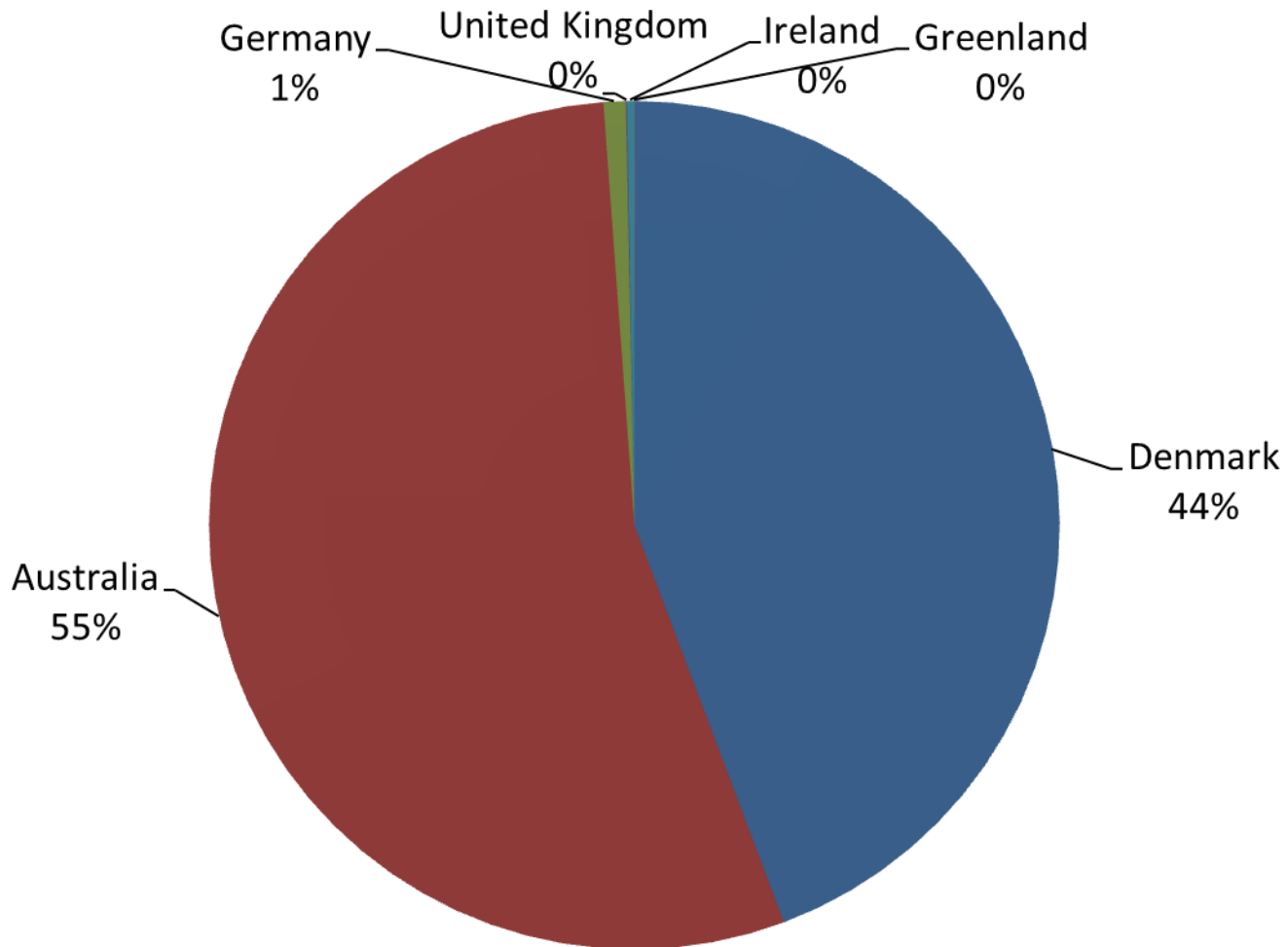
Turnover organic beef



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DYRENES
BESKYTTELSE



Turnover free range pork



**ANBEFALET AF
DYRENES
BESKYTTELSE**

