

# How are companies implementing the SDGs?

## – example of Podravka



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# Podravka Group

- ♥ Headquarters: **Koprivnica**, Croatia
- ♥ **The most internationalized** company with headquarters in Croatia
- ♥ **Leading culinary institution** in the Adria region



# Podravka Group

**70**

years of experience  
in food production

**45**

years of experience  
in pharmaceuticals

Portfolio with  
more than **1000** different  
products

More than  
**6500**  
employees

Of which  
**2200**  
employed in markets  
outside Croatia

Revenues EUR

**551** mil

of which 67% from  
international markets

**17**  
factories in  
**4** countries

# Long business tradition



**1934.**

Fruit and sweet spreads factory



**1947.**

Wolf brothers' factory becomes Podravka



**1952.**

Production of condiments, dried and sterilized vegetables



**1957.**

Podravka soups



**1958.**

Meat products



**1959.**

Vegeta, universal food seasoning



# Long business tradition



**1970.**

Baby food



**1972.**

Belupo,  
pharmaceutical  
company



**1993.**

Podravka –  
Joint stock  
company



**2003.**

Coolinarika –  
culinary social  
network



**2015.**

Žito and Mirna  
acquisition



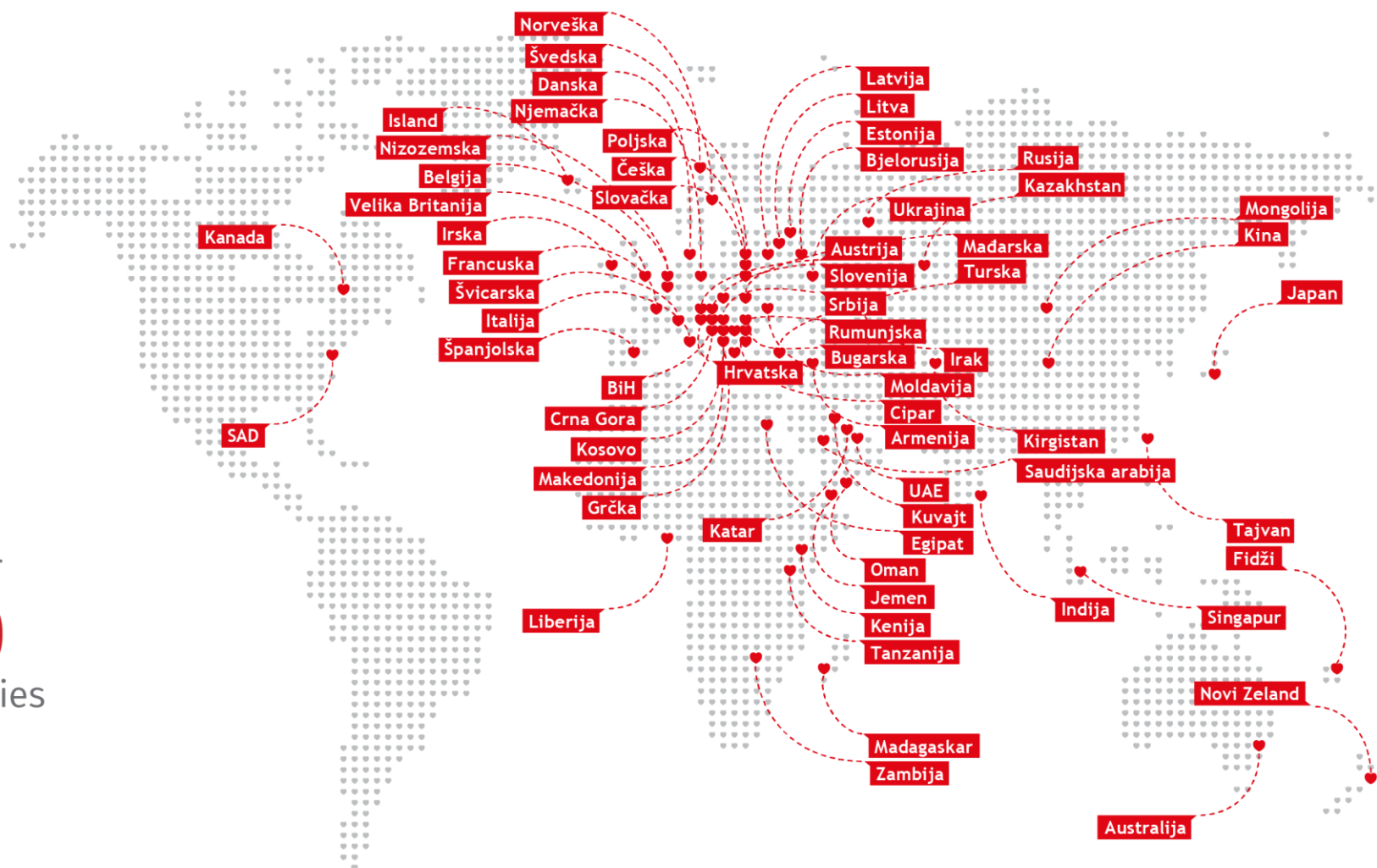
# Market presence

 **Leading food processing company** in the Adria region

 Strong presence in Central and Eastern Europe

Companies and offices in  
**25** countries worldwide

Export to over  
**60** countries



# Market presence

Podravka and Vegeta are well known brands in **USA, Canada, Western Europe, Australia and New Zealand** due to decades of market presence and many loyal consumers

