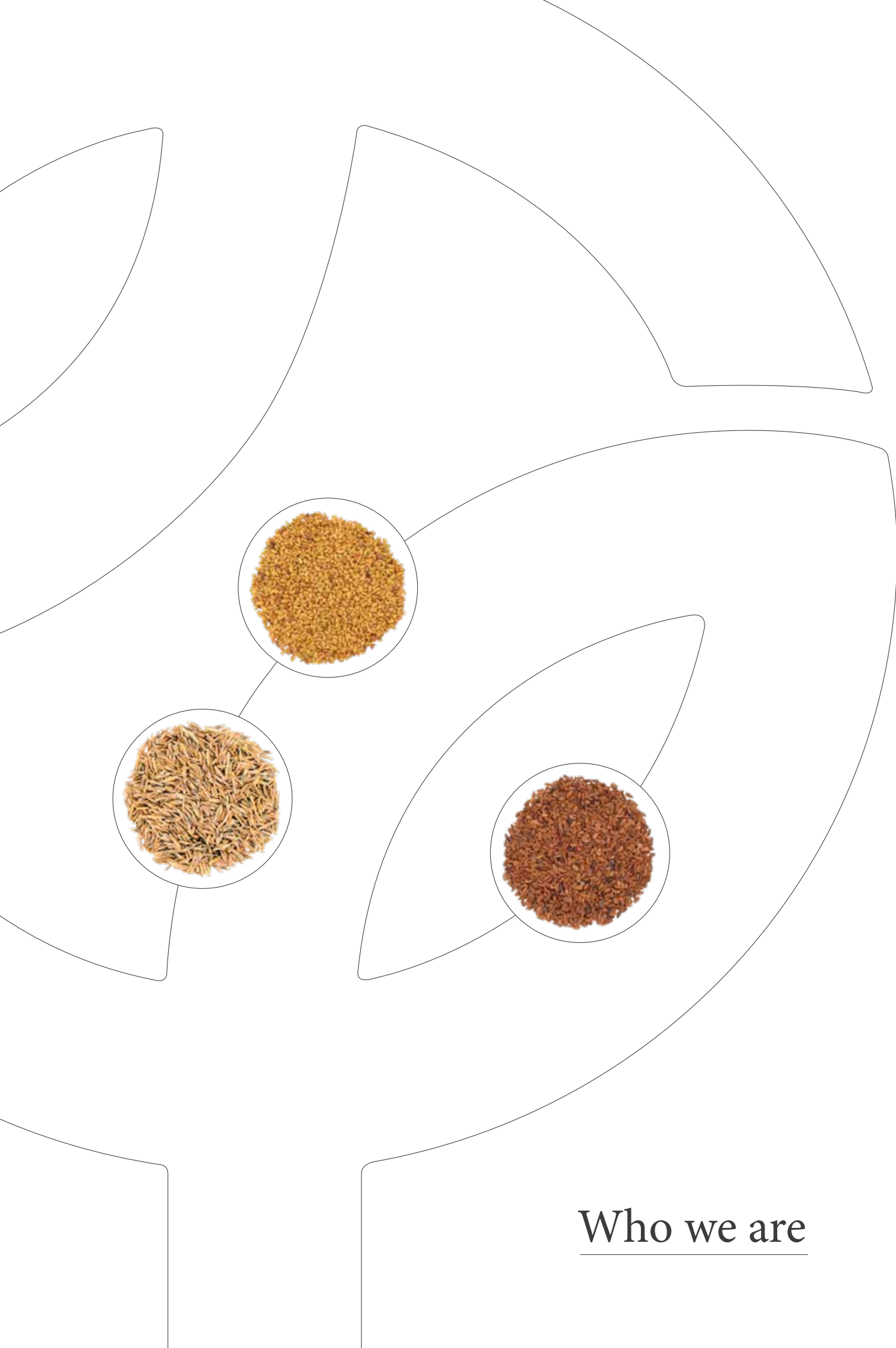




75 Years

Feldsaaten Freudenberg

1948-2023



Who we are

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75 Years: A Summary

By way of introduction, I will paraphrase the words of Rolf Schüten, former Partner and Managing Director, from our 50th Anniversary Freudenberger Catalogue: “Seventy-five years, what’s that? That’s what we asked on our fortieth and fiftieth anniversaries as well, and we don’t want to get caught up in self-flattery now, either. Like last time, all we want to do now is to show what it was like – as far as memory serves.”

Since then, 25 years have passed and a lot has changed: many decisions needed making and many were made. All in all, we probably got more right than wrong – everything looks simpler in hindsight, of course.

And what’s happened in the last 25 years? Events including the introduction of the euro, the financial crisis, globalisation, digitalisation and climate change have kept us busy, and continue to do so. Yet one constant always remains: the people. Planet Earth would probably continue to exist without humans. But the same is not true for Feldsaaten Freudenberger: still a family business that’s rough around the edges – just as a family should be.

This anniversary catalogue is dedicated to our employees, because they make the company what it is. They’re the ones who make it possible, even if it isn’t always easy. They also shape the spirit and culture of the company that makes us, Feldsaaten Freudenberger, what we are today.

For us to succeed together as a company, this “we-before-me” spirit is absolutely essential. Everyone is important and different, but no better or worse than anyone else. Everyone does their part to create our shared future.

To end, I would like to return to Rolf Schüten's words (from the 50th anniversary catalogue): “Our 230 employees, and all those who have been there along the way, deserve our thanks and recognition for the work they have done.”

Yours,

A handwritten signature in black ink that reads 'Stefan te Neues'. The signature is fluid and cursive, with the first letters of 'Stefan' and 'Neues' being significantly larger and more prominent.

Stefan te Neues

Managing Director, Feldsaaten Freudenberger

Profile: Manfred Freudenberger

First name: Manfred
Last name: Freudenberger
Date of birth: 09/05/1940
Place of birth: Krefeld
Eye colour: Grey-green
Hair colour: Grey
Height: 182 cm
Marital status: Married
Family: 2 sisters, 5 children,
13 grandchildren and
4 great-grandchildren
Astrological sign: Boss



Manfred Freudenberger has a magic touch with dogs, who always come to nuzzle him

Manfred Freudenberger was born in Krefeld on 9 May 1940, the son of Hertha and Siegfried Freudenberger. As a child, he thought about becoming a teacher, yet it became clear from an early age that he would join the family business. After finishing school at the Realschule in Krefeld, he went to France for training at the age of sixteen. There, he worked at the INRA plant institute in Versailles and gained practical experience in the breeding of alfalfa and other species. His studies involved intensive work on the many facets of plant breeding, and he learned all about selection, crossbreeding, and more through both theory and practice. This was followed by a two-year stay in Canada with the company Ontario Seed Cleaners, where he worked extensively on seed cleaning and learnt how various cleaning systems work.

During his stays abroad, he acquired and deepened his knowledge of French and English. These language skills are still useful for him even now, especially when serving international customers and partners.

After returning to Germany, he joined his father's company in 1960 and spent time working in every department to familiarise himself with all aspects the seed business. From production, cleaning and storage to field service and sales, this intensive process gave him an understanding of all the company's departments and processes.

After establishing himself as a valuable member of the sales team and actively supporting his father, he became a Partner in Feldsaaten Freudenberger in 1972, as well as one of the company's four Managing Directors. After his father's death in 1989, it fell to him to take on a greater responsibility for the company and its fortunes.

He has remained in this position to this day and has played a key role in shaping the company. Even now, his specialist knowledge and expertise remain invaluable and provide valuable insight when taking important decisions.

Manfred Freudenberger's work has taken him around the world, and he has travelled to every continent.

His absolute dream destination is a lonely snow-covered landscape like those found in Canada or Alaska. Those kinds of places have always fascinated and delighted him, and he has been fortunate enough to have enjoyed unforgettable journeys to some of these remote corners of the world.

Manfred Freudenberger spends his leisure time much like his father. As a life-long athlete, he spent many years in his youth practising gymnastics, followed by a four-year foray into water polo. This was followed by 10 years on an ice hockey team, as well as spending 40 years on a tennis team.

Today, he has returned to the water, swimming 1,000 metres in the front crawl every day whenever his schedule allows. Driving and spending time with his grandchildren are two other joys that fill Manfred Freudenberger's free time. At the weekend, one of the warehouses is sometimes converted into an inline skating arena.

Frequent visits to the local ice cream parlour are one of his favourite pastimes. Mr Freudenberger is a very humorous person, always up for a good laugh: his mischievous grin when something amuses him is still a common sight to this day.

He also cuts a fine figure as a granddad



*A well-oiled machine after many years:
Manfred Freudenberger and his personal assistant Carla
Carosi (his second brain)*

*Providing visitors with a personalised experience remains
important for Manfred Freudenberger to this day*



*At age 21, he advertised a hand
seed drill from the US*

Interview with Managing Director Manfred Freudenberger

Let's warm up with a few quick questions!

Coffee or tea? Coffee

Early bird or night owl? Early bird

Sparkling wine or seltzer? Seltzer

Bread or rolls? Bread

More of a realist or an idealist? Both

Chocolate or crisps? Chocolate

Do you prefer to work with words or numbers?

With words, whenever possible. Numbers when it's about money.

Gold or silver? Gold, if anything.

Pizza or pasta? Both

Singing or dancing? Dancing earlier, but singing now

You took over the company from your father. What did he share with you?

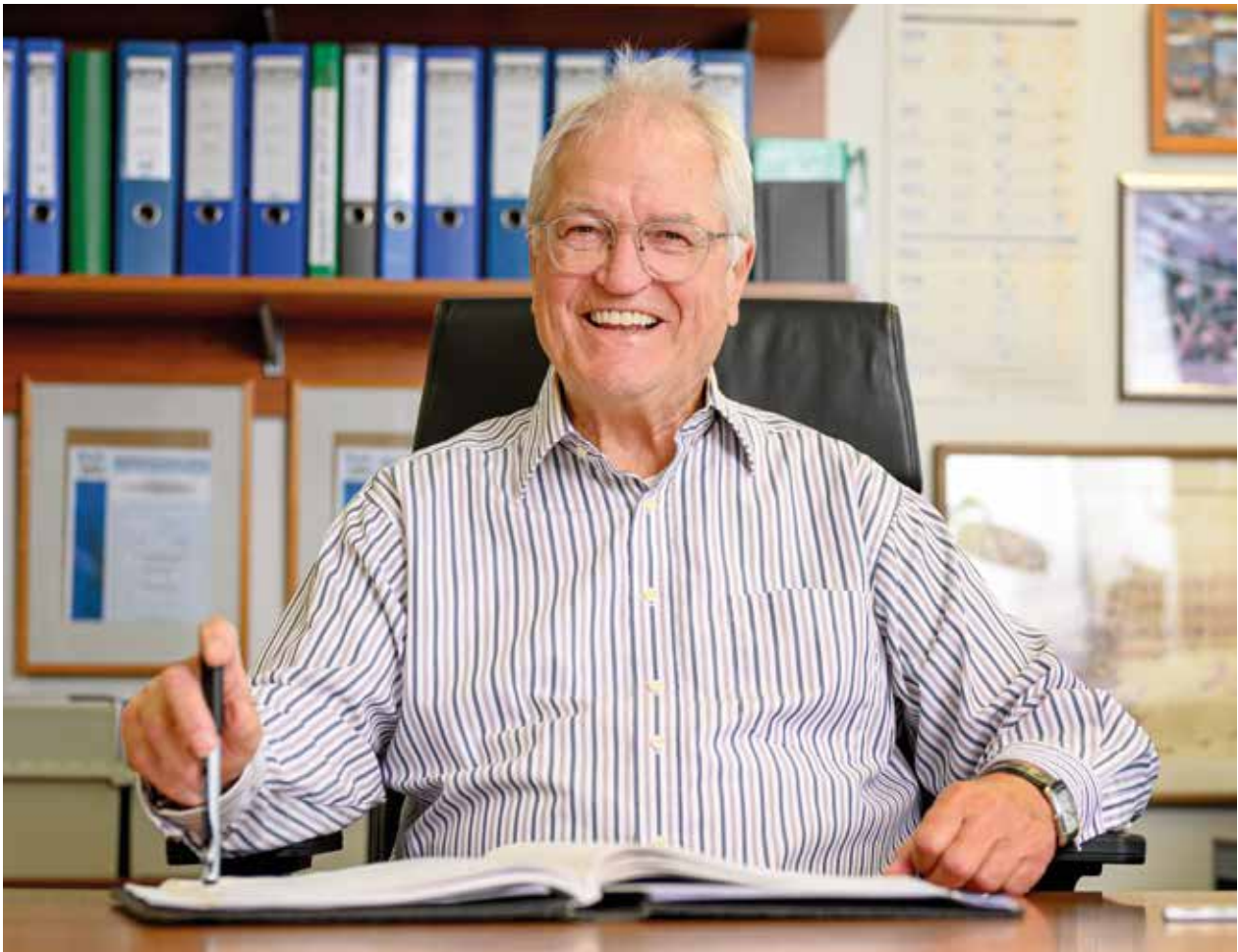
There's so much. My father was a very special guy. He was thinking about the company practically every second of the day and night. Sometimes, he'd wake up in the middle of the night, switch on the light and write something down – he always had his notepad on the bedside table. Then the light would go out again, he'd lie down and half a minute later he'd be back to snoring. He was practically thinking in his sleep, it was incredible. That's one thing I picked up from my father: for my entire life, I have always been thinking about the company. The company was practically like my wife.

Freudenberger at 75: how long have you been with us?

I started in December 1960, when I was 20 years old. I'm 83 now, which means I've been at it for 63 years. I joined the management team in 1972, so I've been there for 51 years.

What did you want to be when you were a child?

I wanted to become a teacher. But then I realised how difficult that job is when I wanted to teach my son and his mates. I wanted to teach them French as I had worked in France and Switzerland. And then I realised when you have 3 or 4 guys around you, how little they pay attention



and how little you can hold their interest in a topic. And so I thought: you made the right choice not to pursue that career!

And so you realised early on that you would join your father's company?

Yes, that was actually the plan from the start.

What is the secret of Feldsaaten Freudenberger's success?

Innovation and diversity. We have always been trying out new things, even if many turned out to be flops. But we also had a few real hits. And our customers always knew that we offered a very wide range of products. With just one call to us, a customer would get everything he wanted. This has always set us apart from the other large companies who are still our competitors today.

What has shaped you most as a person?

To start, I would say success – but also failure. You often

get to experience things that don't go so well and where you had to fight your way through it. Naturally, this leaves its mark on you and you learn a lot about how to deal with these difficult issues in life. Perseverance is extremely important. You have to fight and not let up until you win.

In your opinion, what skill is essential for a leader?

First of all, being present is very important. If I want to be aware of what's happening in the company and understand what's going on, I have to be present. Even now, I still like to walk this long path through all the warehouses once a day so that people can see: here comes the old man! He's still there and he's looking at what's going on. This is important for you to be able to change the things you don't like. Of course, a manager has to know a lot of things – most importantly, you have to know more than the customers do. Because customers ask questions and you have to be well prepared for every conversation (of which you have several a week).

What is important to you outside of work?

“

FOR MY ENTIRE LIFE,
I HAVE ALWAYS BEEN THINKING
ABOUT THE COMPANY.

”

I have done sport all my life: gymnastics, tennis, and especially in recent years, swimming. This fell off quite a bit during the pandemic, but I've now started again – I'm swimming 1000 metres a day again.

Has your daily routine or work changed over the years? If so, how?

Yes. To say it quite clearly, the work is no longer as intensive and I need more breaks. At my age – I'm 83 now – you get more tired and you run out of steam more quickly. You can't cope with stress as well as you could when you were younger. In other words, my current programme is half of what I used to do. The whole computer and AI world is alien to me, it's more for the next generation.

What parts of your job do you particularly enjoy? What is the most fun?

I enjoy preparing for visits to customers. It gets me to a kind of conviction: "I'll definitely be selling something to these people, I'm convinced of that, and they'll feel good about it and will be happy to come back in the years to come."

What really upsets you?

What really upsets me is when I realise that there are slackers or layabouts in the company. When I know with

total certainty that they're not doing anything. What also annoys me are people you can't rely on and who don't do their work conscientiously, people who don't leave their workplace in a decent condition.

What do you do to relax?

I can relax while driving, interestingly enough, even though you do have to concentrate on the road. That's something I find relaxing, also visiting customers when we've known one other for years and we know things will go well.

What quality do you particularly value in a person?

Of course, intelligence is a great thing if a person has it. Honesty, reliability and perseverance are very important. People have to be able to take things on without being put off too quickly. Passion is required.

When you look back over the years, what would you have done differently?

(Laughs) I have five children from three different women, so I probably should have managed that differently because it's expensive. But on the whole, I wouldn't have done much differently.

With 75 years of company history, what are you particularly proud of?

Everything we've achieved. You usually forget the negative things, thank goodness, but the positive ones stay in your memory for a long time. I'm actually very proud of everything that we've done here. I am also very proud of my daughters and sons; they are all hard-working people.

Were there phases when you were afraid of failing? What helped you?

