



The Road to QA Ownership

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About Iris Pierik - Camp





Introduction

Cosun Beet Company

Sustainability in 2024

From the sowing of sugar beet seeds, to the transportation of products to our customers, and even plant-based snacks. Cosun Beet Company makes every step in the process as green as possible. Here you can learn all about our sustainability efforts this past year.

More leaf spot sensors

In the past year, 130 new leaf spot sensors were ordered, bringing the total to over 800 sensors spread across beet fields nationwide. These sensors help growers assess the risk of leaf spot, enabling more efficient control and reducing pesticide use.

New inspiration farms

In 2024, we opened new inspiration farms in Dinteloord and Lelystad. Both farms use, among other things, robots and A.I. for mechanical weed control and grow robust crops, leading to reduced use of crop protection products. We share the experiences with these innovations with our growers.

SBTi

Last year, we started the validation process for the Science-Based Targets Initiative (SBTi). By committing to SBTi, we take targeted, scientifically-based measures to help limit global warming to a maximum of 1.5 degrees.

Higher leaf health

The availability of varieties with higher leaf health offers growers the option to choose these. Collaboration with the IRS (the knowledge and research centre for sugar beet cultivation in the Netherlands) and targeted advice from us has increased growers' knowledge. This is evident from the seed orders: in 2024, 30% of the beet seed area was ordered with high leaf health. This allows growers to better control leaf diseases, use fewer crop protection products, and achieve higher yields.

Water quality and nitrogen management

We are participating in a project by Groeikracht Cosun to provide growers with insights into their soil's nitrogen levels and fertilisation advice. This helps prevent nitrate leaching into groundwater. In 2024, around 1,000 growers participated in this project.

Additional thick juice tanks

The construction of additional thick juice tanks in Dinteloord and Vierverlaten increases storage capacity at the factory locations. This reduces the need for sugar transports to the depots in Roosendaal and Zevenbergen. This contributes to a more efficient and sustainable logistics process.

Plant-based frikandel with Fidesse®

Fidesse®, made from locally grown sugar beet fibres, offers a sustainable alternative with a low CO₂ footprint and no pressure on agricultural land. Through our collaboration with Le Frique, a product was created that is not only sustainable but also retains the characteristic texture and taste of the meat variant.



Road to QA Ownership

- Continuous Improvement
- Food Safety & Quality Culture

Road to Quality Ownership



Change #1: Linking Pin



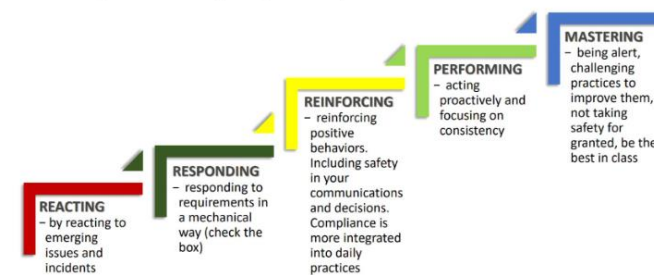
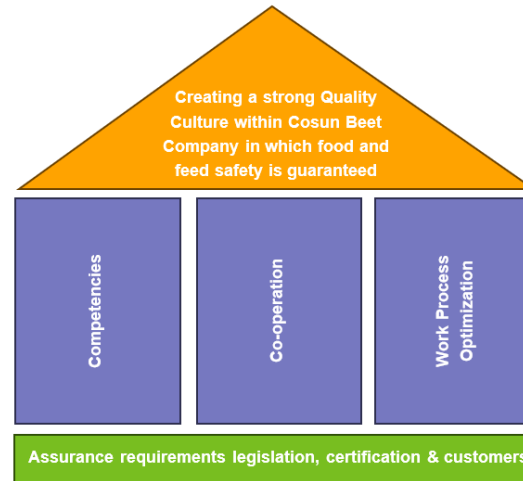
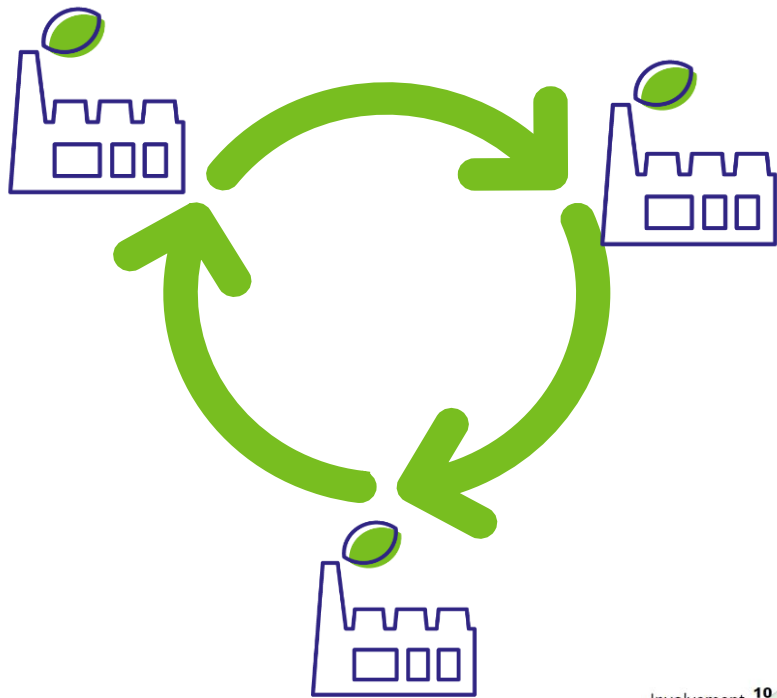
Change #2: Customer Centric