Present in over **500 000** points of sale worldwide

Reliable partners of leading European and international retailers



# Own distribution network from the Adriatic to the Baltic Sea



**Own distribution network** in 11 markets:

- Croatia
- Slovenia
- Bosnia and Herzegovina
- Russian Federation
- Poland
- Czech Republic
- Serbia
- Macedonia
- Slovakia
- Hungary
- Montenegro





# Podravka Group factories

 Podravka has **17 factories** in four countries of which **11 in Croatia**

- Vegeta and soups factory – Koprivnica, Croatia
- Baby food and cream spreads factory – Koprivnica, Croatia
- Fruit factory – Koprivnica, Croatia
- Mill – Koprivnica, Croatia
- Snacks factory – Koprivnica, Croatia
- Danica production – Koprivnica, Croatia
- Kalnik factory – Varaždin, Croatia
- Vegetable factory – Umag, Croatia
- Mirna fish factory – Rovinj, Croatia
- Lagris factory – Luhačovic, Czech Republic
- Belupo – 2 factories- Koprivnica, Croatia
- Farmavita factory – Sarajevo, BiH
- Žito – 4 factories, 8 bakeries – Slovenia





# Agricultural development

## **Main activities:**

Development of production technologies and ensuring quality of agricultural products intended for processing in Podravka's factories

### Developing our own agricultural production

- plan of production
- production and supervision of production technology implementation
- creation and implementation new projects for our own agricultural production

### Developing our raw material base

- Education of food producers who are producing for Podravka
- Design and monitoring of the production technology implementation



# Agricultural development

## Agrometeorological observation



- Collecting data for interpreting phenomena during production
- Predicting incidences of plant diseases and pests



# Agricultural development

## Research and development projects

- Projects with external partners
- Projects of the Ministry of Science and the Ministry of Agriculture
- Podravka's Research and Development Team multidisciplinary projects

## Activities of control and analysis

- expert monitoring of seed production
- quality and health control of seeds
- phytopathological analytics
- soil analytics

## Breeding & Selection Projects

- creation of new pepper genotypes
- steady selection
- production of seeds

## Agro-meteorological observation





# Agricultural development

Developing our own agricultural production



- Designing and developing technological maps
- Planning the production





# Agricultural development

Developing our own agricultural production



- Production and supervision of production technology implementation
- Based on data collected from technological maps, soil analysis and results of our own experiments and research we are choosing sortiment, determining fertilization and choice of plant protection products
- Preparing and implementing integrated agricultural production technology



# Agricultural development

Developing our own agricultural production



- Creation and implementation new projects for our own agricultural production
- Developing our own fruit production





# Agricultural development

Developing our own agricultural production



- Creation and implementation new projects for our own agricultural production
- Developing our own vegetable production
- Vegetable production centre



# Agricultural development

## Developing our raw material base

- Educating small farmers and food producers who are producing for Podravka







# Agricultural development

## Developing our raw material base



- Design and monitoring of the production technology implementation
- Creation of technological guidelines
- Controlling implementation of production technology
- Monitoring the traceability of production
- Documenting production





# Agricultural development

## Research & Development projects



- Projects with external partners
- Development of production of herbs and spices



# Agricultural development

## Research & Development projects



- Projects of the Ministry of Science and the Ministry of Agriculture
- Research & Development projects of the Ministry of Science
- Technological projects of the Ministry of Science
- Projects of the Agricultural research Council at the Ministry of Agriculture



# Agricultural development

## Research & Development projects



- Podravka's Research and Development Team multidisciplinary projects
- Multiple teams' development projects



# ♥ Agricultural development

## Activities of control and analysis



- Expert monitoring of seed production
- Variety control
- Health control
- Podravka's own production
- External users

# ♥ Agricultural development

## Activities of control and analysis



- Control of quality and health of seeds
- Control of quality of seeds from our own production
- Control of quality of seeds organized for Podravka's needs
- Control of quality of seeds for external users



# ♥ Agricultural development

## Activities of control and analysis



- Phytopathological analytics
- Phytopathological problems of our own production
- Determination of phytopathological problems and recommendations for protection of cooperative production