There have been phases when we wondered whether the company could keep going. We made a big bet and then prices plummeted, or we had issues with the authorities. What's always helped me is no alcohol, going to bed early and generally keeping a clear head. Don't feel sorry for yourself, keep fighting on!

Do you ever feel like throwing in the towel?

No, but the feeling is getting closer and closer (laughs).

You're going to a desert island: which three Freudenberger employees would you take with you and why?

Definitely three who can play skat (laughs). Well, you do want to get off a desert island like that at some point, so three young, athletic men who can lend a hand to build a raft. I think in purely practical terms! I wouldn't take a woman with me; that would only cause arguments between the men...

What would you like to pass on to the next generation?

I am of the opinion that, as Germans, we have lost the pre-eminent position we used to have in many areas of the world. What young people need to know is that you can only make it to the top if you work hard, regardless of the field. We have to learn again to roll up our sleeves and get to work. And waste must be minimised. In the past you'd patch up a bag, today everything is thrown away.

What do you want for the future?

I would like to live a few more years and, if possible, to be able to walk so that I can move around and keep my sanity. What I wish for myself is to stay healthy and die healthy. Good conversation partners. Lots of time with the grandchildren. And I would like to see more of the world: snow-covered landscapes. I would like to go to Alaska again. And the Freudenberger company should continue to exist for a long time to come.

How long will you remain our boss?

(Laughs) To be honest, I don't know. I'm thinking about cutting back a bit, but I don't know exactly what that will look like in the future. Perhaps in an advisory capacity... We'll see!

From Zero to Growth

A post-war story



Large swathes of Krefeld were destroyed by heavy bombing prior to 1945

The company Feldsaaten Freudenberger (then called S. Freudenberger - Samen und Saaten) was founded on 15 December 1948. At the time, Germany was still deeply marked by the effects of the Second World War, which finally came to an end – at least in Europe – on 8 May 1945 with Germany's unconditional surrender. As a result of the war, many buildings in Germany were damaged and large parts of the major cities, especially industrial centres, were destroyed by heavy bombing. In Krefeld, over 80% of all residential areas were damaged or completely razed.

The four victorious powers (France, Great Britain, the USA and the Soviet Union) divided Germany into four occupation zones. Krefeld was located in the British occupation zone and was administered by a British military government. The Federal Republic of Germany emerged

in 1949 from the British, French and US occupation zones, while the German Democratic Republic emerged later that year from the Soviet occupation zone. Due to the war's destruction and the more than 15 million refugees within Germany, the German economy was devastated and most people had to struggle every day to make ends meet.

In these difficult times, Siegfried Freudenberger had the courage to found the company Feldsaaten Freudenberger shortly after the currency reform in the summer of 1948. He was sure that seeds would be needed even in bad times and that there would be good prospects for the new business to have a successful start.

The first batches of seeds were purchased in 1949 from the allotments of the British military government. The first mixtures to be sold were made by hand with a trowel. The first employees quickly joined the company and the

business took off. By 1949, the company had already achieved sales of DM 1.1 million. This was a significant success, especially given the difficult circumstances.

The Man at the Helm: Siegfried Freudenberger

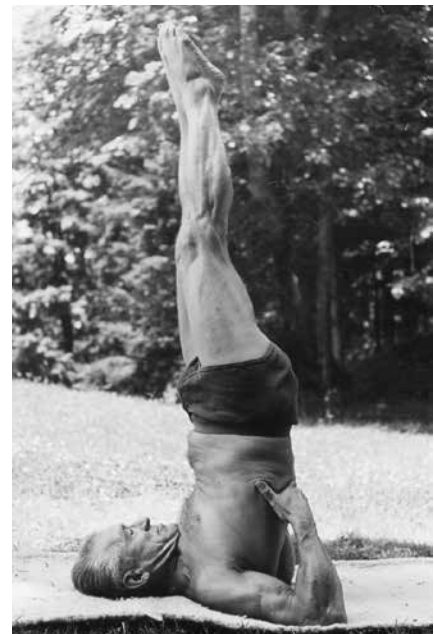
Siegfried Freudenberger was born on 19 May 1904 in Kynau (now Zagórze Śląskie) in Schweidnitz district, Silesia. After his apprenticeship in Wrocław with the Louis Schäfer company, which was active in the seed trade, he came to the Rhineland as a young man in the 1920s. There, he worked for the von Eigen company in Haan and the Spiekschen seed wholesaler in Vluyn, among others. Thanks to his different activities in the seed industry, he was very familiar with the subject matter when he set up his own business after the end of the Second World War.

Siegfried Freudenberger was a very athletic person, having been a successful gymnast and swimmer in his younger years, and even a member of the German national water polo team. In the 1930s, he turned to tennis and pursued this hobby into old age. Siegfried Freudenberger's death on 27 June 1989 at age 85 represented a terrible shock for the entire company: it took quite some time before business operations could be fully resumed and carried on in the spirit of Siegfried Freudenberger. His 40 years at the helm of the company contributed significantly to its success, providing a foundation for future generations through his commitment and entrepreneurial aptitude.

Siegfried Freudenberger is remembered by all who knew him as a larger-than-life figure with exceptional abilities, and his entrepreneurial spirit is still present at Feldsaaten Freudenberger to this day.



*Company founder
Siegfried Freudenberger*



*Siegfried Freudenberger was
active in sport all his life*



1948

Founding of the company

Siegfried Freudenberger founded the company S. Freudenberger - Samen und Saaten on 15 December 1948 as a sole proprietorship. In the beginning, the work was done from an emptied-out bedroom in the Freudenberger family home. The equipment was very spartan, consisting mainly of an old typewriter and a collection of office furniture that had seen better days. That's how it all began and the first contacts were made. The seed business had great potential, but required office space as well as warehousing. Even by early 1949, it was clear that larger premises had to be found in order to handle the emerging business.

Explosion

Two ships carrying ammonium nitrate explode in Texas: over 600 dead, 3000 injured



1948

Currency reform

The Deutsche Mark is introduced as the currency of the Western zone, the economy grows



Founding of the company

On 15 December 1948, Siegfried Freudenberger founds the company



1949

Company office

The old Rheinlust, a former country pub in Uerdingen, is rented in February



Independence

New Zealand gains full independence from Great Britain



Founding of a state

After the end of the British Mandate for Palestine, the State of Israel is founded on 14 May

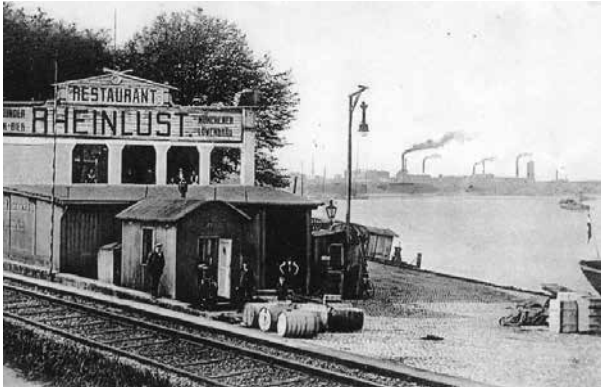


Founding of a state

The Federal Republic of Germany is founded and Konrad Adenauer becomes its first Chancellor

1949

Rheinlust



In February 1949, the company moved into the old Rheinlust, a former country pub in Uerdingen, which served as its first headquarters. The premises, which had been slightly damaged during the war, were rented at a favourable price. Two offices were created there and the former restaurant, which overlooked the Rhine, became the first small warehouse.

An initial loan in the spring of 1949 made it possible to buy the first batches of seed from the military government's allotments. The seed was stored in the Rheinlust and the

first mixtures were made by hand with a shovel. Deliveries went out from Uerdingen to customers in the area surrounding Krefeld. The business was very promising, and several employees were hired as early as 1949. Turnover reached DM 1.1 million in 1949, which was a great success for a newly founded company in the industry. The money generated was used for further investments, such as a VW Beetle and an old lorry.

GDR

The German Democratic Republic is founded



1950



Korea

The war between the communist North and the democratic South begins on the Korean peninsula

Television

The ARD, Germany's association of public broadcasters, is founded



Curiosity

Tuffi the elephant falls out of the Wuppertal suspension railway and lands in the Wupper river

Trade fair

The first German Agriculture Week takes place in Hanover



Peace

Great Britain, the USA and France declare the end of the state of war with Germany

1951

1952

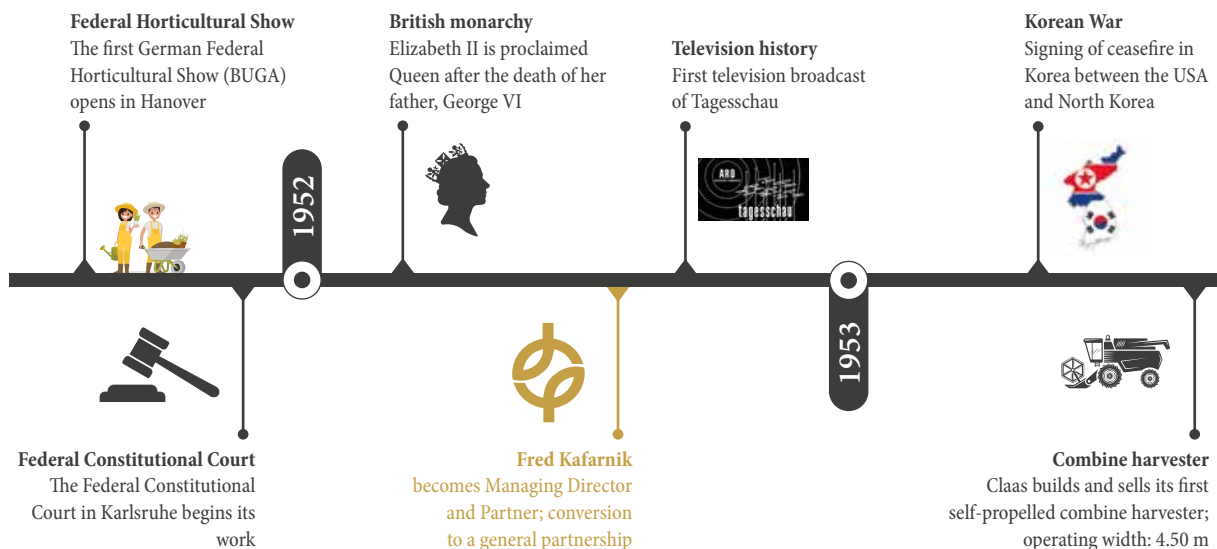
The history of expansion

Due to the success of the company and the sharp increase in the volume of seeds sold, the Rheinlust soon became too small and the search was on for a location with sufficient capacity for the flourishing business. On the site of the Bülles haulage company, a completely new plant with warehouse and office was built according to Siegfried Freudenberger's specifications. In 1952, the construction work was completed and the plant could be put into operation. In later years, the facilities were extended and expanded. The Bülles site was in operation for 20 years until it moved to its current location.

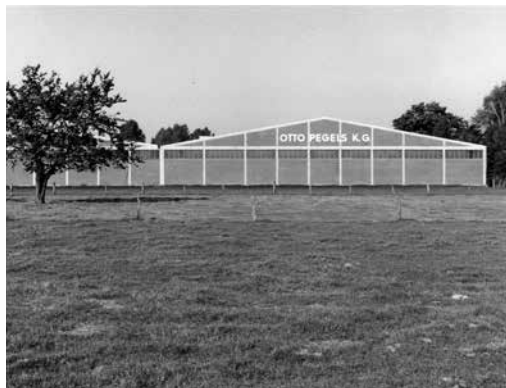
However, as capacity at this location was also limited, the Reymar and Pegels warehouses were rented in 1953. In 1956, the Reymar warehouse burnt down and the company left the Pegels warehouse. The Maurenbrecher warehouse served as the new storage area, though it too fell victim to a fire in 1961. Until the move to the location in Krefeld-Gartenstadt, other, smaller warehouses were used on a short-term basis to further expand the business.



Freight yard at the Bülles haulage company site (1952-1972)

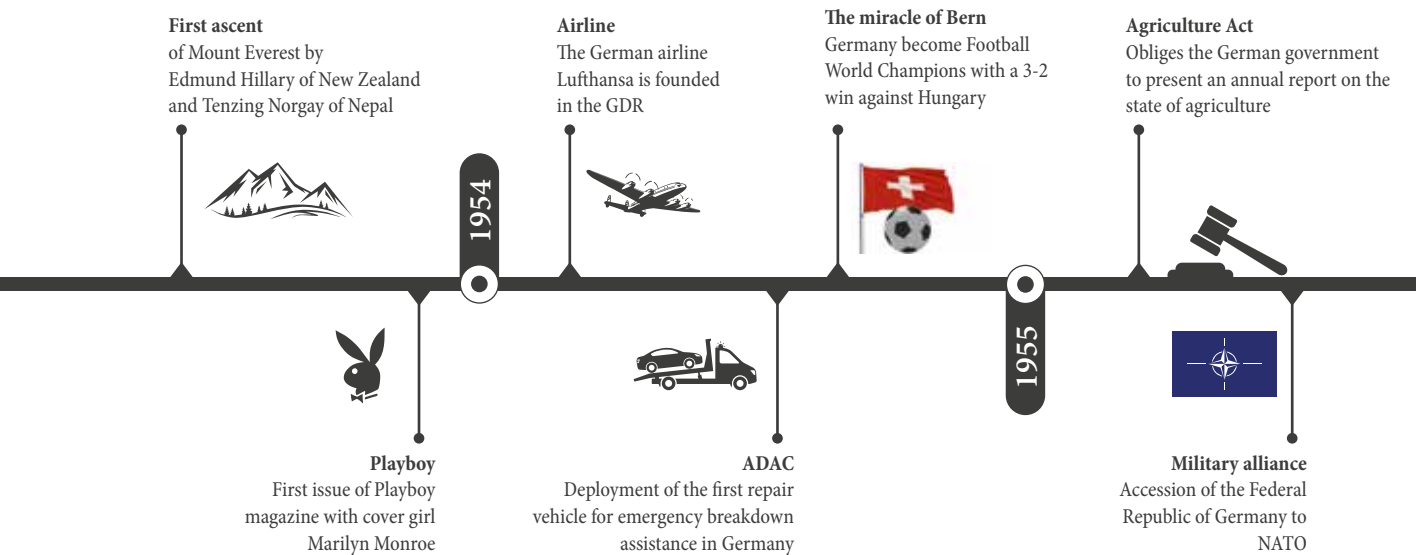


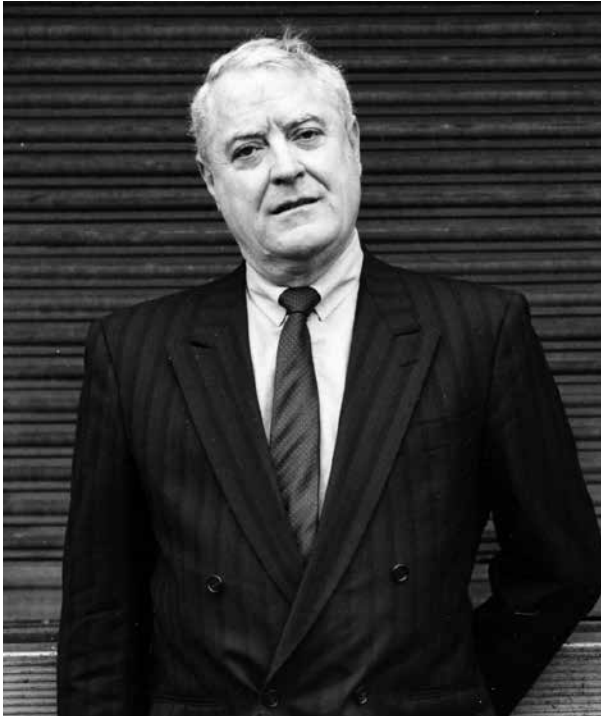
Rented warehouse at B. J. Maurenbrecher GmbH (1956-1961)



Warehouse at Otto Pegels K. G. (1953-1956)

Reymar warehouse (1953-1956)





Rolf Schüten had already been working for the company since 1948, after his uncle Siegfried Freudenberger convinced him to join the seed company after graduating from high school. A tough businessman who was fully dedicated to the interests of the Freudenberger company, Schüten was also a man with a big heart who always placed importance on the concerns of the workforce. His tendency to speak his mind is still legendary to this day. He held his position until June 2003, when he died unexpectedly. One of his two daughters, Simone Schüten, still works in the company today as a graduate economist.

1958

New partners

On 1 January 1958, Wilhelm Kutschera and Rolf Schüten join the company as personally liable partners, supporting Siegfried Freudenberger and Fred Kafarnik in the next stage of the Freudenberger company's growth.



