



# Sustainability Charter 2025





# A third-generation family company



Management of the PHW Group (from left):  
**Doris Wesjohann**,  
**Dr. Heinrich Dröge**,  
**Peter Wesjohann** (Chairman of the Executive Board),  
**Felix Wesjohann** and  
**Marcus Keitzer**.

A third-generation **family company** rooted in the Oldenburger Münsterland region.

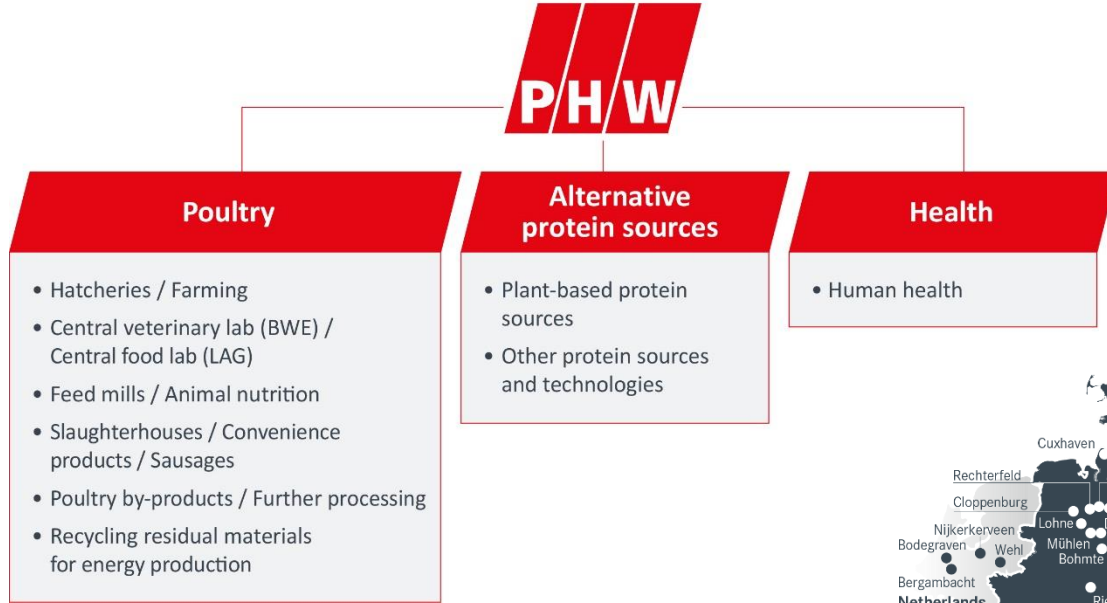
Looking back on 90 years of company history, which originally started as a small farm with a hatchery and is today firmly established as a **leading player within the food industry**.

**Growth through diversity:** parallel development of „Production and marketing of high-quality poultry specialities“ and „Alternative protein sources“ business areas, shaping the nutritional mix of the future.

We take **top spot in the poultry sector** in Germany and are ranked among the leading companies in this sector across Europe.

