

10/30/2024

## Koppert's Sustainability Report + App

Jennifer Polanz

At the end of October Koppert released its first [Sustainability Report](#), which measures and evaluates the environmental impact of its business, highlighting its "Future Forward" strategy. The new report details the company's Environmental, Social and Governance (ESG) initiatives.

"Sustainability is the cornerstone of Koppert's mission and vision, and we recognize that our actions leave a lasting impact beyond horticulture and agriculture," said Peter Maes,

director of transformation at Koppert, in the media release. "Our inaugural Sustainability Report will help us further align our operations with our mission by measuring our current sustainability impact, allowing us to strengthen and refine our business practices.

"We are committed to prioritizing the well-being of both the planet and society, and we will continue to do so, reflecting our values and ambitions as we contribute to building a sustainable future."

The company isn't just writing about it, though; employees are acting on it. Specialized teams are assigned to 13 priority material challenges and are dedicated to developing targets and key performance indicators (KPIs) by which to measure success.

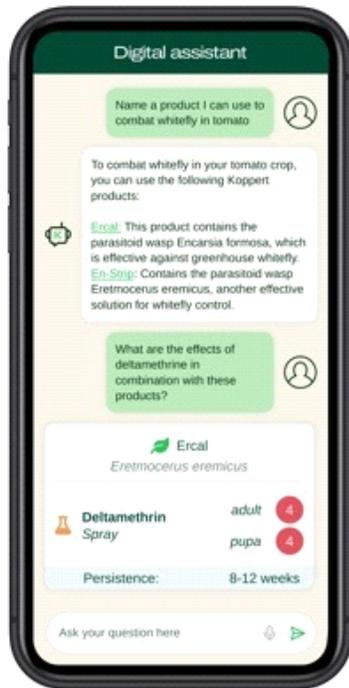
Here's an example of one success: the company's efforts over 2,635 employees in 34 countries resulted in a reduction of more than 480,000 kg (or a little over 1 million lbs.) of agrochemicals from the environment by using natural alternatives instead.

Another: in 2022 Koppert partnered with their energy supplier to transition all facilities in the Netherlands to certified solar-generated electricity, resulting in an annual reduction of 8,800 tons of carbon dioxide equivalent (tCO<sub>2</sub>e) in greenhouse gas emissions.



## Continuing Innovation

Along with the report, Koppert also announced in October it has added new features and improvements to its Side Effects app to help growers understand the impacts of controls on biologicals and pollinators.



The app evaluates the compatibility of various pesticides, considering both direct effects like mortality or hindering development of eggs or pupae, and indirect effects such as reduced reproductivity capacity of beneficial microbes and insects, problems with molting or a repellent effect.

The new Digital Assistant feature won the international GreenTech concept award in June, and now it's being implemented through the app, allowing growers to access information just by asking the Digital Assistant for advice (they can also use the standard search function, too).

The Side Effects app is available through the new [Koppert One portal](#) on the website. "Digital tools like the Side Effects app and new services will be integrated into this single digital touchpoint," said Product Manager Tom Vroegop. "The launch of Koppert's renewed Side Effects app will therefore also mark the global introduction of the Koppert One portal."

Current users will be notified about the upgrade via app notifications or website pop-ups. New users can visit the portal or download the app from the App Store or Google Play on their phones.