Announcement for business partners, customers and suppliers from the year 1958

Homecoming

The Return of the Ten Thousand: the last German prisoners of war return from Russia



1956

Compulsory military service

West Germany introduces compulsory military service for men for national defence



Hungary

Popular uprising in Hungary for greater freedoms; suppressed by the Soviets



1957

Two-state theory
From this point on, the Soviet Union took the view that there should permanently be two German states



Football
Borussia Dortmund become German football champions for the first time



Nuclear power
Germany's first research reactor goes into operation in Garching





Wilhelm Kutschera had excellent relationships with many major customers as well as superb contacts in the countries of Eastern Europe. These relationships enabled the business to expand significantly over the following years and decades. He was a strong advocate of varietal seeds, which had a very low profile at the time and were still in the development phase. Freudenberger has him to thank for successful varieties such as Akela, Brigadier and Aubade, to name just a few, which are still propagated and traded today. After 40 years, Wilhelm Kutschera went into well-deserved retirement at the end of 1997 and handed over his position to Stefan te Neues, who still holds it today.

Partners

The Freudenberger, Kutschera (te Neues) and Schüten families remain partners in Feldsaaten Freudenberger to this day. The company has thus been family-owned for 75 years, a successful example of Germany's Mittelstand.

Maintaining short decision-making channels from company leadership to all departments is a practice that has remained to this day and is one of the company's greatest strengths.



1961

The next generation moves in

Manfred Freudenberger, Siegfried Freudenberger's son, joined the company in 1961. After his training in France and Canada, he gained further experience in the company, where he made his way through every department and familiarised himself with the A to Z of seed production, processing and sales. In 1972, he became a personally liable Partner and Managing Director.



The Veterans		
The oldest Feldsaaten Freudenberger varieties that are still authorised		
Species	Variety	Year of authorisation
Crimson clover	HEUSERS OSTSAAT	1957
Italian ryegrass	TETRAFLORUM	1967
Winter rapeseed	AKELA	1969
Beet	BRIGADIER	1969
Red clover	ROTRA	1974
Timothy grass	RASANT	1977
Alfalfa	VERKO	1979
Fodder radish	APOLL	1980
Fodder radish	IKARUS	1988
White mustard	ASTA	1989

France

Over 400 people die in the collapse of the Malpasset dam in southern France



1960



Year of Africa

18 African countries gain independence from their colonial powers

USA

John F. Kennedy becomes US President



Agriculture

The collectivisation of agriculture is completed in East Germany

Manfred Freudenberger begins his work at Feldsaaten Freudenberger



1961



Civil service

The first West German civil service cohort completes their duties



Staff in front of the ramp at the Bülles warehouse in 1963. Freudenberger operated the Bülles warehouse from 1952 to 1972

Space travel

Russian Yuri Gagarin is the first man to travel to space, becoming a national hero



1962

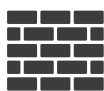
Marilyn Monroe

The actress is found dead in her flat in Los Angeles



ZDF

The launch of German public broadcaster ZDF



Division of Germany

With the start of the construction of the Berlin Wall, East Germany cements the division of Germany



The Beatles

The British band records its first single, the start of a global career



Cuban Missile Crisis

The stationing of Soviet nuclear weapons in Cuba almost leads to war with the USA

1963



I Have a Dream

In the USA, Martin Luther King demonstrates with hundreds of thousands against racial discrimination

1967

The new location

Krefeld Airport began operations in 1926 and was used for scheduled flights by Lufthansa until the beginning of the Second World War. During the Second World War, it served as a military airfield and was heavily bombed. After the war, the victorious powers briefly used the airfield before operations were discontinued. Siegfried Freudenberger learnt by chance that the site was to be divided into plots and then offered to small

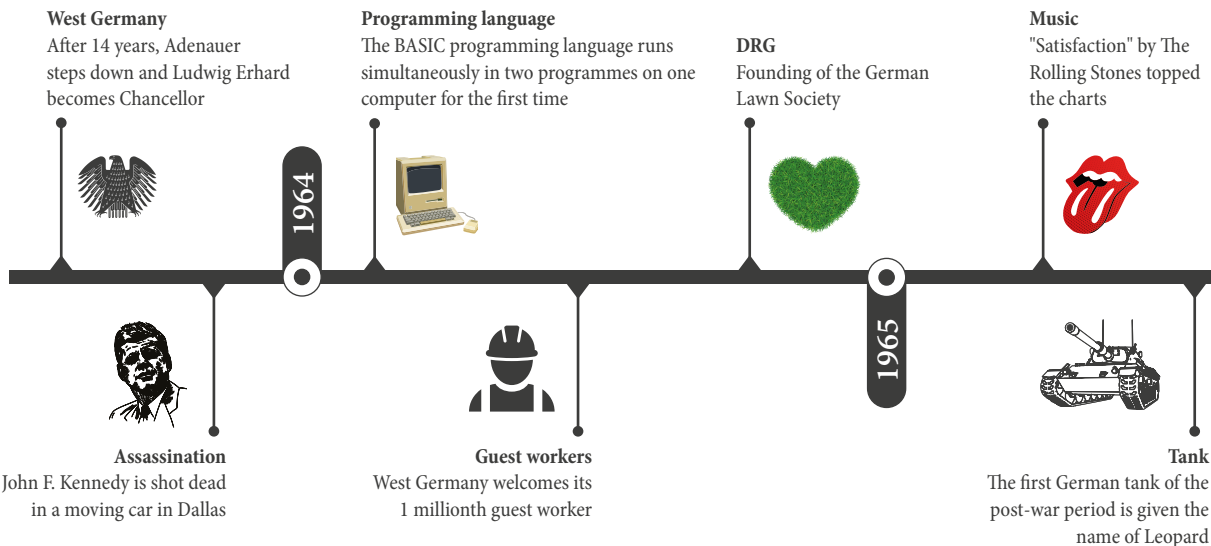
and medium-sized Krefeld companies. After some negotiations with the city, the company was able to acquire a plot of land and the first construction phase was completed in 1967/1968. The first building was a 2,000 m² warehouse, which was urgently needed to alleviate the lack of space at the previous location. It is now part of the building complex at Magdeburger Straße 2.



Airport entrance



Flight operations ceased around 1950 and the buildings were demolished, creating new space for housing and businesses





The first part of the current headquarters was completed in 1968 (outlined in red); the other parts of the building followed later

Space

Soviet cosmonaut Alexei Leonov is the first person to float freely in space for 20 minutes



1966

White whale

A beluga whale is discovered swimming up the Rhine in Krefeld



Hippies

Hippie movement reaches a high point with the Summer of Love



Lotto

First televised broadcast of the lottery number draw



China

Start of the Chinese Cultural Revolution



Football

Borussia Dortmund become the first German European Cup winners

1967



Television

Launch of colour television in West Germany

1971

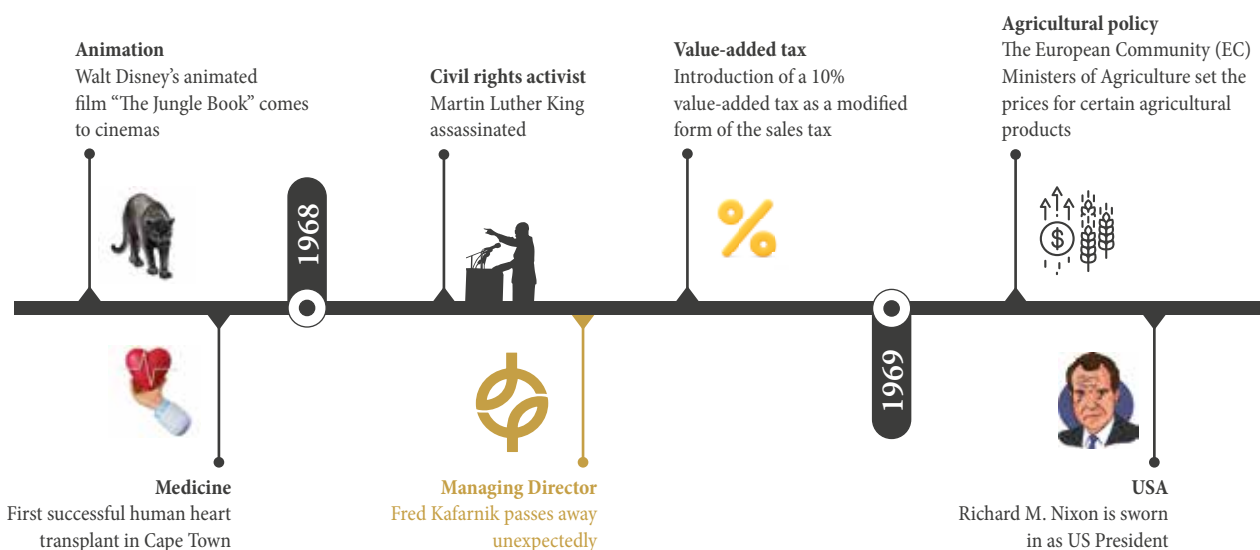
Administration and production at Magdeburger Straße 2

In the second construction phase in Krefeld-Gartenstadt, a 3,500 m² warehouse and production hall was added to the existing warehouse on Magdeburger Straße. A 3-storey administration building was also erected next door. Construction began in 1969 and the buildings came into service in 1971. The new administration building meant that the endless fights over scarce office space at the previous Bülles site were finally a thing of the past.

Now, all employees had sufficient office space. The additional production and storage space made it possible to install expanded production facilities to handle additional volume. A few years later, the hall was extended by a further 2,500 m². Today, this building complex remains Freudenberger's nerve centre, housing the company's management team and a large part of the workforce.



The new buildings shortly after completion in 1972





Facts and Figures

Magdeburger Straße 2 Administration Building

Start of construction: 1969
 Completion: 1971
 Floor space: 300 m²
 Floors: 3
 Offices: 28
 Workstations: 50

Magdeburger Straße 2 Warehouse and Production Hall

Start of construction: 1969
 Completion: 1971 (extension 1974)
 Surface area: 3,500 m² (extension 2,500 m²)
 Total 8,000 m² with the existing hall

Aerial view of the entire building complex

Moon landing

Apollo 11 makes the first manned moon landing; Neil Armstrong becomes the first man to walk on the moon



1970

Football

Borussia Mönchengladbach (*The Foals*) become German football champions for the first time



Farewell Fräulein

A new rule changes the form of address for unmarried female employees from "Fräulein" to "Frau", with immediate effect



Chancellor

Willy Brandt becomes West German Chancellor



The Beatles

The most famous band in the world splits up after their final album, "Let It Be"



Kneeling

Willy Brandt falls to his knees in Warsaw, a gesture interpreted as a request for forgiveness

1971



Music

The most successful song worldwide is "Butterfly" by Danyel Gérard

1972

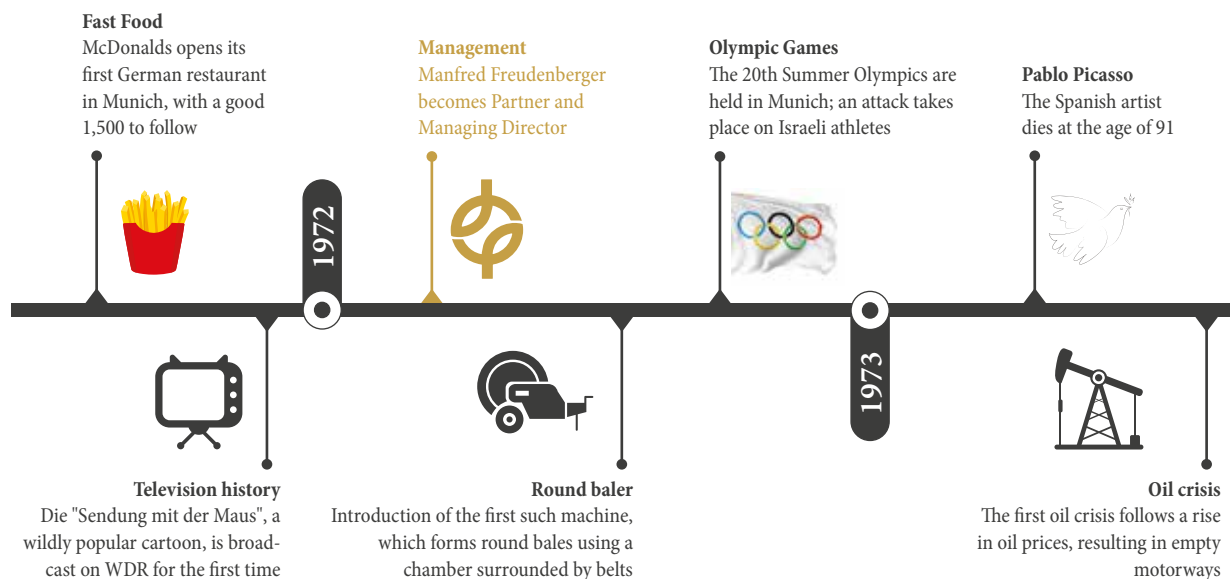
Drumming up business

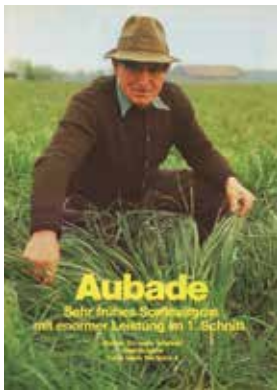
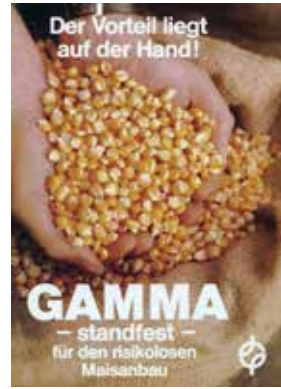
Feldsaaten Freudenberger was one of the very first companies in the industry to advertise its catch crop and forage plant products. Initially ridiculed by the competition, Freudenberger's peers jumped on the advertising bandwagon in the following years as well, ending the company's nice little competitive edge in adverts. To this day, the importance of advertising has not diminished, and Feldsaaten Freudenberger publishes advertisements, catalogues, posters, flyers, brochures and similar information material. Although much is done digitally these days, many customers continue to prefer printed products.

Here are some examples of advertising material from the 70s and 80s:



The company-published magazine for farm forage





United Nations
Both West and East Germany are admitted to the UN



1974

Autos
VW introduces the Golf as the successor to the Beetle, the beginning of a success story



Vietnam
The Vietnam War ends with a victory for the communist North – an American trauma



1975



World Champion
Germany become world champions on home turf, defeating the Netherlands in the World Cup final



Chancellor
The Social Democrat Helmut Schmidt becomes West Germany's fifth Chancellor



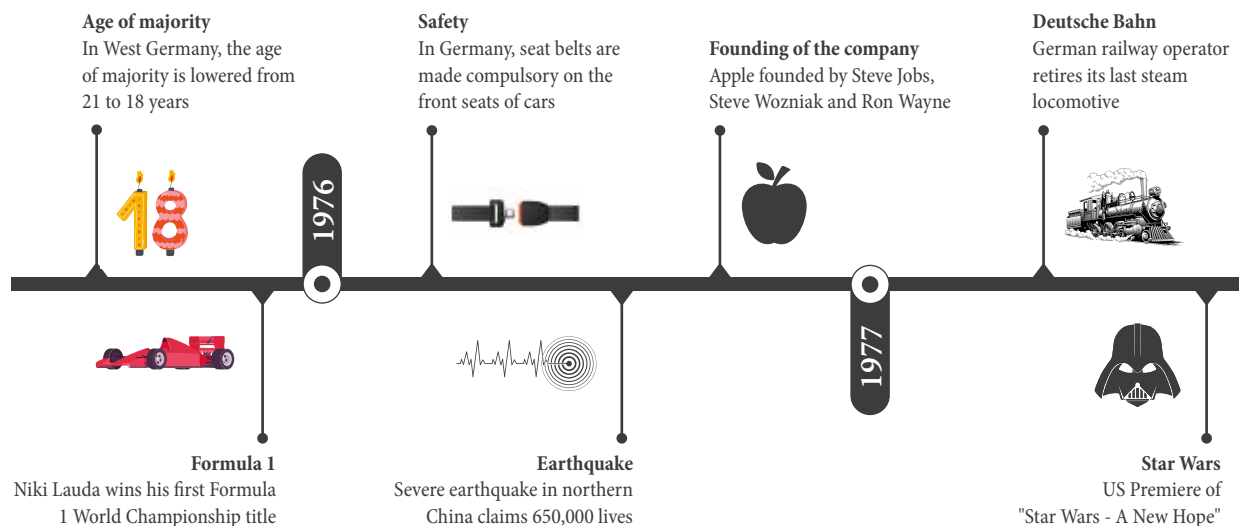
Spain
The dictator Francisco Franco dies and the monarchy is reinstated

1976

An Honour for Siegfried Freudenberger

On 12 April 1976, Siegfried Freudenberger was awarded the Order of Merit of the Federal Republic of Germany on behalf of President Walter Scheel by the Mayor of Krefeld, Dr Hermann Steffens. The award was in recognition for his decades of work and the creation of the company Feldsaaten Freudenberger. The company's economic success had managed to create new jobs over a lengthy period of time, a matter of great importance

for the city of Krefeld. Additionally, since the supply of seeds for German agriculture was a vital preliminary stage for food production, his business was always in the country's national interest, especially in the first decades after the Second World War. These merits were carefully examined prior to the President's decision to recognise them through the award.