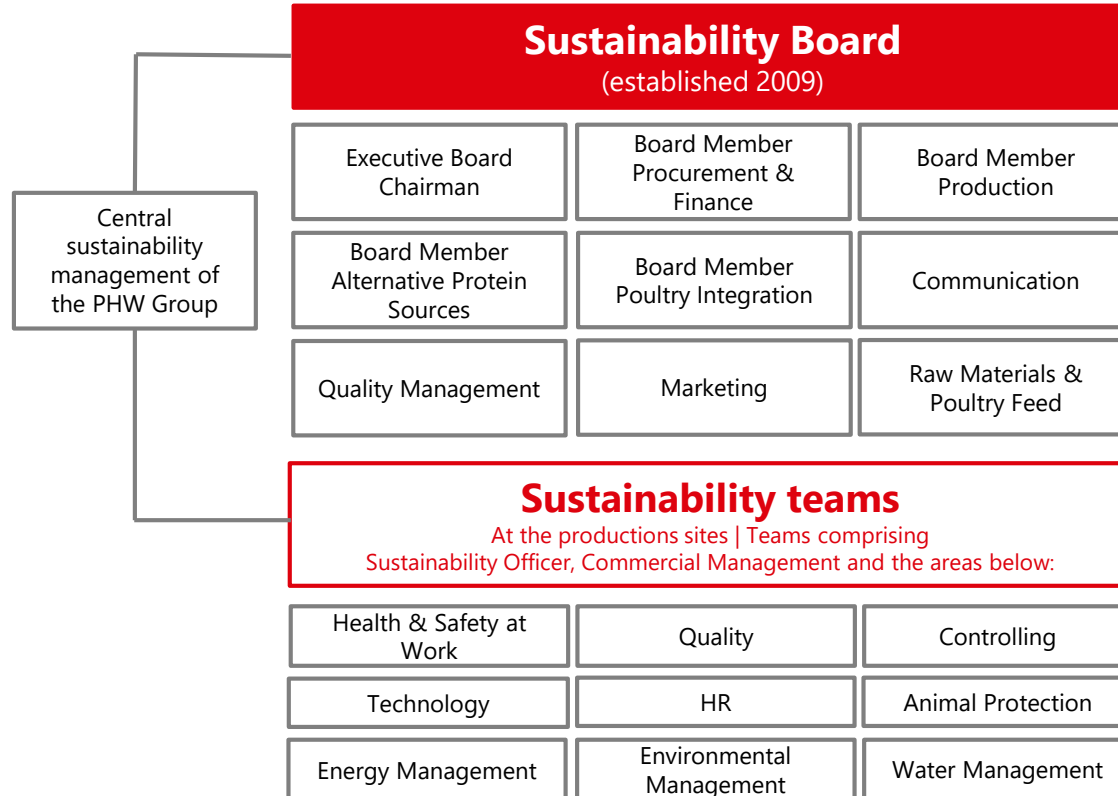


# Business areas and locations





# Sustainability Management



# Overview of various standards

The PHW Group's are regularly reviewed by external parties. Below, some of the standards at our locations:

<p><b>Food standard</b> according to <b>IFS Food</b></p>	<p><b>Energy management</b> according to <b>ISO 50001</b></p>	<p><b>IFS-Logistics-Certification</b></p>	<p><b>Sustainability assessment</b> by <b>ecovadis</b></p>
<p><b>Food standard</b> according to <b>BRC Global Standard</b> for <b>Food Safety</b></p>	<p><b>Environmental management</b> according to <b>ISO 14001</b></p>	<p><b>Quality standard</b> according to <b>GMP+ FRA</b> <b>MI 5.6</b></p>	<p><b>Animal welfare standard</b> e. g. according to <b>ITW,</b> <b>Privathof</b> and <b>ECC</b></p>
<p><b>Quality standard</b> according to <b>QS</b></p>	<p><b>Proterra</b></p>	<p>Member of the Roundtable on <b>Responsible Soy (RTRS)</b></p>	<p><b>Social standard</b> e. g. according to <b>Sedex</b></p>