Change #3: Communication



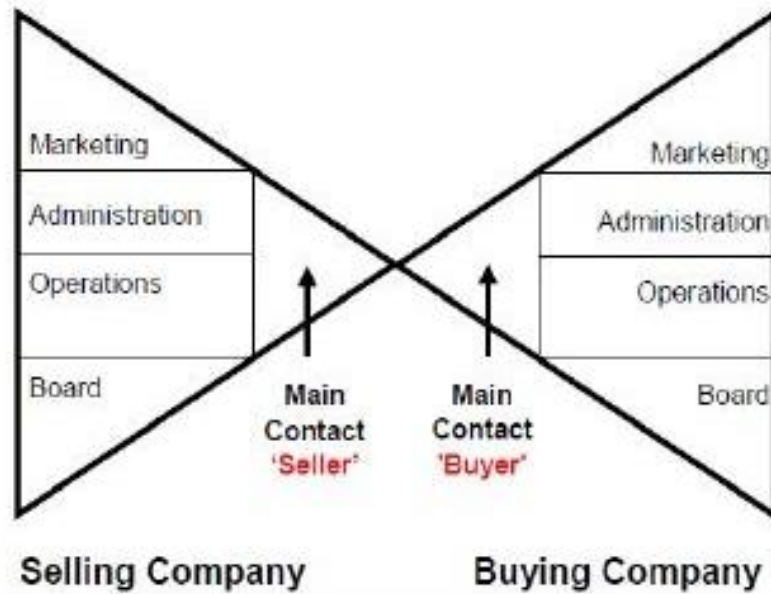
Linking Pin Organisation



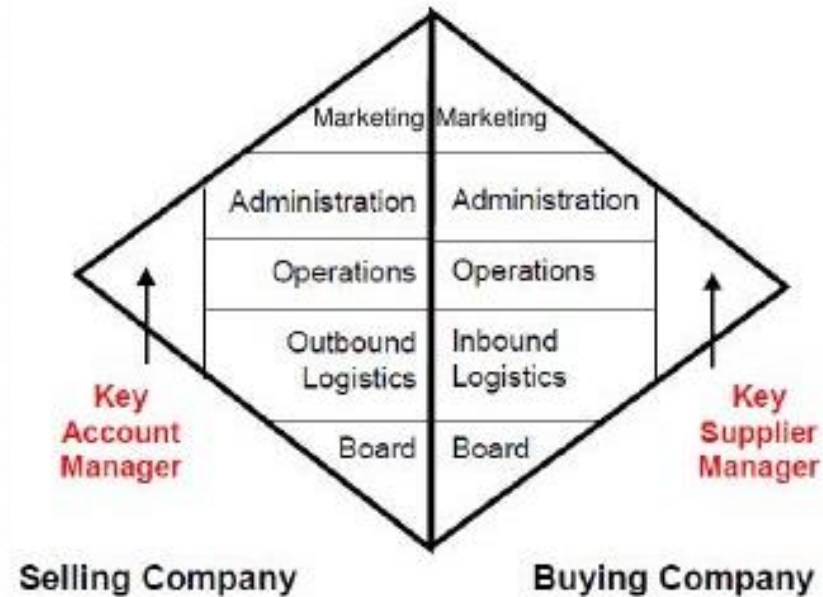


Customer centric organisation

• Bow-tie Relationship



• Diamond Relationship



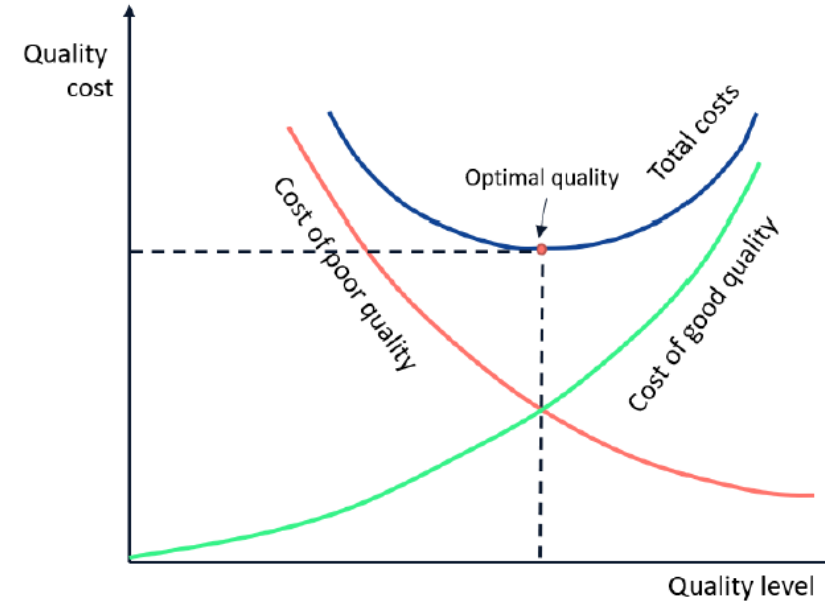
Source: Cheverton, P: *Global Account Management* and McDonald M, Millman, AF, and Rogers, B: *Key Account Management: Learning from the supplier and customer perspectives*



Communication

Management

- KPI Dashboard
- Intensify Quality updates
- (Total) Cost of Quality





Communication

Shopfloor

- One Point Lessons
- Quality Days

	VOOR (VOEDSEL) VEILIGHEID	 <small>Locatie Puttenhoek</small>
Soort afwijking:	Loszittende stickers	
Geconstateerd:	IFS audit – loslatende stickers vulmachine poeder consument	

Lessons learned

- **Change an organisation takes time, be patient**
- **Be bold: invite yourself to Management Meetings**
- **Translate bad Quality in monetary values**
- **Take the lead in business processes**
- **Repeat, Repeat, Repeat, Repeat**