Siegfried Freudenberger after receiving his award with Dr Hermann Steffens, head of the town council. His second wife, Gerda Freudenberger, is in the background.

King of Rock

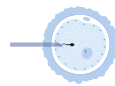
Elvis Presley dies at the age of 42 in Memphis, Tennessee



1978

In vitro

The first "test tube baby", a child conceived outside the womb, is born



Music

Japanese company Sony brings the world's first Walkman to the market



German Autumn

RAF terror: Hijacking of a Lufthansa plane and the murder of Hanns Martin Schleyer



Boxing

Muhammad Ali becomes undisputed world champion for the third time



Year of Three Popes

Paul VI
John Paul I
John Paul II

1979



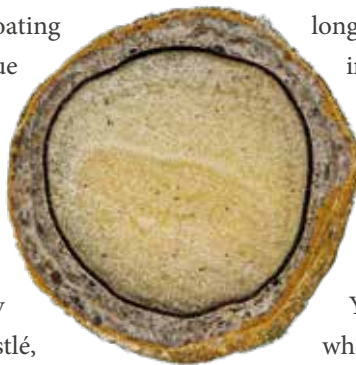
Climate

First World Climate Conference in Geneva

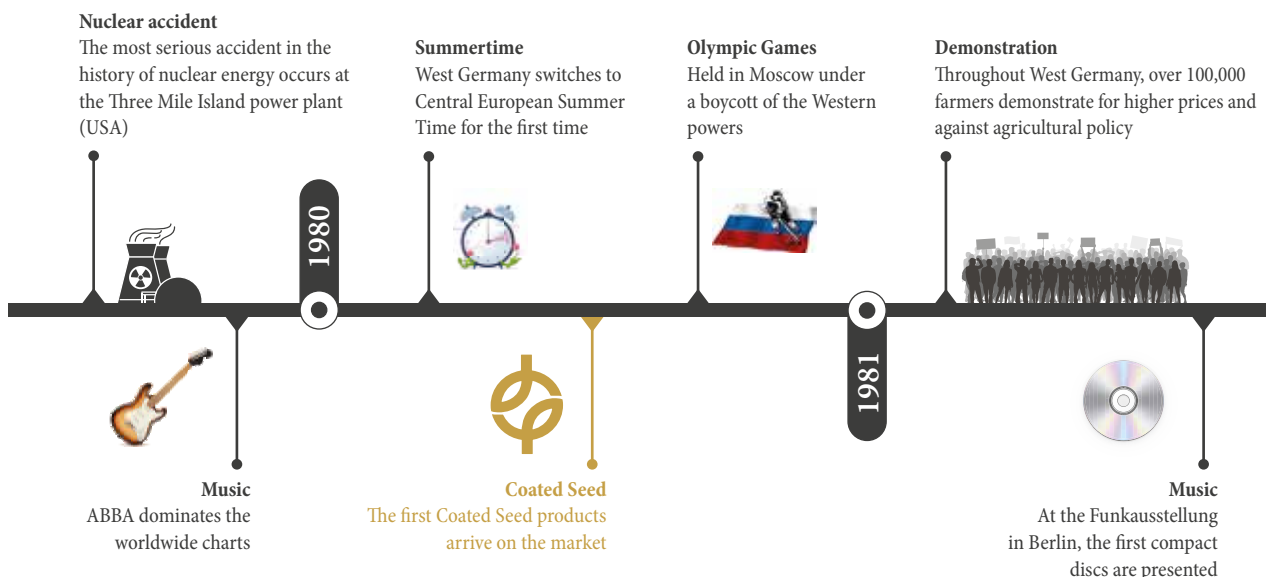
1980

The introduction of Coated Seed

Manfred Freudenberger gained his first experience with seed coating in Canada in the 1970s at Ontario Seed Cleaners. The technology used there was still very rudimentary, employing rotating oil drums. On his return, Manfred Freudenberger was offered the opportunity to use this seed coating technology in Germany. However, due to disagreements over the contractual arrangement, this never materialised and Mr Freudenberger began to think about how to build his own system for coating seeds – only better. A production facility for pelleting chicory seeds, belonging to a subsidiary of Nestlé, had just shut down in Krefeld. This seemed like the perfect opportunity to acquire some of the old machinery quickly and cheaply. But it wasn't going to be that simple: the machines had already been dismantled and sold as scrap metal, meaning that everything had to



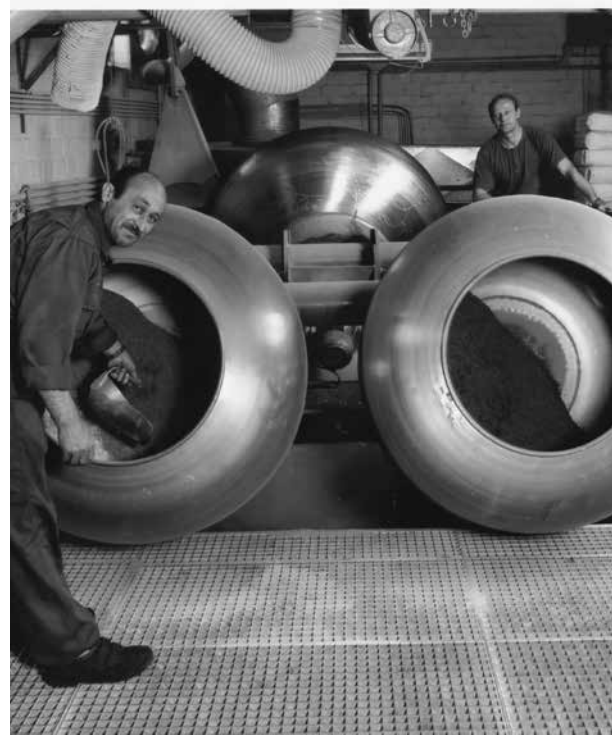
start from scratch. However, Manfred Freudenberger's persistence did allow him to win over at least one of the company's former employees. Together, they designed a test drum and had it manufactured by a local metalworker. This drum was the first stage of a long period of experimentation. Beginning in 1978, thousands of tests were carried out to find the right settings, the right components and the right production process. The goal was always the same: a new system to coat seeds in-house according to the company's designs. Yet it remained anyone's guess when – or whether – the initiative would ever bear fruit. This meant that the trials could only take place at the weekend, as the day-to-day business could not be neglected. Hundreds of different materials were tested, one after another. These included sawdust, peat and clay powder... and rock flours, which were ultimately



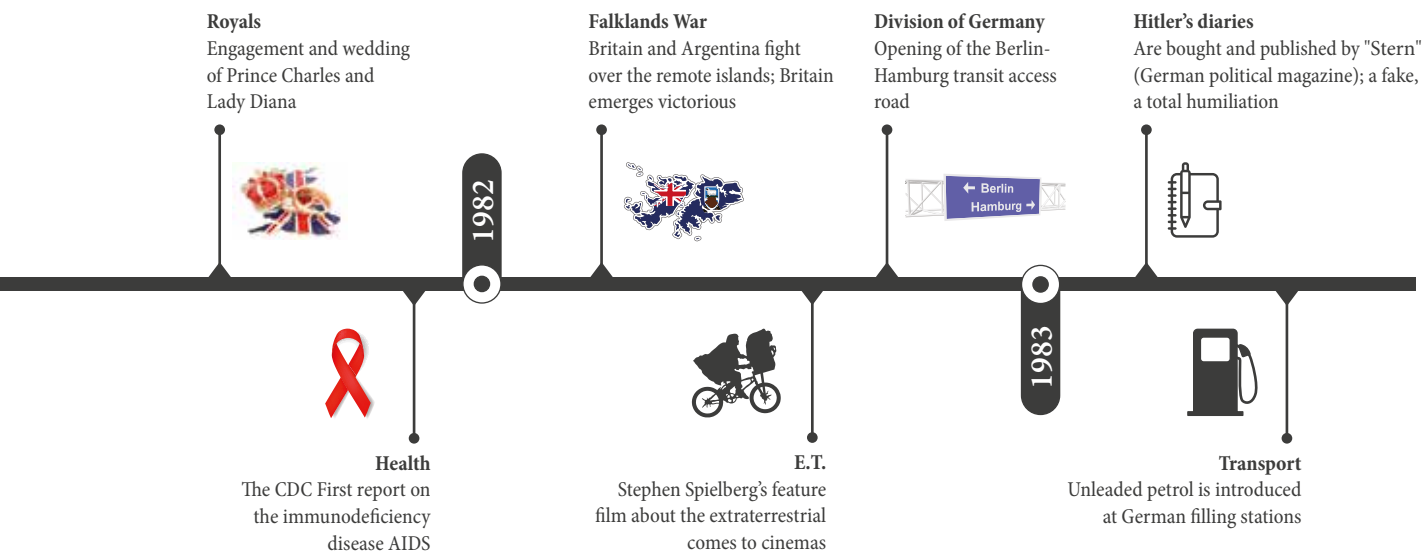
the most suitable. Finding the right adhesive was also a challenge – one of the biggest, as it turned out. The adhesive had to hold the coating together, but also dissolve properly after sowing. Of course, germination capacity also had to be kept high. The adhesive could not become brittle, nor could it stick too many seeds together. It had to work with as many different types of seeds as possible and be readily available and accessible. It felt like looking for a needle in a haystack. But when it was found, it brought about the breakthrough in the development of Freudenberger's Coated Seed. The recipe has been continuously improved and adapted ever since - for over 40 years.

Once the coating process had been successfully completed, there was still one problem to solve: Right after production, Coated Seed was too moist. In the first test bags, the seeds began to germinate in their packages or get mouldy. The solution came in the form of a drying system designed in-house that reduced the residual moisture to an optimum value. The system also provided various additional benefits, such as polishing, de-dusting and cleaning the seeds. And so, finally, the development of the entire production process was proceeding smoothly and was nearing completion! The grafted seeds met all the criteria. They had a very high germination capacity, improved seed flow and were beautifully glossy and free of dust, lumps and other impurities. These properties of Coated Seed remain

notable quality features to this day and have contributed significantly to the success of the Coated Seed line. Series production of Coated Seed started in 1980 and has been running for over 43 years. From 5 tonnes produced in its first year, production has now grown to several thousand tonnes annually.



Walter Spieß and Viktor Stabel at the Coated Seed production plant



1984

Elbestraße Warehouse

The warehouse on Elbestraße was built in the company's third construction phase in 1983-1984. With around 3,600 m² of storage space, it offered plenty of room for storing seeds before they could be processed at the headquarters a few hundred metres away. Finished goods were also stored there before being dispatched to customers at home and abroad.

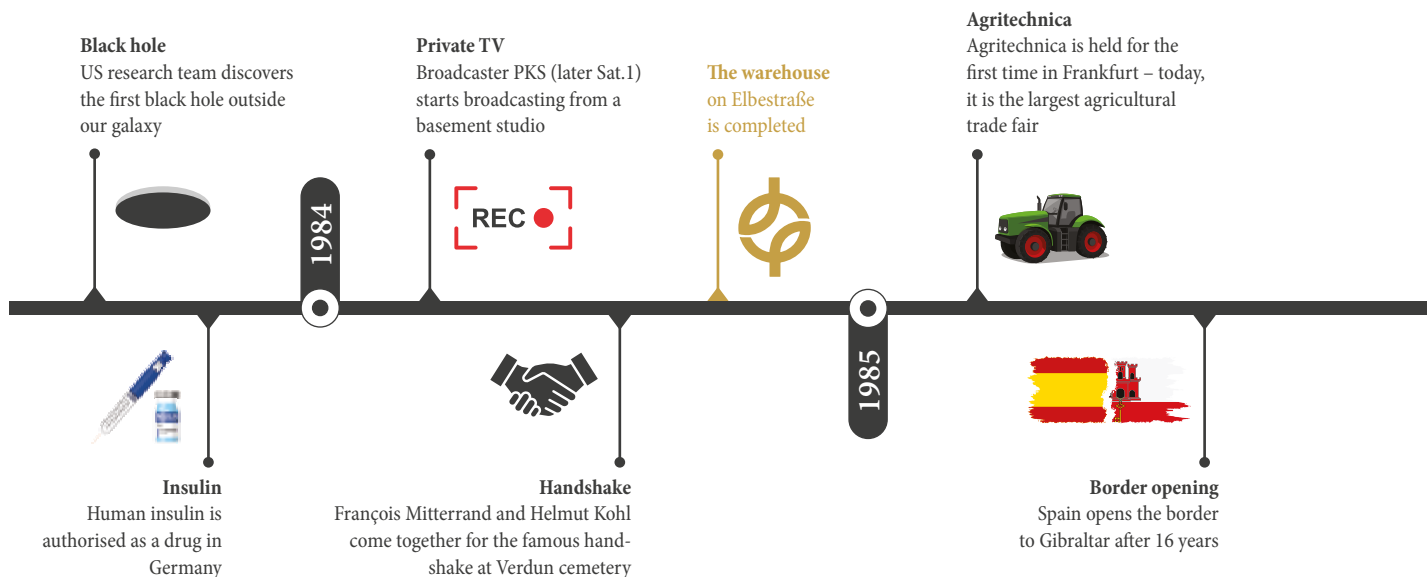
After the warehouse at Saalestraße 12 A opened in 1996, there was more than enough storage space for several years. And so, in 2003, the decision was made to lease the Elbestraße warehouse to a neighbouring furniture store, which still uses the space today as a furniture distribution centre.



The Elbestraße warehouse in the mid-1980s, shortly after completion



1984: Sign at the Elbestraße warehouse





Facts and Figures
Elbestraße Warehouse

Function: Currently a distribution centre for a furniture store

Start of construction: 1983

Opened: 1984

Floor space: 3,600 m²

In 2023, the warehouse was leased and used by a furniture store

Tennis

Boris Becker is the youngest-ever winner of the Wimbledon tennis tournament and the first German to win the title



1986

Italian wine scandal

Wine poisoned with methyl alcohol is seized in West Germany



Musical

World premiere of the musical "The Phantom of the Opera" in London



Anniversary

The city of Berlin celebrates its 750th anniversary



Cult series
 Launch of the series "Schwarzwaldklinik" on ZDF and "Lindenstraße" on ARD



Catastrophic meltdown
 A complete meltdown occurs in Reactor 4 of the Chernobyl nuclear power plant

1987



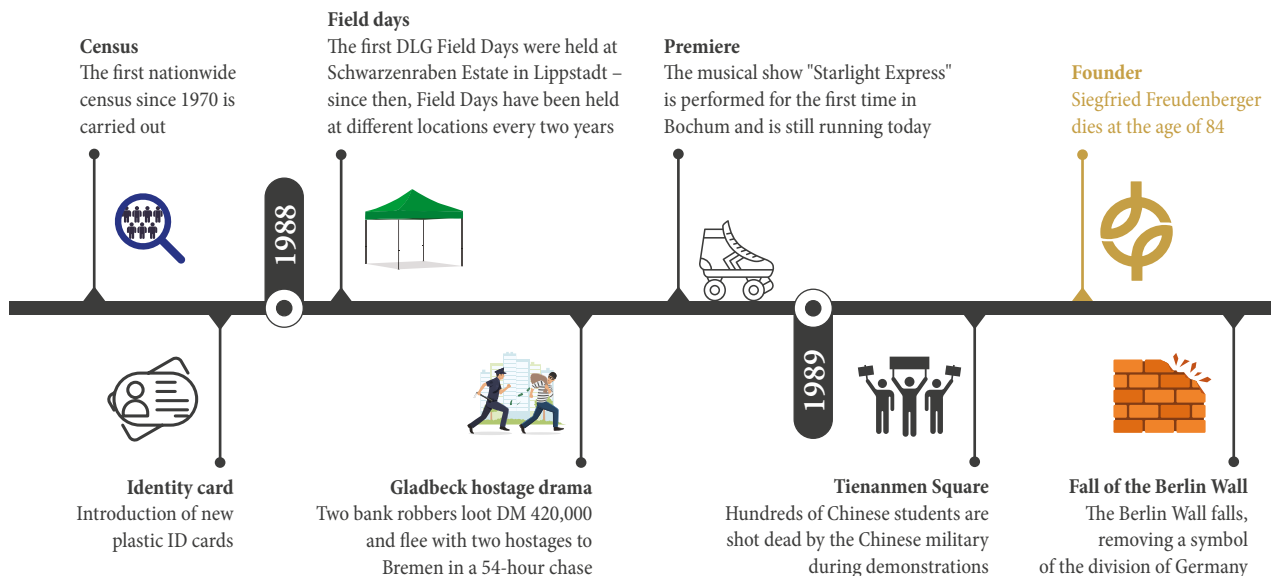
Pop Art
 Artist Andy Warhol dies in New York at the age of 58