# Our sustainability strategy



The nutritional mix of the future

**E**nvironment



**S**ocial



**G**overnance

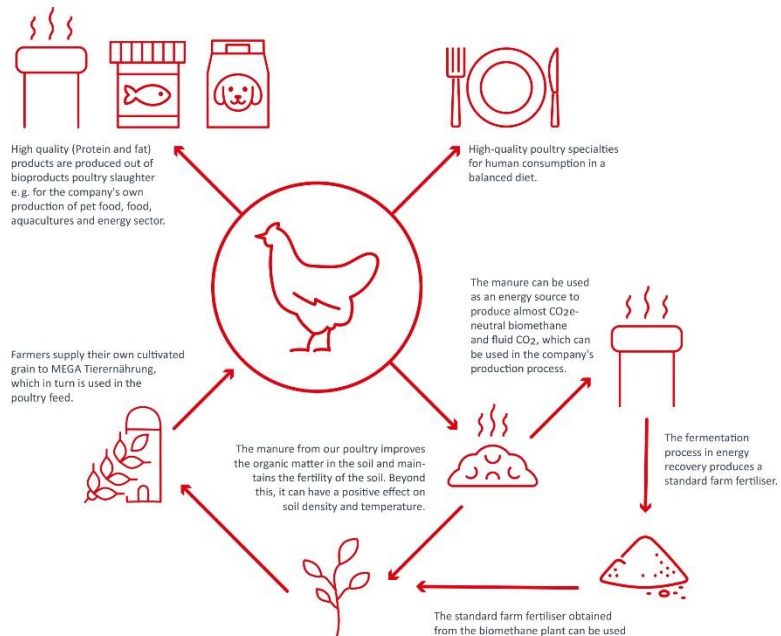


Operating in holistic cycles

# Our main principle: Operating in holistic cycles



Production stages of German chicken and turkey specialties within the PHW Group



Optimal value creation of the product flows of our poultry division

We have always strived to develop and expand our own PHW infrastructure in such a way that we always operate in cycles. The entire corporate structure is built on one another, meaning that synergy effects also arise across our business divisions.



## Protein mix of the future

We keep the future generations firmly in mind by (further) developing high-quality animal and plant-based protein products, and by promoting the circular concept of our business for the past 90 years.

### E - Environment



Climate protection  
Biodiversity  
Circular economy

### S - Social



Own workforce  
Workers in the value chain  
Consumers and end-users

### G - Governance

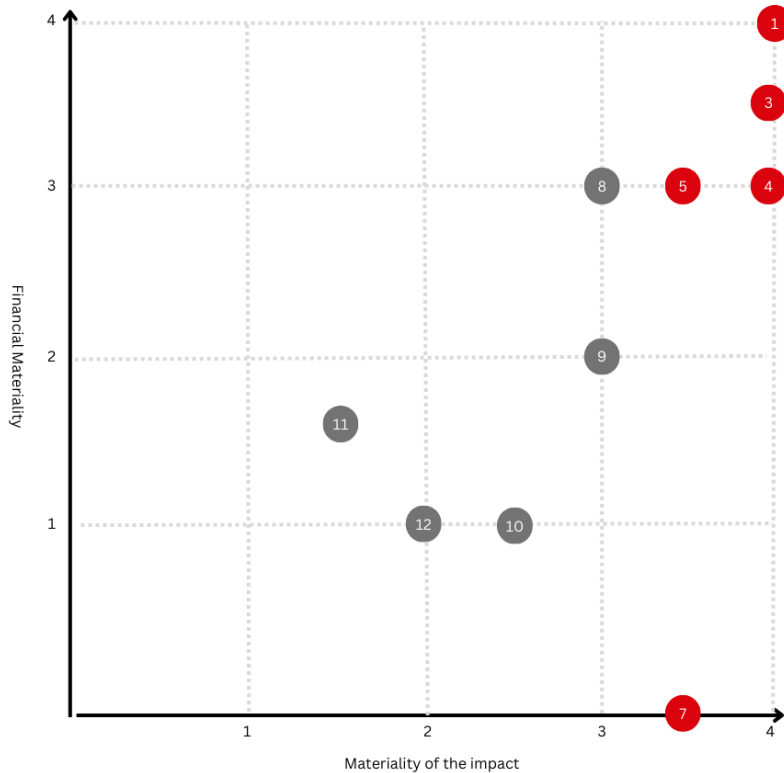


Future-led poultry farming  
Nutrition  
Strong partnerships  
Organizational culture





# Materiality Analysis 2025



## Environment

- 1 Climate protection
- 5 Circular economy
- 7 Biodiversity
- 8 Air pollution
- 9 Water contamination
- 10 Substances of concern
- 11 Soil contamination

## Social Responsibility

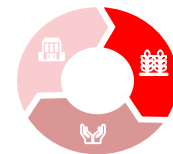
- 3 Own Workforce
- 4 Workers in the value chain  
Consumers and end-users

## Governance

- 3 Future-led poultry farming  
Organizational culture
- 4 Strong partnerships  
Nutrition
- 12 Corruption and bribery

● material

● not material



## Status quo

### Holistic climate management

Our climate management is based on a holistic approach which focuses on a strategy of avoidance and reduction.