# Agricultural development

## Activities of control and analysis



- Soil analysis
- Analysis for the needs for our own production
- Analysis for the needs of organized cooperative production
- External users



# Agricultural development

## Breeding & Selection Projects



- Creating the new pepper genotypes / varieties
- Creating new high-quality, high-yield varieties for production needs
- Potential for commercial production on domestic market
- Possibility of organized seed production in all EU Member States





# Agricultural development

## Breeding & Selection Projects



- Steady selection
- Preserving the purity of varieties and production of pre-basic seed



# Agricultural development

## Breeding & Selection Projects



- Seed production
- Production of seed varieties for vegetables that can be bought on the market
- Seeds for needs of organizing cooperative production of vegetables





# Agricultural development

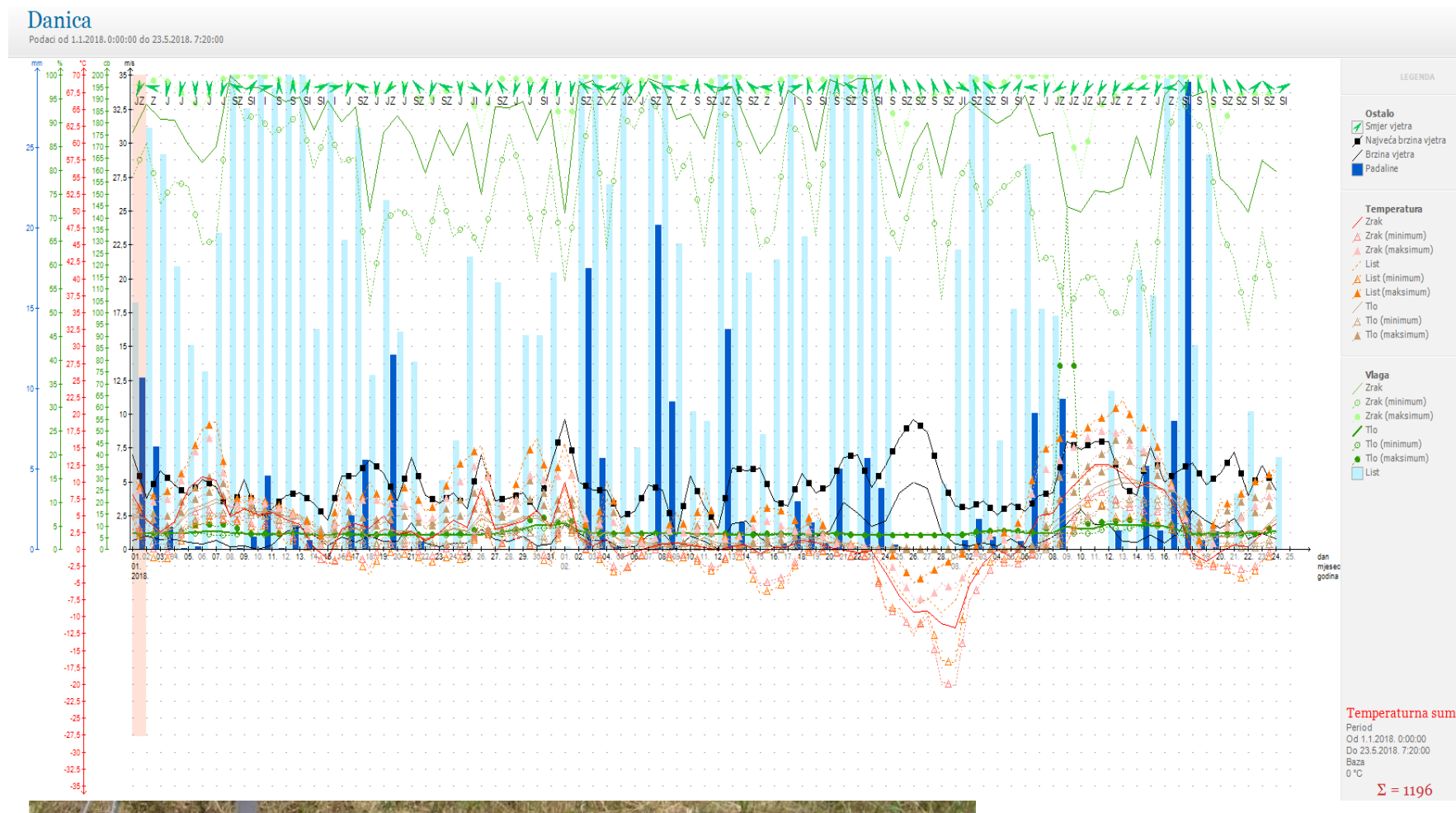
## Agrometeorological observation



- Collecting data for interpreting phenomena during production
- Predicting incidences of plant diseases and pests



# Agricultural development



Razvoj poljoprivrede

Thank you for your attention!