1988

Trade fair appearances bear fruit



The Feldsaaten Freudenberger stand at the DLG exhibition in Frankfurt am Main





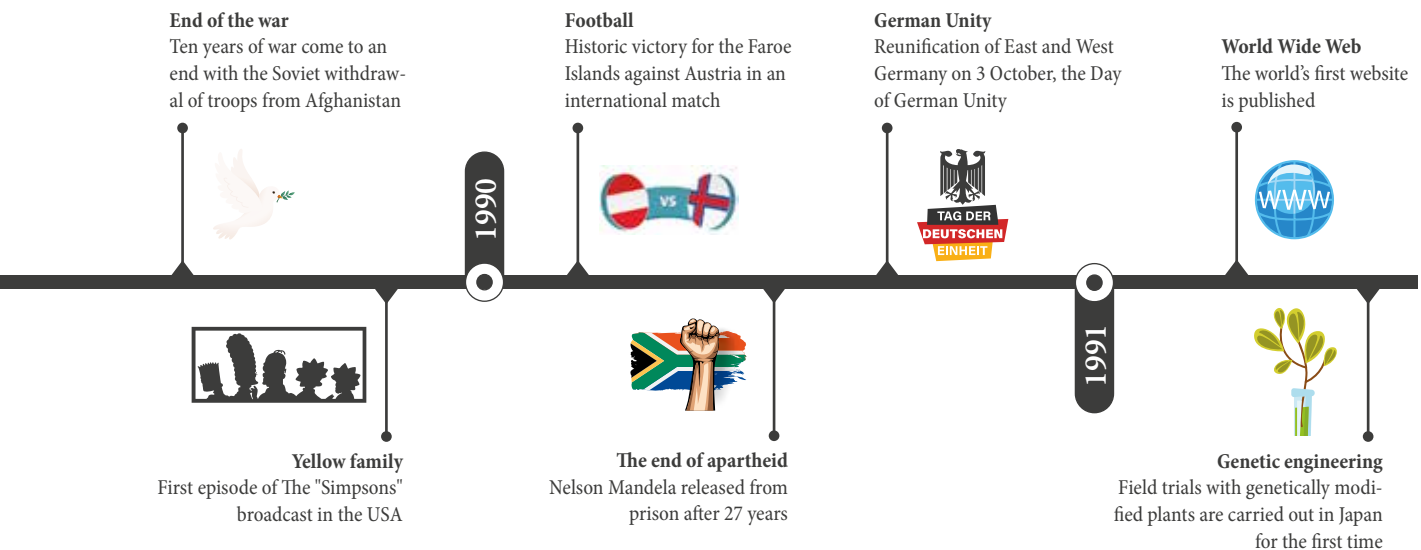
Some of the varieties on display remain in Freudenberger's portfolio today, and many of the bags presented at the time were still in use in the 2010s

In order to present Freudenberger products to a wider audience, the company began attending trade fairs and exhibitions early on and making its presence known with its own stands. This is especially important in the agricultural sector, where these kinds of events have a long history. The stands received constant visits from interested farmers and people were able to chat and enjoy a good chance to talk shop. Many a product idea was born out of these discussions and the wishes expressed by the farmers. Naturally, these events always offered the opportunity to talk to many customers and partners from Germany and abroad and to intensify business relationships.

Many of these national and international events are still attended today and continue to be an important part of Feldsaaten Freudenberger's public relations work.



From left to right: Heinz Hinse, Head of the Multiplication Department, conversing with Federal Minister of Agriculture Ignaz Kiechle and CMA Managing Director Helmut Fahrnschon



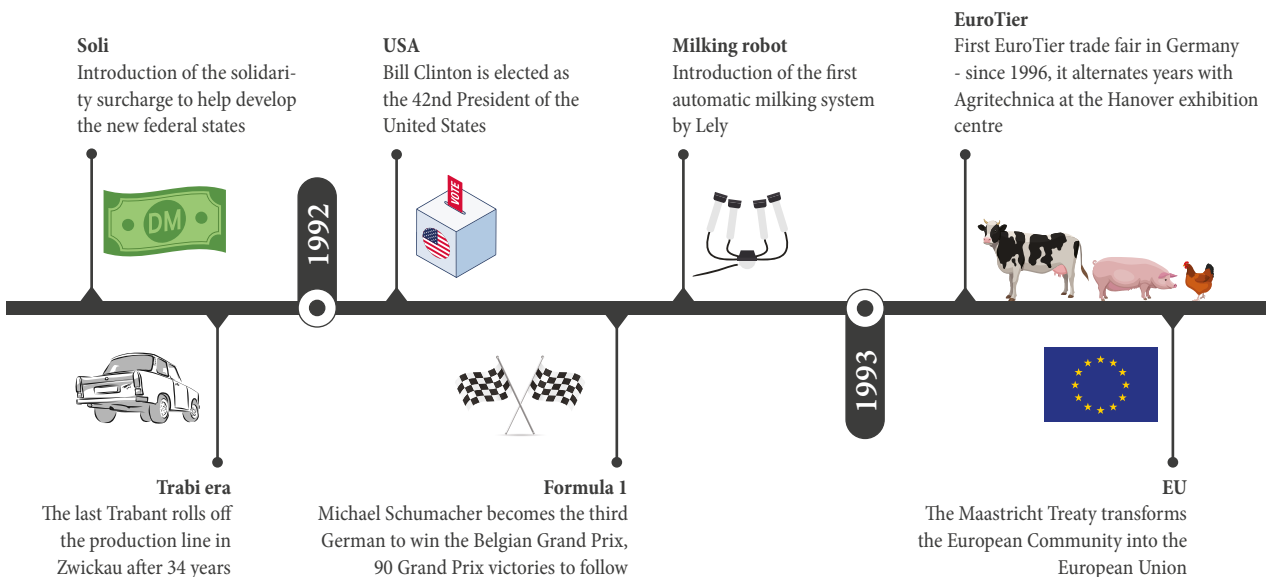
1992

A global presence



From early on in its history, Freudenberger began selling seeds abroad. At first, this was mainly to the Benelux countries close to the Rhineland and the German-speaking countries in the Alpine region. Gradually, the company began supplying an ever-expanding circle of countries, with a customer base covering the whole of Europe, to the extent permitted by political circumstances. Later, non-European countries were added as well, to the point that seeds began flowing to all continents.

Today, Freudenberger has customers in 68 countries on every continent. The company's Krefeld headquarters serves many of these customers directly, though in some countries there are employees based locally or in the region. This enables even closer and more targeted customer support. In the early 1990s, Feldsaaten Freudenberger hired its first representatives abroad, some of whom have now been working for the company for more than 30 years.



Juri Ivanov

Location: Kiev, Ukraine
With Freudenberger since: 1992
Education: German and agricultural studies
Countries covered: Ukraine, Kazakhstan, Russia, Belarus, Moldova, Georgia, Armenia, Azerbaijan, Uzbekistan, Kyrgyzstan



Dr Jiangsheng Zhu

Location: Beijing, China
With Freudenberger since: 1995
Education: Doctorate in Agricultural Sciences
Countries covered: China



Primož Stuhec

Location: Ljubljana, Slovenia
With Freudenberger since: 2010
Education: Agricultural engineer
Countries covered: Slovenia, Slovakia, Romania, Croatia, Serbia, Bosnia, Albania, Kosovo, Bulgaria, Greece, North Macedonia



Peter Krog-Meyer

Location: Rønne, Denmark
With Freudenberger since: 2016
Education: Agricultural engineer
Countries covered: Denmark and Northern Europe



Postcodes

In Germany, the 4-digit postcode system is replaced with new 5-digit postcodes



1994

Dagobert

After a two-year search, the extortionist who targeted department stores is arrested in Berlin



Museum

The Haus der Geschichte opens in Bonn



Memorial service

50th anniversary of the liberation of the Auschwitz concentration camp



1995



Steven Spielberg

The feature film "Jurassic Park" is released in German cinemas



Genocide

Beginning of the 100-day genocide in Rwanda in which hundreds of thousands of Tutsis are killed



Chaos Days 95

2,000 punks from all over Germany riot in Hanover

1996

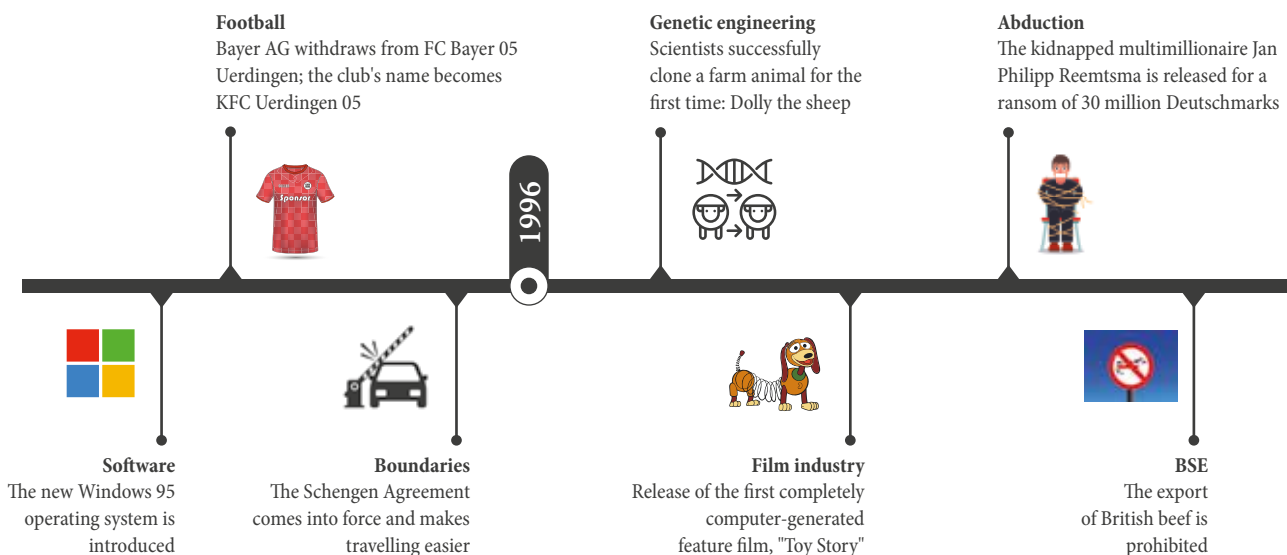
Construction of the Saalestraße 12 A warehouse

There was still a significant need for storage space at the beginning of the 1990s, and attempts were made to use the British Army barracks site on Emil-Schäfer-Straße for the construction of a new warehouse. However, after the Royal Army abandoned the site and left, the area was temporarily used to house refugees, ruling out other short-term uses for the facilities. The buildings on the site were only demolished 25 years later and the site remains derelict in 2023; a residential development is planned.

With the help of the city of Krefeld's business development organisation, the plot of land on Saalestraße was acquired and construction could begin. The building was completely finished and was put to use by late 1996. The new hall was only a few metres away from the main factory, putting an end to the constant commutes to various external warehouses (for the time being). The warehouse was used for national and international shipping until 2017, when it was fully switched to international shipping.



Managing Directors Manfred Freudenberger and Wilhelm Kutschera running the bar

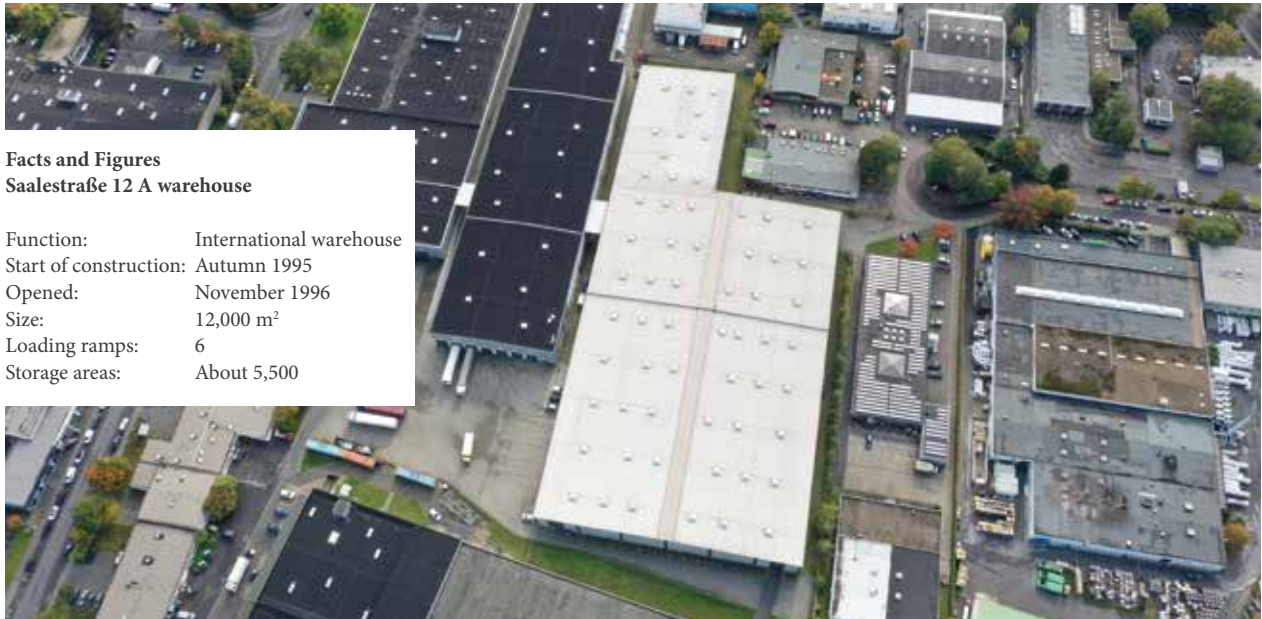




Topping-out ceremony 1996



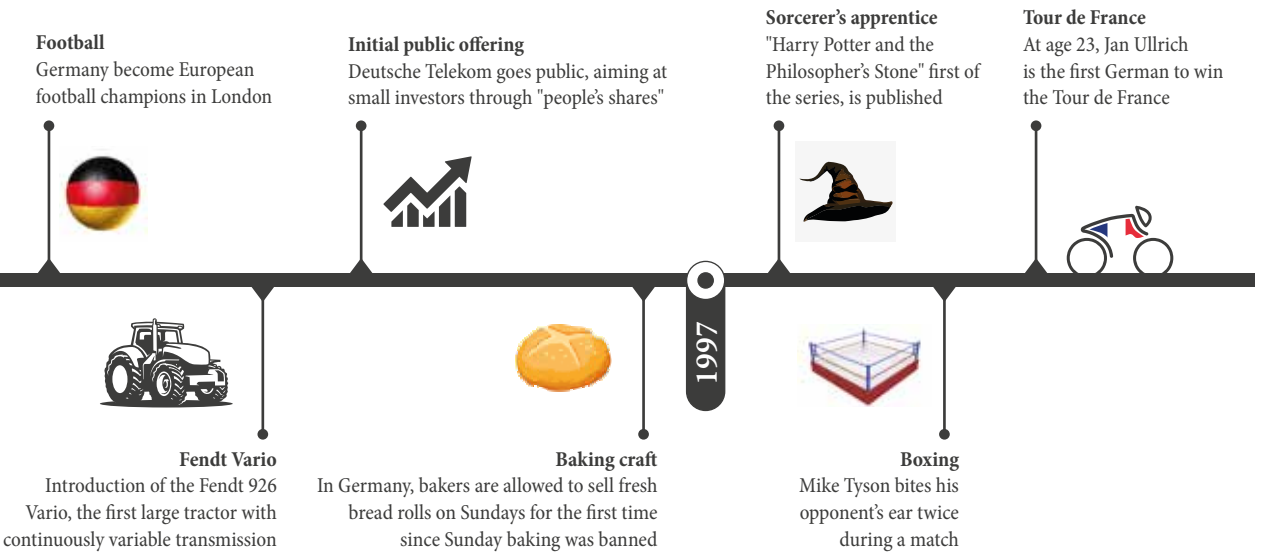
Still operating its own fleet of vehicles at the end of the 90s



Facts and Figures
Saalestraße 12 A warehouse

Function: International warehouse
 Start of construction: Autumn 1995
 Opened: November 1996
 Size: 12,000 m²
 Loading ramps: 6
 Storage areas: About 5,500

The Saalestraße 12 A warehouse (white roof) is now used as a warehouse for international shipping and is an important part of the warehouse structure



Interview with Managing Director Stefan te Neues

Let's warm up with a few quick questions!

Borussia win the Champions League or the Krefeld

Pinguine get promoted? KEV get promoted

Cash or card? Card

Beach holiday or city trip? Beach holidays in the summer, city trip at the weekend

Fruit or vegetables? Vegetables

Know it all or have it all? Better to know everything

Cooking or ordering? Cooking

Eggs: scrambled or fried? Fried

Rock star or racing driver? (Laughs) Neither – if anything, a star athlete

Driver or shotgun? Driver

Dragons or unicorns? Generally, dragons

Freudenberger at 75 – how long have you been with us?

I officially started almost 30 years ago, on 1 January 1994. My grandfather was still working for the company at the time. Manfred then brought me into the management team in 1998.

What was your worst grade in school?

A 5 – a failing grade – on my report card. And not just once! Early on, that was my usual grade in German. Once in art. I was lazy, but I always did just enough to get by 😊.

How did you come to Freudenberger?