The entire process is audited externally by independent third parties. Since 2015, the energy management of the PHW Group's entire value chain in Germany has been certified in accordance with DIN EN ISO 50001. Each location has its own Energy Team. In addition, a group-wide Energy Board was introduced in 2024 as a permanent body to review energy projects.

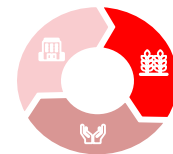
In December 2024, the PHW Group submitted its commitment to the Science-Based-Targets Initiative (SBTi).



The PHW Group has already calculated its CO<sub>2</sub> footprint for poultry meat six times. The most recent value is available for 2017: **2,2 kg CO<sub>2</sub>e per 1 kg of chicken meat** (net carcass weight).

## Targets

- ✓ The PHW Group is committed to the Paris Climate Agreement. We continuously work on reducing our own greenhouse gas emissions and are thus committed to help limit the global rise in temperature.
- ✓ The carbon footprint for Scope 1, 2 and 3 will be calculated for the entire PHW Group by the end of 2025.
- ✓ By 2026, we will develop a science-based target and then have it validated in order to ensure that our business model and corporate strategy are compatible with the Paris Climate Agreement (1.5 degree climate target).
- ✓ For our upstream stages, we are investigating suitable recording systems, ostensibly for application in our farms. Discussions are being held with several certified system providers for this purpose. In addition, we are actively involved in the "QS Klimaplattform" working group in order to promote a uniform industry standard.
- ✓ In 2024, we provided several million euros for environmental projects in order to become more independent from the energy market and thereby ensure the future viability of our production plants. We aim to make further investments in this area for all PHW Group sites year on year.
- ✓ By 2030, the aim is to source a large amount of electricity consumption from renewable energy plants or to purchase certified green electricity. We focus on switching to renewable energy plants in other energy sectors, such as heating and fuel, but this target is contingent on diverse framework conditions at the individual operating sites and on general innovations in these technologies.



## Status Quo

Together with our logistic companies, we strive for diverse and more climate-friendly transport solutions. That is why our fleet currently runs **8 LNG HGVs**. We have also invested in **3 electrically driven** vehicles, which are used to transport heavy goods. Furthermore, we are testing 3 **Longliner** (“EuroCombi”) to optimise our routes.

Due to conversion of the production plants at the live animal reception, positive effects on logistics are achieved: Optimization of tours by improving loading volume and reduction of empty trips, resulting in overall savings in transport.



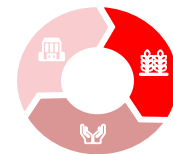
Longliner on an electric tractor for transport of BSG Logistik



Electric truck of MEGA Logistik

## Targets

- ✓ In 2025, we will continue to test and evaluate alternative forms of propulsion and fuels for commercial vehicles and generally, we are open-minded towards any new (ready for the market) technology.
- ✓ We are in constant dialogue with truck manufacturers in order to improve climate protection and CO<sub>2</sub>e reduction in the commercial vehicle sector of PHW logistics.
- ✓ Expansion of the use of low-emission vehicles such as LNG and electric trucks, as well as long vehicles, to continuously reduce CO<sub>2</sub>e emissions during the delivery process.
- ✓ The improvement of our route and delivery planning is another important aspect. Thereby, we aim to increase delivery efficiency by using the latest logistic software and optimized route planning. This also includes the daily search for synergies in customer delivery – the challenge here lays in fixed time slot deliveries in the food retail industry.
- ✓ By the end of 2026, the majority of the BSG Logistics & Service GmbH fleet will be replaced by lower-emission and more efficient trailer units in CO<sub>2</sub>e emission class 3.



## Status Quo

For us, biodiversity is reflected in a number of areas, such as the use of a wide variety of protein sources in food production, the conservation of resources when handling raw materials and the pursuit of deforestation-free and conversion-free supply chains.

We are committed to regional and diverse production and our actions strengthen the regional supply and value chains that contribute to biodiversity.

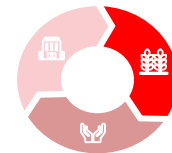
As the PHW Group, we support the fight against global deforestation and call for binding legal certainty at EU level for critical raw materials. Since Q2/2022, we have been ensuring deforestation-free supply chains for soya and palm oil raw materials in the poultry feed compound produced in Germany.

The QS additive module Soja<sup>plus</sup> has been in place as an industry solution since January 1st 2024. This means that all soya used in poultry feed in the QS scheme comes from sustainability certified, deforestation- and conversion-free cultivation – regardless of origin and/or cultivation region. We have actively contributed to this standard.

## Targets

- ✓ Continuous research into innovative technologies across all our business areas and validated testing, considering a sustainable nutritional mix of the future, is essential for us.
- ✓ Objectives for strengthening regional value chains are to be found in our objectives under future-led poultry farming on slide 18.
- ✓ In addition to external audits, we are increasingly focusing on direct exchange with our global suppliers on site, above all to check and ensure that our poultry feed compound is deforestation-free in terms of soya and palm oil raw materials. We will continue to focus on deforestation-free production, particularly with regard to the planned implementation of e. g. the EUDR (EU Deforestation Regulation) by the end of 2025.
- ✓ We have been a member of the ProTerra Stakeholder Council since 2014 and are working to further develop this global standard. We are actively involved in the working-group of supplier audits (AGL) and complete supplier audits annually. Once a year, we visit our (soya) suppliers in Brazil, for example, and carry out audits on site. Internal and external training courses on sustainability topics are organised regularly.





## Status Quo

An important endeavour of the PHW Group is to operate in holistic cycles. To this end, we are looking for ways and implement appropriate measures to close cycles.

### Packaging

The PHW Group has already successfully implemented many sustainable packaging solutions in recent years. It is important for us to take a holistic view of sustainability when dealing with conflicting objectives in this field and to ensure that our actions and decisions are always in line with the circular economy concept.

### Holistic approach

Whether chicken drumsticks or fillets – poultry slaughter produces high-quality food. But what actually happens to the parts of the poultry that are not suitable for human consumption?

The by-products of poultry slaughter are incorporated into the cycle and are used to produce high-quality protein and fat products. The PHW subsidiaries GePro and PetCom have been system partners in the QS process chain for pet food since 2023, making them pioneers in this segment.

In addition, measures are taken to control overproduction in production plants, e.g. through selling off plants and handing over to charities in the region (Tafel e.V. food charity and other social welfare organisations).

### Digital resource management

The software systems have already been successfully implemented and introduced at the Oldenburger Geflügelspezialitäten, Donautal Geflügelspezialitäten, Geestland Putenspezialitäten and Märkische Geflügelhof-Spezialitäten sites.



## Targets

- ✓ The PHW Group is always looking for holistic new solutions in the packaging sector in order to increase recyclability and reduce packaging material. We continue to test and evaluate new packaging material. Food safety is the top priority for our highly sensitive product.
- ✓ We are continuously working on various ways of digitalising production processes to optimise resource management. On the one hand, a digital resource management software has already been implemented and introduced to some locations. In 2025, the Anhaltinische Geflügelspezialitäten, Allfein Feinkost and PetCom sites are in the planning and implementation phase. Furthermore, centralised control requirements for reducing production surpluses and error rates are being installed at selected locations. Overall, the tools used for production and logistic planning are being continuously improved to optimise the use of resources.
- ✓ As the PHW Group, we are pursuing a wide range of digitalisation processes to protect resources. For example, paper consumption at Nutrilo has been reduced by 66% in the last four years and the aim is to reduce paper consumption by a further 5% by 2027.





## Status Quo

As a family business, we are aware of our social responsibilities towards our around 10,500 employees. As the PHW Group, we are committed to the diversity and integration of our employees and to strengthening equal opportunities. We actively promote the integration of our foreign employees by creating various programmes as required. These include, for example, the organisation of language courses and extended support measures for family members.