In 1987, I graduated from high school and then trained in wholesaling and foreign sales in Hanover to get a taste

of the seed industry. The plan was then to add a degree in business studies. However, an accident involving my brother led me to change my mind. I dropped out of university and started a warehouse job at Freudenberger. Then Manfred (Freudenberger) asked me what my plans were. He said: “Be here at the beginning of January, then we’ll see.” That's how this all started.

What does your working day look like?

I actually make a plan A every morning, maybe a plan B as well. By the time I get here, a quarter of an hour later, it's usually already C or D. We are customer- and situation-driven, which determines our day-to-day work. All in all, relatively unstructured. The planning, strategising and thinking actually takes place in so-called free time.

What is special about Freudenberger?

I enjoy the diversity, a colourful group. Not always, not every day, but to a certain extent also the informal environment. When I look back over the last 30 years, I believe that the strength of Freudenberger is that different generations are always present at different levels of the company. And also very open communication.

How do you motivate yourself?

It works best if you clear out the “rubbish” first thing every morning and then focus on the positive. I don't always manage that so well. You just have to motivate yourself anew every day, which is sometimes easier and sometimes more difficult. I don't have a standard formula.

Being your own boss: what are the advantages and what are the disadvantages?

The advantages and disadvantages are the freedom of choice. I am also expected to ensure that the company is in the black at the end of the year and that the forward-looking decisions are correct. They will never all be right, so freedom of choice is a coin with two sides – one shiny and the other rather dull.

What is the most exciting thing about your job?

The uncertain markets and tasks, what the competition is doing, what employees or even customers come to you with during the day. I now refer to uncertainty as the new, the unexpected, the inherent surprise. That's actually what's really appealing.

What was your biggest professional challenge?

There's more than just one! Looking back, building long-term relationships with partners (customers, suppliers, etc.) and maintaining them for 25 years or more is certainly one of the biggest challenges.

What do you see as the greatest threat to Feldsaaten Freudenberger?

Of course, there are all kinds of scenarios over which we have no control as humans or as a company. We have a healthy, intact market position and a well-balanced team, and we're constantly trying to scrutinise and improve ourselves. If we can maintain and build on this, I am actually positive about the future.

You're going to a desert island: Which three Freudenberger employees would you take with you, and why?

I would take Zabel with me. He's a no-nonsense kind of guy, he is (quite) honest – not always sensitive, but straightforward. You can steal horses with him, get up to mischief, laugh and fool around (laughs). Of course, now I have to take Patricia with me as well. For communication. I appreciate her absolutely positive attitude to life. I could also imagine David Menskes, because I have a lot of respect for his knowledge. But I'm sure I could think of another 20 or 30 names off the top of my head.

Sustainability: a topic for the future or lived reality?

In the past, this was called being frugal, meaning using resources extremely sparingly. Our generation has not managed to teach the current generation the smallest steps of sustainability, such as switching off the light when you leave the room. The term sustainability is too politically worn out for me today, almost abused. One selectively picks out arguments from an entire chain that is not coherent as a whole.

Where do you see Feldsaaten Freudenberger in 10 years' time?

Still on the Lower Rhine, in Krefeld and the surrounding area. I also see the company as being about the same size in terms of turnover and employees. It will be a much more digitalised company than the one we are today. We will have to produce more for the free markets, which will mean taking more risks. Things like keeping goods in stock, financing, storing them.



1998

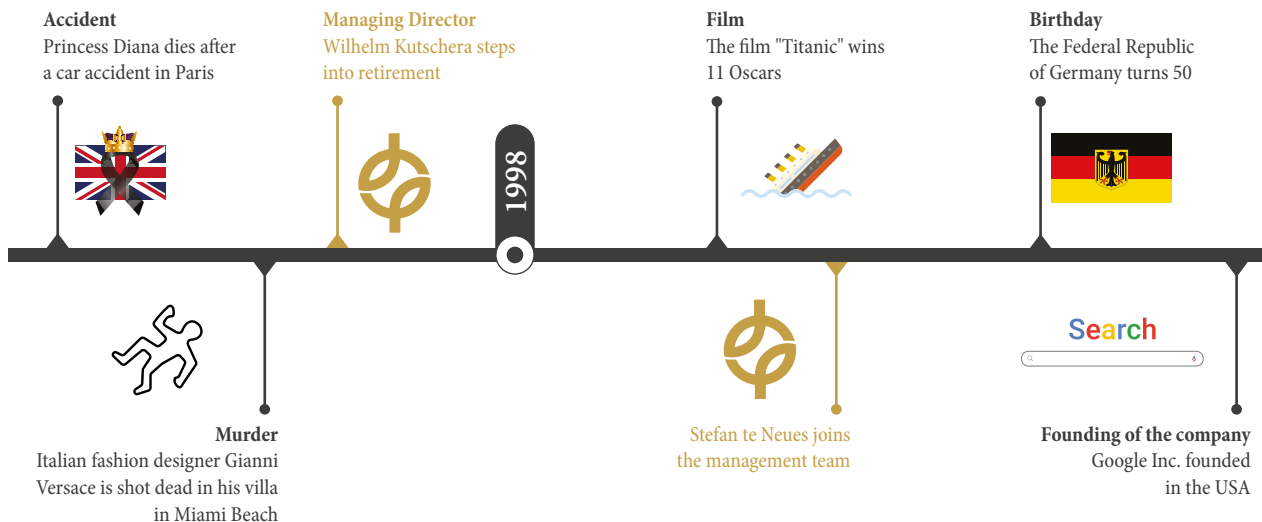
Generational change

After Wilhelm Kutschera took his well-deserved retirement at the end of 1997 at the age of 82, his grandson Stefan te Neues joined the leadership team at the beginning of 1998. By that point, te Neues had already been with the company for three years and had familiarised himself with the entire seed business. After joining the leadership team, he formed the company's management trio together with Manfred Freudenberger and Rolf Schüten.

After Rolf Schüten's sudden death in 2003, he and Manfred Freudenberger were the only ones in this position. Since that time, Stefan te Neues has been serving customers at home and abroad, specialising in the area of lawns.

René Freudenberger joined the management team in 2015. As his father's designated successor, he was to be given the opportunity to familiarise himself with all the tasks involved in managing the company and gradually take over Manfred Freudenberger's responsibilities.

As with every new generation, René also brought a multitude of ideas and suggestions to modernise the company and to give it renewed momentum. He serves customers in Germany and abroad and is intensively involved in the company's restructuring. Now that he has taken over the position of Managing Director, the company is once again led by a triumvirate.





Wilhelm Kutschera shortly before his retirement



Stefan te Neues in the late 90s



René Freudenberger, the youngest of the three Managing Directors

Affair

An affair between US President Bill Clinton and intern Monica Lewinsky is made public



Chancellor

Gerhard Schröder is elected Germany's seventh Chancellor



Resignations

Boris Becker and Steffi Graf announce their retirement from professional tennis



Company merger
Daimler-Benz and Chrysler merge, only to separate a few years later



Automobile
The New Beetle comes out, a successor to the legendary VW Beetle



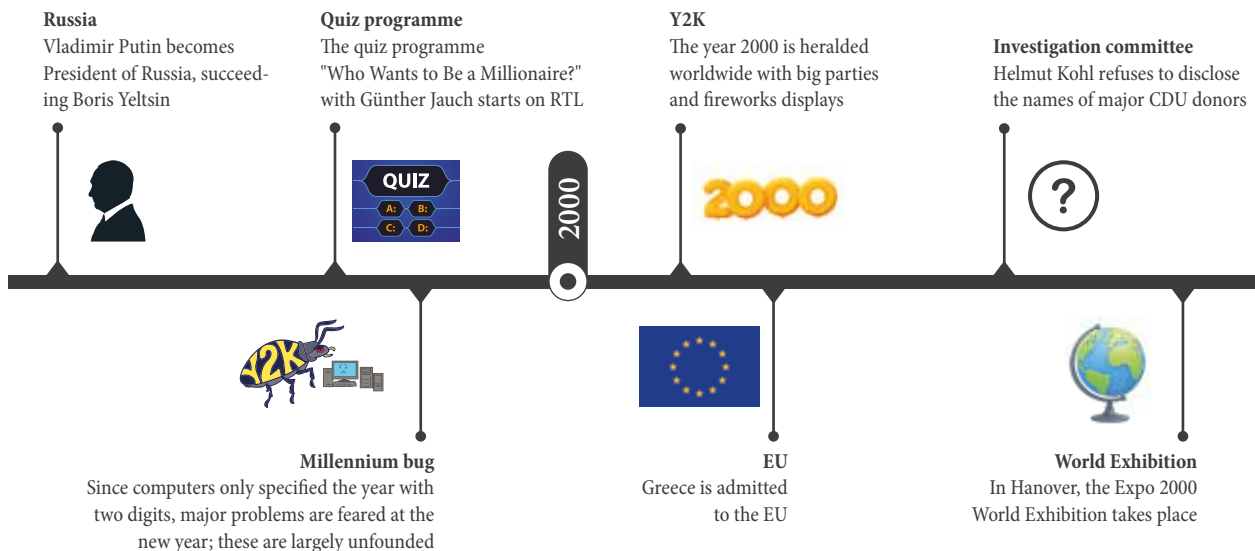
Solar eclipse
Millions of people in Europe observe a total solar eclipse

2001

Brand development at Feldsaaten Freudenberger

For its first few decades, Feldsaaten Freudenberger was the only name under which seed products were sold. Later, the first brand names for grass mixtures and the first agricultural brands were introduced. Around the turn of the millennium, the company began to register its brands at the German Patent and Trade Mark Office. Greenfield was the first trade mark to be protected for Feldsaaten Freudenberger in 2001. Over the next few years, the number of brands increased significantly. Today, Feldsaaten Freudenberger holds intellectual property rights to over 30 different brands. Some of

these are word marks, such as Mantelsaat®, CocoSorb®, Cool Season Active®, RhizoFix®, American Green®. There are also figurative marks or word/figurative marks that are easily recognisable by their appearance. In total, Feldsaaten Freudenberger holds the rights to over 30 national and international brands. These brands have become an integral part of the Feldsaaten Freudenberger portfolio. Protection was not extended for some brands because the names were either not used or had stopped being used, including Freudenberger Boden-Grün, Blütengas, Ferro-Moos and Algapur.



Greenlawn

Greenline

MORE GRASS

ProSeed

PROGREEN

PetNatura



LORETTA

Submarine

The Russian nuclear submarine "Kursk" sinks in the Barents Sea, all 118 crew members perish



Mobile communications

In Germany, UMTS mobile telephony licences are auctioned off for the equivalent of €50 billion



German Armed Forces

For the first time, women are allowed to serve in combat roles in the Bundeswehr



Volcano

The eruption of Mount Etna in Sicily causes serious damage



Plane crash

Shortly after takeoff from Paris, an Air France Concorde crashes, killing 109



BSE

BSE detected in a German-born calf for the first time

2001



Attack dogs

A law to restrict dangerous dogs comes into force

2003

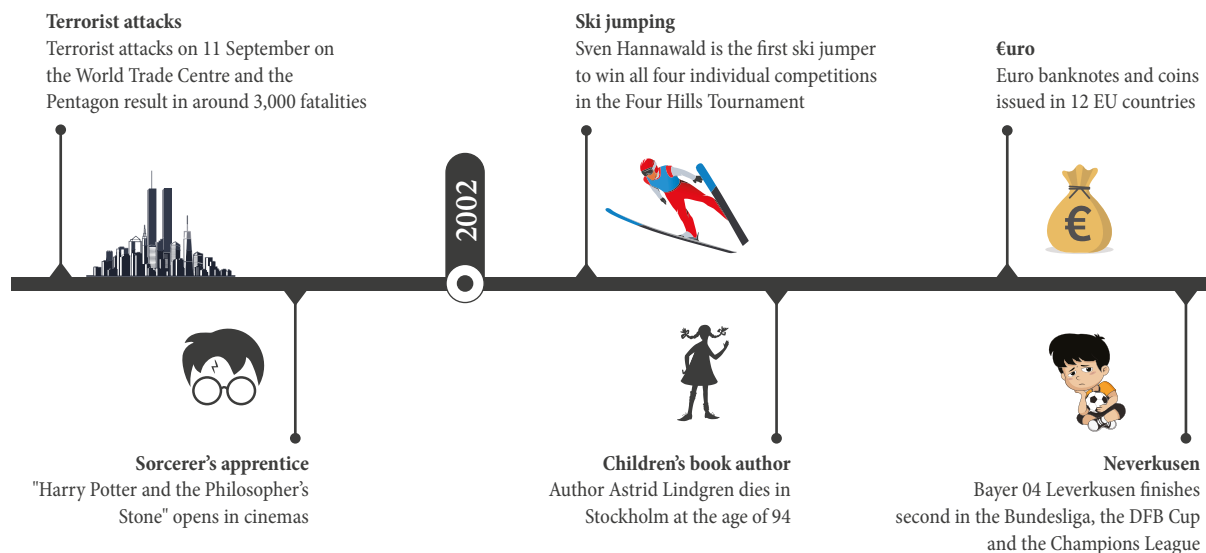
A new start at Magdeburger Straße 30

After the company Erwin Behn Papiersackfabriken GmbH & Co. ceased operations at Magdeburger Straße 30, the opportunity arose to acquire the property and buildings. Feldsaaten Freudenberger was finally able to purchase the property in 2003. The property was made up of a warehouse measuring around 17,500 m² and an neighbouring building with a floor area of 1,200 m² with offices, washrooms, etc.

The warehouse required considerable conversion work in order to be suitable for seed storage, including the installation of a large fire protection wall and updates to the fire extinguishing system. This work began shortly after the purchase and the warehouse was able to enter service in 2004. It remains Feldsaaten Freudenberger's largest warehouse to this day. In 2020, a modern filling line for paper

and plastic bags was installed in the western part of the warehouse, enabling considerable production volumes with its impressive performance.

Since the office space in the administration building at Magdeburger Straße 2 was sufficient at the time the property was purchased, the renovation of the offices was initially postponed. However, with the hiring of additional employees in 2010, it became necessary to begin work on the offices. This included updating the electrical system, changes to the room layout, network expansions and other adjustments. Today, the building has almost 50 rooms in use, including offices, meeting rooms, showrooms, laboratories, a server room, changing rooms and a workshop.





Facts and Figures

Magdeburger Straße 30 building complex

Acquired in: 2003
 Opened: 2004 & 2010
 Floor space: 17,500 m² (warehouse)
 1,200 m² (neighbouring building)
 Office workspaces: Around 35
 Function: Warehouse, production, receiving raw materials, herb workshop...



The old chimney with the Freudenberger logo in front of the building is clearly visible to visitors

*The professional Feldsaaten
 Freudenberger operations
 team had the offices wired up
 in no time at all*



The warehouse is 265 m in total

Ketchup Song
 "The Ketchup Song" by Spanish trio Las Ketchup is the summer hit of the year



One-way deposit
 Introduction of mandatory deposit for disposable drinks packaging



EU
 Ten new members of the EU: Estonia, Latvia, Lithuania, Czech Republic, Poland, Slovakia, Hungary, Slovenia, Malta and Cyprus



2003



Warehouse 4
 Feldsaaten Freudenberger buys the former Behn paper bag factory at Magdeburger Straße 30



Iraq
 Start of the second Gulf War against Saddam Hussein over weapons of mass destruction that did not exist

2005

The evolution of the Coated Seed

Coated Seed got its start in 1980 with a single coated variant. Since then, Coated Seed has been continuously improved, with more and more variants added over the years. The thickness of the seed coat can be varied depending on the species and customer requirements, and special pigments can provide a wide variety of

options, with colours including white, yellow, red, brown, green, blue and black.

But while the colour is just a visual addition, the main ingredients have naturally been improved upon as well. Several varieties have emerged over the years:

2005 – WASP® Coated Seed



The tried and tested absorber technology made it possible to coat seeds with a water-retaining nutrient coating that provides the seedling with vital nutrients and moisture right from the start.

2011 – Coated Seed Rhizo



Coated Seed Rhizo contains specific rhizobacteria that are adapted to each individual plant species. This means that all legumes have the correct rhizobia strain for peak performance.