### Training programmes

The PHW Group offers training in over 20 different sectors. Diverse campaigns to promote the attractiveness of the many in-company training programmes we offer e. g. realisation of a two week social internship at Andreaswerk Vechta for trainees of the PHW Group.

Awards won by PHW Training organisations:  
MEGA Tierernährung, MEGA Logistik & Service and WIESENHOF International have all been awarded the IHK Chamber of Commerce „TOP TRAINING“ Quality Seal



### Managing Health & Safety at work

Where health and safety at work are concerned, the focus is on assistance with mental stress, vaccinations and the implementation of health-promoting measures.

## Targets

- ✓ We are committed to equality, fairness and respect and would like to further promote diversity in the company and support diversity in collaboration.
- ✓ More than 30 different nationalities work in the PHW Group. At our production sites, we offer a wide range of integration opportunities for employees (such as language courses, day-to-day support, excursions). These are to be further expanded in the coming years.
- ✓ We are committed to creating good and safe working conditions for all employees by ensuring fair wages, working hours and additional benefits as part of our health and safety management. The PHW Group aims to achieve a Group-wide health rate of >95%.
- ✓ Health and safety of our employees is of paramount importance. Therefore, we monitor workplace accidents and the number of days of absence due to work-related illness and proactively take appropriate measures such as training and expanding safe workplace design to prevent and minimise workplace accidents and illnesses. Trainings are offered in the employees' national languages.
- ✓ Various training opportunities and training courses for employees are being supported at the individual locations. We want to expand these and further optimise training plans.
- ✓ In order to fulfil our responsibility to society, we not only want to play an active role as a company, but also give our own employees the opportunity to support social projects. For example we take part in wish-tree campaigns in the region, where children's wishes and the wishes of people in poverty are fulfilled.
- ✓ We continue to strive for the successful certification of PHW training companies for the IHK Quality Seal „TOP TRAINING“.



# Social Responsibility – workers in the value chain



## Status Quo

As PHW Group, we strive to maintain fair working conditions and our company guidelines along the entire value chain. To this end, we conduct annual supplier evaluations.

We bear responsibility for people, animals and the environment and have enshrined this in our commitments, such as the Code of Ethics, the Code of Conduct and the Declaration of Principles.

Since January 1st 2023, the PHW Group has met the requirements of the LkSG (German Supply Chain Act).

The PHW Group has set up an extensive and low-threshold reporting system for internal and external stakeholders.

More information: <https://phw-gruppe.de/unternehmen/compliance/>



## Targets

- ✓ Continuation and ongoing development of supplier assessments and risk analyses so that potential risks along the supply chain can be identified at an early stage and appropriate remedial measures can be initiated.
- ✓ The complaint management system and its use are to be continuously developed and optimised.
- ✓ Intensifying dialogue with a wide range of stakeholder groups in order to increase binding standards and transparency along supply chains.
- ✓ Review and expansion of measures to ensure compliance with minimum social standards and human rights set out in the Code of Conduct.



# Social Responsibility - Consumers and end-users



## Status Quo

Our guarantee of origin has been in place since 1995. We communicate transparently on our fresh and frozen poultry products with which farmer or regional producer cooperative the animal was raised.

Our companies are all IFS (DEU) and BRC (POL, NLD, BGR) certified. Food safety is an essential component for the PHW Group and is covered by IFS/BRC-Certification. The traceability of our products is continuously monitored and guaranteed.

Since 2014, the PHW Group, with WIESENHOF, has been the first meat brand to use the origin label "Gutes aus deutscher Landwirtschaft" and has marked its first products with it.



## Targets

- ✓ As a food producer, we see it as our duty to produce high-quality animal and plant-based protein products for all social classes.
- ✓ Families are the main target group for our products. We use transparent product information to communicate content clearly and objectively. Each branded product contains information on the specific origin of the meat from Germany.
- ✓ We are calling for labelling of origin across every sales channel.
- ✓ We are specifically intensifying the involvement of our contract farmers in consumer education and we portray them on our packaging and on our brand websites, [www.wiesenhof.de](http://www.wiesenhof.de) and [www.wiesenhof-privathof.de](http://www.wiesenhof-privathof.de). The aim is to provide transparent information about agricultural production and to provide consumers with an honest and reliable source of information.