2010 – Coated Seed BIO

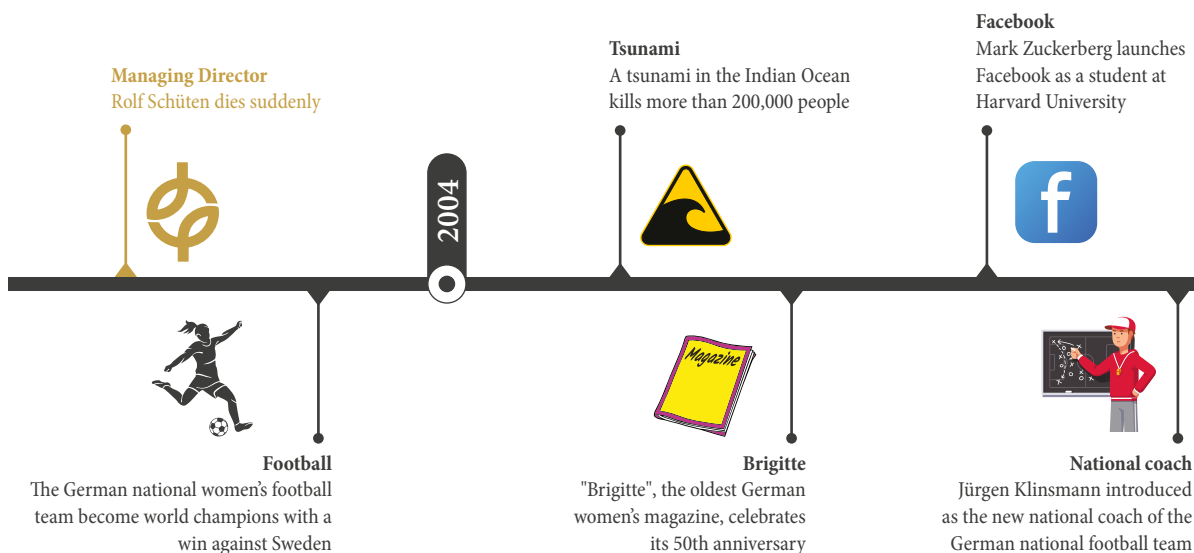


Coated Seed Bio has a coat that is approved for organic agriculture while retaining the other properties of the classic Coated Seed.

2013 – Coated Seed Nutri



To provide the seedling with an optimum supply of nutrients in its first few days of life, Coated Seed Nutri contains a starter fertiliser with nitrogen and phosphate.





2014 – Coated Seed Vital

Effectively suppresses mould by incorporating spores of the bacterium *Bacillus subtilis*. Active bacteria develop from the spores after sowing, which protect the seeds and seedlings.



2015 – Coated Seed Speed

By adding a new type of germination accelerator, the germination process is sped up, allowing the seed to germinate earlier and become established more quickly.

Since 2020 – The new Coated Seed

Some of these variants have been discontinued, as many of their special characteristics have been adopted in the latest stage in the evolution of Coated Seed Classic. The new classic thus replaces earlier special versions as it combines many of their special features. The coating is generally approved for organic agriculture and it contains a moisture reservoir, accelerates germination and strengthens the vitality of seedlings. We publish news on all of the latest developments in the Coated Seed line on our homepage, freudenberger.net.

Tour de France

Lance Armstrong celebrates his 6th Tour de France victory, setting a record in the 101-year history of the bike race



Olympic Games

The 28th Summer Olympics of the modern era open in Athens

Stardust

After a 5-year journey, the NASA probe "Stardust" reaches the comet Wild-2 and collects "stardust" for the first time



KönigPALAST

KönigPALAST, the newly built Krefeld multi-purpose arena, hosts a DEL ice hockey match for the first time

2005

Hartz IV

Introduction of the ALG II unemployment benefit scheme (Hartz IV)



Climate protection

The Kyoto Protocol (climate protection agreement) comes into force with the aim of protecting the climate



Catholic Church

After the death of Pope John Paul II, German Cardinal Joseph Ratzinger is elected as the new Pope Benedict XVI

2006

Freudenberger on tour

Through its global activities, the Freudenberger team has built up a worldwide network of customers, producers, partners and suppliers. These relationships must be cultivated and, in spite of all the possibilities offered by digital technology, personal contact is often very valuable. This constant need to serve its network in person has led

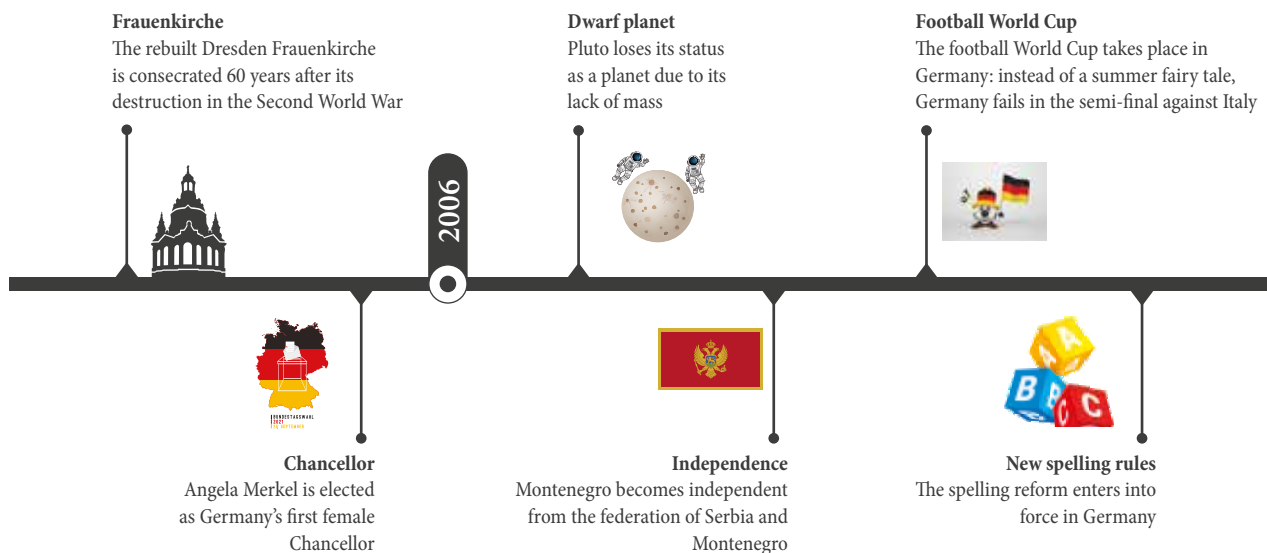
Freudenberger to travel the globe for 75 years. Customer meetings, consultations with plant breeders, attending congresses and strengthening partnerships... or simply to gain experience. You could fill a whole book with the experiences from these journeys and it would never get boring.



René Freudenberger in Uruguay



Peter Krog-Meyer and David Menskes in the Netherlands





Manfred Freudenberger in Afghanistan



Bernd Geldner in Saudi Arabia

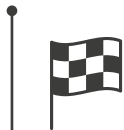


Bernhard Kaffill in France



Team Freudenberger at the ESA Congress in Prague

Formula 1 legend
Michael Schumacher ends his racing career after 16 years



Games console
Nintendo launches the Wii console



Value-added tax
Increase in VAT from 16% to 19%



EU
Accession of Romania and Bulgaria to the EU



Hockey
The German national hockey team become world champions



Financial market crisis
Dozens of banks get into trouble and some have to be supported with billions of euros

2007



Hurricane
Hurricane Kyrill rampages across Europe with top speeds of 220 km/h

2008

Multiplication worldwide

Seed production was and remains a key pillar of Feldsaaten Freudenberger's success. Lawn and fodder grasses, clover, rapeseed, various fodder plants and catch crop seeds are currently being produced for the company on around 38,000 hectares worldwide. With 200 varieties currently registered with the Federal Plant Variety Office, Freudenberger is able to offer the right variety for every requirement and every application. The company can only maintain this extensive range by working with renowned breeders around the world and having access to a huge gene pool. The aim of propagation is to meet supply

obligations and to supply consumers with genetically and technically flawless seed. This is accomplished by having a structure in place for the production of preliminary, basic and certified seed by specialised multiplication companies, mainly in Europe but also in North and South America, Canada and New Zealand.

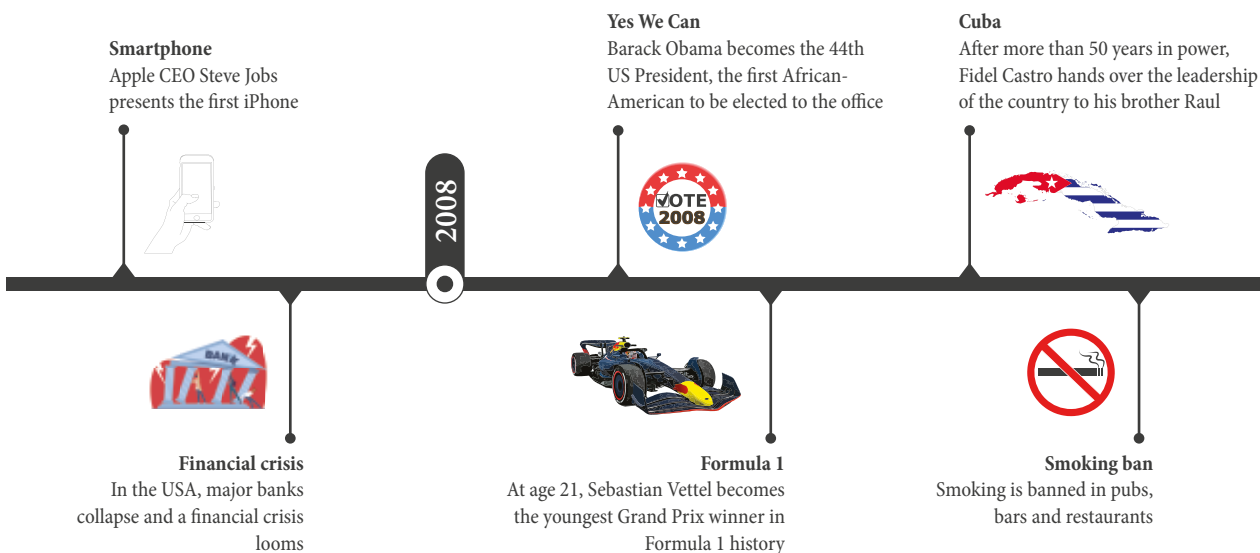
The team at the Multiplication Department travels all over the world to visit multipliers and check stocks. This is the only way to guarantee that Feldsaaten Freudenberger's high quality standards are met.



Achim Sprengel has travelled the world



Kerstin Born in front of a Phacelia multiplication area





Mareike Bredtmann inspects an area of white clover



Bernhard Kaffill in Argentina

Airport

Tempelhof Airport in Berlin closes after 85 years



Particle accelerator

The new particle accelerator at the CERN research centre collides protons so quickly that it creates a "little big bang"



Scrapping premium

New car buyers receive a bonus of up to €2,500 when they scrap their old car



King of Pop

Michael Jackson dies from an overdose on a cocktail of drugs



Low emission zones

The first low emission zones are introduced in Berlin, Hanover and Cologne



Piracy

In the Horn of Africa, pirate groups increase their attacks to hijack tankers and cargo ships for ransom



City archives

The historical city archive in Cologne collapses due to an underground railway construction site and vast quantities of documents are lost

2011

Saalestraße 12 Warehouse (alpi) - From silk ties to seeds

Until the early 2000s, the hall at Saalestraße 12 was used as a production facility by the tie manufacturer alpi Krawattenmoden GmbH. Huge machines were mounted on special, vibration-damping floors where ties were made from silk and other fabrics. However, like so many other companies in Krefeld, known as “the city of ties”, production abroad made life difficult for local manufacturers and some plants closed down, including the production facility on Saalestraße. After production ended, the hall stood empty for a few years before being purchased by Feldsaaten Freudenberger

in 2011. Some conversion work was necessary to be able to use the hall as a warehouse: the parquet floors were removed and a new sealant was applied, the roof was repaired, new façade cladding was installed, new skylights were fitted and new walls were built. Of course, the entire electrical system was also modernised. The work was completed in 2012 and Freudenberger was able to move into the warehouse. A cold storage area for seeds was added two years later, which was expanded in 2019.



The new façade cladding is installed



The warehouse has never been this empty since the renovations





Valuable seeds are stored under optimum conditions in the cold storage



Facts and Figures
Saalestraße 12 warehouse

Acquired in: 2011
 Opened: 2012
 Floor space: 8,500 m² hall
 Hall utilisation: Storage of packaging materials and seeds, cold storage, experimental field equipment, parcel dispatch, etc.

The Saalestraße 12 warehouse is located between the Magdeburger Straße 2 site and the Saalestraße 12 B warehouse

Earthquake

A severe earthquake in Haiti kills 220,000 people and leaves 1.3 million homeless



EU rescue
Ireland is the first EU country to make use of the EU stability mechanism

Railway station

Months of confrontations over the Stuttgart 21 railway project turn violent



Eurovision Song Contest
Lena Meyer-Landrut of Germany wins the Eurovision Song Contest in Oslo with "Satellite"

Nuclear meltdown

Fukushima: after two strong earthquakes, the reactors are damaged to such an extent that core meltdowns occur, resulting in a nuclear disaster



Terrorist
The USA tracks down Osama bin Laden in Pakistan and kills him during a raid

2011

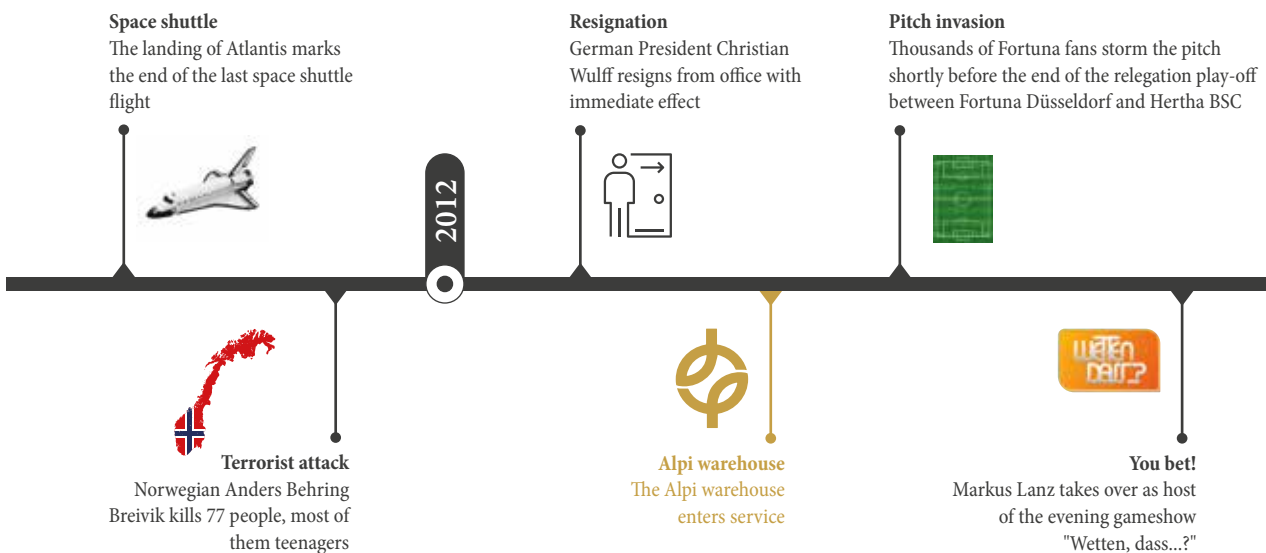
2013

Packaging relaunch

For decades, most Freudenberger varieties also had their own bag. While this made them stand out easily, the result was a very large number of different bags. This created a logistical challenge in terms of procurement, warehousing and availability. Furthermore, the number of Freudenberger varieties increased year by year, and with it the number of different bags. The decision was made to switch from variety bags to species bags. This means that there would be only one bag for, say, nematode-resistant

white mustard, rather than separate bags for the different varieties. Species with low turnover volumes were to be delivered in neutral “premium seed” bags. The advantage of this change was that there were fewer different bags, meaning that large quantities of each printed image could be purchased under more favourable conditions.

In 2020, the bags were further standardised – moving forward, there will be only one Freudenberger bag. This changeover process is still ongoing.



Over the past 75 years, Feldsaaten Freudenberger has designed, produced and processed several hundred of its own packages. Here is a small selection:



Surprise hit
Korean rapper Psy lands a global hit with "Gangnam Style"



Curiosity
The Curiosity rover lands on Mars and transmits spectacular images



Catholic Church
Pope Benedict XVI resigns; Argentinian Jorge Mario Bergoglio becomes Pope Francis



Sportsman of the year
Formula 1 World Champion Sebastian Vettel is named Sportsman of the Year

2013



Monarchy
The Dutch Queen Beatrix abdicates and her son Wilhelm Alexander becomes the new king

2014

The new show garden



Facts and Figures Show garden and trial field

Installation: 2014
Extensions: 2015, 2016, 2021, 2023
Size: 12,000 m²
Technology: Professional lawn and agricultural machinery

NSA affair

It comes to light that the US intelligence service has spied on its allies on a grand scale, including Chancellor Merkel



2014

Ukraine

After bloody clashes, pro-Russian President Yanukovych leaves for Russia and a transitional government takes over



Football fairy tale

At the World Cup in Brazil, Germany defeat Brazil 7-1 in the semi-finals



State visit

US President Barack Obama visits Germany and receives an enthusiastic welcome in Berlin



Space

German astronaut Alexander Gerst begins his six-month stay on the ISS space station



Show garden

The new show garden in Gartenstadt enters service

2014 saw the launch of Freudenberger's new show garden. Not far from Magdeburger Straße, at the Drösser Farm on Leutefeldstraße, the new trial garden was initially laid out with two rows of plots. Groups of visitors arrive almost daily to view the premises during the warm-weather months. And there's lots to see – products, new species and varieties, maintenance and cultivation trials.