# Governance – Future-led poultry farming



## Status Quo

Over **97%** of our German chicken production come from **animal welfare programmes**, that are classified as husbandry level 2 or higher by the food retail sector.



The PHW Group has set itself the sustainability target of structurally expanding husbandry level 3 farming. Back in 2011, the Privathof farm concept (husbandry level 3) for chicken was first presented, which also fulfils all the criteria of the European Broiler-Initiative.

Expansion of the Privathof farm concept to include turkey: the first Privathof farm turkey products were available on the market from Q1/2024 on.

Since last year, the Privathof farm concept has also been increasingly expanded in the catering industry, so that customers, who eat out, can consciously choose a poultry product with a higher level of animal welfare from German origin.

## Targets

- ✓ Through our active participation in German and European associations (including ZDG, AVEC) and in various working groups, we aim to promote greater animal welfare as a binding requirement for all market participants. We are calling for requirements concerning barn reconstructions and new barn buildings to reach a level that is feasible and quickly implementable. In this context, a focus on self-sufficiency is needed to counteract the declining trend.
- ✓ Our target is to structurally expand husbandry level 3 farming to a 100% share of the PHW Group's total portfolio for chickens in the fresh product sector (Germany) by the end of 2040. This also means that we aim to offer sausage specialities from this type of farming in the future. However, this target is contingent on the corresponding market demand, approval procedures and appropriate price premiums.
- ✓ As for our Privathof farm concept, we also like to position ourselves as leading provider of husbandry level 3 in turkey farming. This target is also contingent on the corresponding market demand and an appropriate price premium.
- ✓ Long term implementation of AI for supported animal stock assessment in shed and barn management.
- ✓ We aim to reduce ammonia-emissions in sheds and barns through suitable measures such as alternative bedding materials, if possible, by up to 80% by 2026.
- ✓ Our target, also in 2025, is to limit the use of antibiotics in poultry rearing to what is absolutely necessary in line with animal welfare requirements and to combat the incidence of multi-resistant pathogens through targeted interventions. More than ten years ago, the entire poultry sector initiated the establishment of an antibiotic monitoring system at the level of QS system to create a reliable data base.



## Status Quo

### The nutritional mix of the future

A healthy and balanced diet includes both high quality poultry products and alternative plant-based products that can contribute to a nutritionally optimised diet. Our approach is to see protein production not just „as either black or white“. In the future, we will need all forms of protein in our diet – not as a replacement for the current variety of proteins, but as a supplement.

The parallel development of both animal and plant proteins is also based on the question of how to ensure the nutrition of the world’s soon-to-be 10 billion people. The topics and innovations in the field of nutrition are no longer being dealt with in a traditional way, but in „technological“ aspects.

### FoodTech expertise

In 2018, the Alternative Protein Sources unit was added to the PHW Group portfolio as a strategic business area. Both the associated VTEC Ingredients GmbH as well as VTEC Precision Foods GmbH, founded in 2024, are involved as industrial partners in scientific projects dealing with alternative proteins.

Furthermore, the PHW Group has been a strategic partner of Mosa Meat since spring 2024 and thus, has continued to invest substantially in the area of cultivated meat in order to continue to support this market and explore market potentials.

## Targets

- ✓ Poultry meat offers many benefits for both human and planetary health. It is versatile, low in fat and a valuable, natural source of protein. It contains many micronutrients. We want to continue to contribute to a healthy diet of the population with high-quality poultry products by offering these valuable, natural and protein-rich foods.
- ✓ We aim to gradually reduce the salt content of our WIESENHOF and Chicken Schmiede fresh poultry specialties to less than or equal to 1.3 kg per 100 g of salt. We expect these changes to be achieved by the end of 2025. For all new developments of our poultry sausage products from WIESENHOF, the future target is less than or equal to 2.0 g per 100 g of salt. The salt content of other product ranges has to be monitored continuously.
 

Our plant-based sausage and convenience products, including those for our Green Legend brand, are to undergo long-term nutritional physiology optimization. Among other things, this is to be achieved by expanding the range of low-salt and low-fat products to at least 50% of all products and by reducing the use of ultra-processed raw materials and additives.

The reductions must not lead to any significant loss of flavor or have a negative impact on other factors.
- ✓ The PHW Group strives to use alternative protein sources from German or European cultivation to strengthen regionality.
- ✓ The PHW Group continues to pursue for the expansion of vertical integration in the alternative protein sources business segment. We are following the independent development and formulation of at least 50% of all recipes and raw materials and further on aim to achieve in-house processing of plant and microbial proteins within the secondary stage by 2030. Additionally, the integration of mycoproteins in recipes is being pursued to expand the range of sustainable food options.



# Governance – Strong partnerships



## Status Quo

The PHW Group has been family-owned since it was founded and is successfully operating in the agricultural and food industry for over 90 years. Over the decades, we have succeeded in building reliability and trust with our farmers, the retail sector and customers through our poultry integration and our value chains in the business sectors of alternative protein sources and health.

The WIESENHOF brand was established 60 years ago. Since then it has built long-standing partnerships with German farmers.

We have been working with many of our contract farmers for more than 20 years. We attach great importance to long-term partnerships throughout the Group.



## Targets

- ✓ As a family business with strong regional roots, we take responsibility for our approximately 1,000 agricultural partnerships. In order to further strengthen Germany as a business location in the longer term, we are committed to maintaining and further developing poultry farming in Germany.
- ✓ We aim to intensify cooperation on sustainability topics with our partners in the supply chain and create a holistic knowledge transfer in all ESG-aspects e.g. through events, exchange platforms and dialogue in general.
- ✓ Regular projects are initiated jointly with our independent contract farmers in order to validate the contribution of various measures to greater animal welfare and animal health.





## Status Quo

We are a third-generation family business. Working at PHW means being part of a family. We attach great importance to a familiar environment. Respect, fairness, reliability, attentiveness, team mentality and a down-to-earth attitude are values that are firmly anchored in our Group.

### The guiding principles

Responsibility for people, animals, and the environment is a task that we fulfil every day in all areas of the company. Designing the future in a responsible and sustainable way is and remains our guiding principle according to the motto: "We do more" and our guidelines:

1. Thinking ecologically and sustainably
2. Operating responsibly
3. Encouraging open communication
4. Certainty and trust for the customer
5. Appreciation and respect for our employees

### Social commitment and sponsoring

Supporting local initiatives and sponsoring regional clubs and foundations is very close to our hearts. In particular, we have been active in the sports sector for years and support a variety of clubs. Last year, we were official national sponsor of the UEFA Euro 2024 and will now also be national partner of the UEFA Women's Euro 2025.

## Targets

- ✓ Our motto is growth through diversity and vision. We are continuously working on the development of new, sustainable business models.
- ✓ Diversity and equality are of paramount importance to us. Entrepreneurial success requires the experience of people who bring different perspectives, backgrounds and skills. Only through a diverse and inclusive corporate culture can we develop innovative solutions, learn from each other and grow together.
- ✓ As the PHW Group we want to further integrate digitization in the corporate culture and drive it forward in the business sectors.
- ✓ For decades, we have sponsored a wide variety of sports clubs in the regions where our production plants are located, because nutrition and sport are closely linked in order to live a healthy lifestyle. We will continue these sponsorship activities and are always open-minded towards new partnerships.
- ✓ Our subsidiaries are important employers in many regions and take on social responsibility. For example, the production company Geestland Putenspezialitäten has provided a fund for integration projects of over 50,000 euros in 2024. Further projects in this field are being planned.

## Detailed information

The sustainability reports for 2017, 2019 and 2023 are available online:



<https://phw-gruppe.de/nachhaltigkeit/>



**"Our future essentially depends on our nutrition."  
(Paul-Heinz Wesjohann, 2015)**



**Thank you for your  
attention**