The demonstration and trial plots have grown steadily, with four expansions taking place in recent years. With the latest expansion in summer 2023, the area has grown to about 12,000 m².



World Cup

Mario Götze shoots Germany to victory with his 1-0 in the final against Argentina at the World Cup



Russia

Russia annexes the Crimean peninsula after holding dubious elections and deploying Russian mercenaries



René Freudenberger joins the management team



2015



Ebola

The Ebola epidemic spreads in West Africa and can only be contained after several weeks



Hong Kong

Protests against the restriction of free elections are massively suppressed by China and demonstrators are arrested



Attack

Two armed Islamists storm the premises of the French satirical magazine Charlie Hebdo, 12 people die

2016

Construction of the new Saalestrasse 12 B warehouse



Facts and Figures Saalestraße 12 B warehouse

Function:	Domestic shipping
Start of construction:	August 2016
Completion:	July 2017
Opened:	December 2017
Floor space:	6,700 m ²
Loading ramps:	7
Storage spaces:	About 4,600
Special features:	All-electric vehicle fleet



Start of the construction phase in 2016

After commissioning in 2018

Emissions scandal
First official investigations against VW for manipulated exhaust values



RhizoFix®
The rhizobia inoculant RhizoFix® comes on the market



Tennis
Angelique Kerber becomes the first German since Steffi Graf to reach No. 1 in the world rankings



2016



Boxing
Wladimir Klitschko loses his world title to Tyson Fury after 9 years



Pokémon Go
The smartphone game Pokémon Go becomes a global sensation: millions of players worldwide hunt Pokémon



Brexit
Great Britain decides to leave the EU in a referendum



Support pillars and walls are built



Loading ramps are levelled for lorry loading



The hall is ready for occupancy

Given its constant need for storage space, the company began to consider where and how to increase its warehousing capacity. Various options were considered until a plan emerged to utilise the brownfield site between the Saalestraße 12 and the Saalestraße 12 A warehouses. There were countless ideas and suggestions as to how the newly created space should be used.

After weighing all the options, the decision was made to house the domestic shipping department in the new hall, along with the associated offices. Previously, both international and domestic shipping was handled at the Saalestraße 12 A warehouse, which led to a shortage of storage space as well as strained loading dock capacity during peak times. Separating international and domestic shipping solved these problems, providing both departments with additional space to more effectively manage the demanding seasonal business.

After working with the architectural firm Reymann to figure out which construction method and size would make the most sense, plans began to take shape on how the building would be used and other necessary steps. Once all the licences had been issued, the construction phase started.

Before construction could begin, however, the explosive ordnance clearance service first had to remove a few “artefacts” – remnants of the Second World War when the airfield on this site was repeatedly bombed. Construction took around 11 months and was completed without any major problems. After completion, the warehouse was fitted with high storage racks and an all-electric vehicle fleet of forklifts and order pickers. The new hall was occupied in autumn and work began in winter 2017-2018, meaning that the warehouse was ready in time to handle all domestic shipping for the 2018 spring season.

Nobel Prize

Bob Dylan receives the Nobel Prize for Literature – and doesn't come to the ceremony



Formula 1

Nico Rosberg becomes Formula 1 World Champion with Mercedes



USA

Donald Trump becomes the 45th US President



Saalestraße 12 B warehouse
Construction starts on the new domestic shipping warehouse



Concert hall
After a long delay and explosive cost overruns, the Elbphilharmonie is finished



Organic Field Days
Germany's first nationwide Organic Field Days take place at the Hessian state's Frankenhäusen Domain

2017

2018

New laboratory for quality assurance

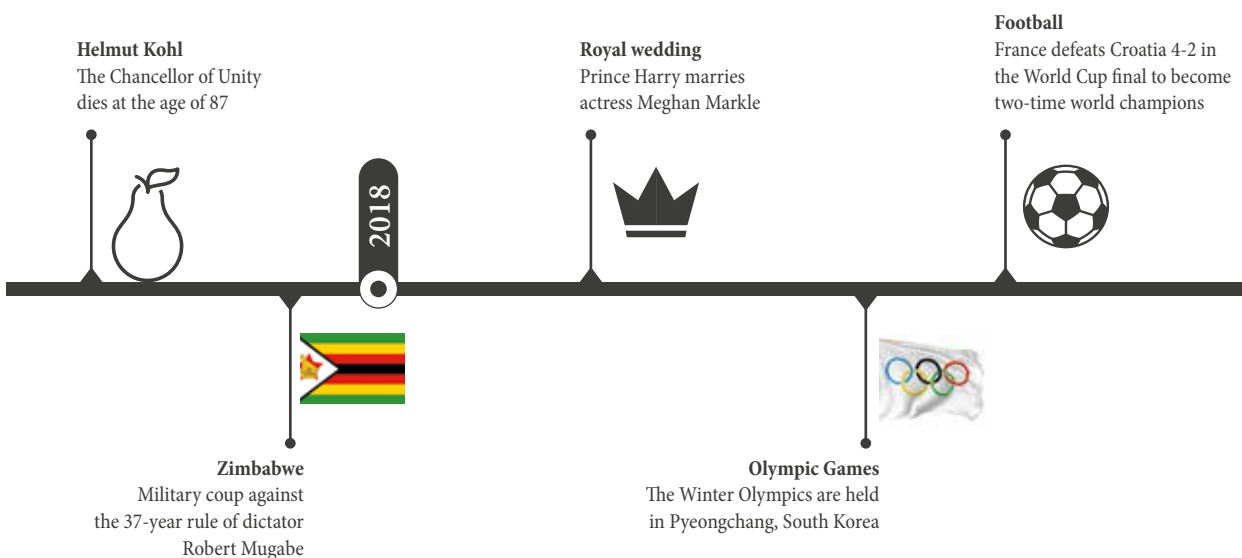


High standards of quality can only be maintained with effective and precise quality assurance. All incoming seed batches are checked and analysed for key parameters such as germination capacity and purity. Due to the large number of incoming deliveries, this department has also grown steadily in order to handle the work involved.

As a result, the department quickly outgrew the old laboratory on the ground floor of Magdeburger Straße 30 (about 40 m²), and moved into a new laboratory on the building's first floor in October 2018. In addition to a greater area (around 120 m²), the lab also has newly purchased equipment including two ultra-modern climate chambers. The move provided all eight employees with sufficient space, allowing them to carry out their work undisturbed.

The large dimensions of the climate chambers meant that they could also be used by the Research and Development department for germination tests.

After more than 15 years, the old laboratory had become outdated and was converted into an office





The new laboratory provides enough space for all employees and the necessary equipment and instruments

Two climate chambers offer plenty of space for germination tests with precisely maintained parameters

Hambach Forest

Thousands of people demonstrate against the clearing of Hambach Forest to expand open-cast lignite mining



GFG

Gesellschaft für Grün mbH is acquired by Feldsaaten Freudenberger



2019



Italy

A four-lane motorway bridge collapses in Genoa, killing 43



Sowing drones

First sowing drones come onto the market and arouse farmers' interest

2021

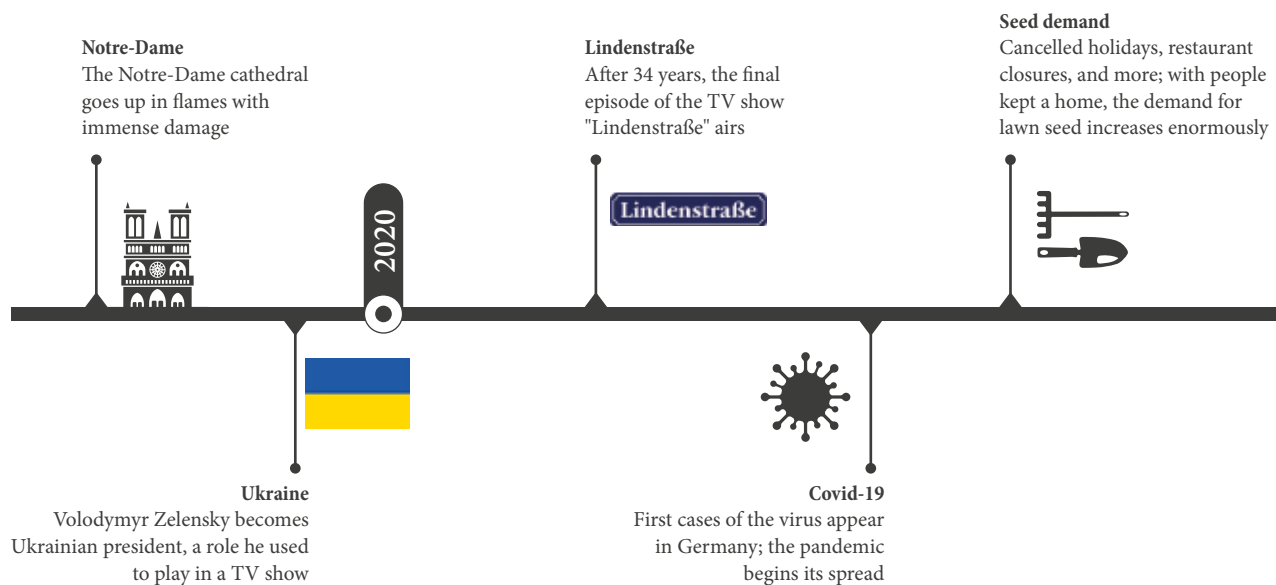
New Research & Development Laboratory

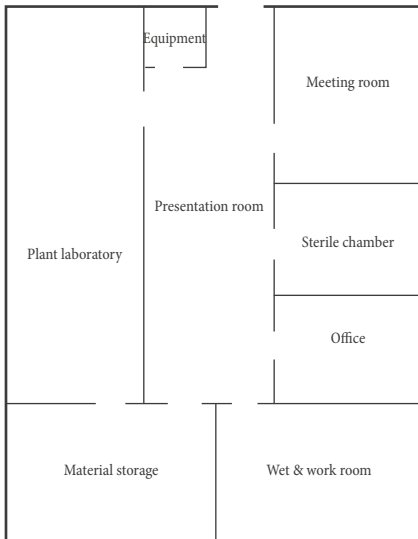


**Facts and Figures
Research & Development Laboratory**

Start of construction:	July 2021
Completion:	November 2021
Opened:	December 2021
Total size:	240 m ²
Rooms:	8
Plant laboratory:	60 m ²

The plant laboratory during the construction phase and after commissioning





The old laboratory, around 40 m² in size, had become too small and the technology was no longer up to date. After careful consideration, the decision was taken to set up a new laboratory for the Research & Development Department.

Renovations at Magdeburger Straße 30 began in summer 2021 and, by the end of 2021, the laboratory was ready for the team to move in. The result was a state-of-the-art laboratory where experiments could be carried out that were previously not possible.



Much of the work was done by the company itself

Car magnate

VW boss Ferdinand Piëch dies at age 82



Pandemic

The world is in the throes of Covid-19; face masks, social distancing rules, curfews and lockdowns determine everyday life



Vaccination

The first vaccines against Covid-19 are used across the board



2021



Green Deal

EU Commission President Ursula von der Leyen wants to invest one trillion euros to combat the climate crisis



Suez Canal

The freighter "Ever Given" blocks the canal for days; the global economy suffers for months

2022

Organic and DLG Field Days

In 2022, after going on hiatus during the pandemic, both the DLG and the Organic Field Days took place in a span of 3 weeks. Normally only one of these major events takes place each year, but this year there was some catching up to do. The events were well attended, and visitors and exhibitors received a warm welcome back to the Field Days with temperatures of over 30 degrees. The top-notch field presentations garnered considerable attention from

the visitors and led to a lively exchange with farmers, customers and other interested parties. One highlight: some visitors even tried to tear up our lawn, suspecting that turf had been laid down for the occasion... But everyone present was clearly convinced otherwise. And if all that's not good enough, we were able to win over any holdouts with delicious ice cream – gradually becoming a Freudenberger tradition at the big trade fairs.



The DLG Field Days team



It's especially nice from a bird's eye view: the Freudenberger stand is a green oasis in the midst of a drought during the DLG Field Days



Trade Fair Days require a team effort – everyone pitches in



The day was hot and the shaded spots were in great demand

9 euro ticket

A ticket is introduced on a trial basis that gives access to public transport throughout Germany for €9



Monarchy

Queen Elizabeth II dies after more than 70 years on the throne – RIP Majesty



Instagram

Feldsaaten Freudenberger launches its Instagram account



Boris Becker

The tennis legend is sentenced to two and a half years in prison in Great Britain



Twitter

Elon Musk buys the short message service Twitter for \$44 billion



Anniversary

On 15 December 2023, Feldsaaten Freudenberger celebrates its 75th birthday with an anniversary Christmas party



Interview with Authorised Signatory Sascha Zabel

Let's warm up with a few quick questions!

Cinema or Netflix? These days, Netflix
Glass half full or glass half empty? It's half full
Apple or Android? Apple
Breakfast or no breakfast? No breakfast
Party or chill out? Party
Ketchup or mayo? Mayo
Classical or rock? Rock
Messy or tidy? Not easy (laughs), both...
Butter or margarine? Butter
Introverted or extroverted? Extroverted

Freudenberger at 75 – how long have you been with us and how did you get here?

I've been around since 2009; that's 14 years now. I came here through a headhunter. After some initial

scepticism, I had an interview with the management and my predecessor. We got on well straight away and then things went from there...

How would you describe yourself?

In general, always cheerful. I would describe myself as an empathetic, friendly and determined person who can also switch gears when things require it. I am also a perfectionist who tries to achieve his goals and does everything possible to that end.

What do you like about your day-to-day work?

That no two days are the same. You can come up with great ideas in the morning about what you want to do with your day and then not have done any of it by the evening. I love the wide range of tasks I have in my position. The work is very diverse.

When do you reach your limits?

I reach my limits when I can't familiarise myself enough in advance with things that I don't consider to be my area of expertise and then have to make decisions. I can get my head around a lot of things, but if I don't have the time, I don't feel comfortable. When the scope of work becomes so extensive that it's difficult to manage with the necessary care – that is a challenge in itself.

Where do you draw your strength from?

I draw my strength from my friendships, from my relationship with my partner, from my hobbies such as hunting – when you're hunting, you're surrounded by nature with a lot of peace and quiet, otherwise you won't find anything. I also get a lot from diving; I can recharge my battery that way.

What was the worst job you've ever had?

Between the end of my studies and my exams to become a tax consultant and auditor, you're just cannon fodder and you really get put through the wringer. Nobody cares about your working hours or anything else. After the three years of practice, you can take the exam and then it gets better.

Who would you like to swap places with for a day, and why?

Phew... Difficult question. With a band member of Böhse Onkelz, then I could at least get to know the other band members (laughs).

Your great passion...

Celebrations, music and hunting!

If you had to choose another profession, what else would you like to be?

I was always very interested in biology, especially in human medicine. But the Latin exam wasn't for me, I wasn't interested in it. Languages aren't really my thing, so in terms of interest I'm probably interested in something along the lines of human or veterinary medicine.

What would you like to invent?

I would like to invent a safe, cheap source of energy that would solve what is probably the biggest challenge facing humanity today. This could solve a large number of problems directly. Safe nuclear fusion, for example, would

benefit many areas: environment, safety, food production, standard of living... that would be great!

What is your greatest strength or weakness?

My greatest strength is my brain's power and flexibility. I am a very quick thinker and very flexible. I can absorb and link information very quickly. My biggest weakness is sometimes my need for peace, which is not always possible from a certain position. You can't be friends with everyone, even if you might like to be. That challenges me, but it is sometimes simply necessary because the situation demands it. But I don't necessarily like it.

Which three Freudenberger employees would you take with you to a desert island, and why?

(Laughs) I would take Marcus Langewiesche with me because I've developed a friendship with him over the years and I can drink, party and laugh with him, but also have good conversations. I think I would take Timo Blecher with me, at least then I know that we can find plants somewhere that we can eat without dying right away. Otherwise, I would also like to take René (Freudenberger) or Stefan (te Neues) with me, as I have many great experiences with both of them and we have a very friendly relationship.

Dream holiday destination?

The Maldives – it has many of the things I love: Beach, sea, sun, diving, peace and quiet and reading a good book. I love delicious, good food, especially fish, and these islands are a perfect combination.

Complete the sentence: Freudenberger, because...

I am convinced that this company has a lot of potential and also a good approach between profitability and humanity. That's exactly what I like. I'm also one for a shirt-sleeve approach – and that's something that works very well here. The company has a good size and you have a really diverse area of responsibility.

What will be a topic of the future for Feldsaaten Freudenberger?

Handling demographic change and the changing demands on seeds in such a way that we remain the best player on the market!

Management and Partners

The Management Team

As a family business, Feldsaaten Freudenberger is still family-owned to this day. Manfred Freudenberger is the son of company founder Siegfried Freudenberger; Thomas and René Freudenberger are his grandsons. Simone Schüten is the daughter of former Managing Director and Partner Rolf Schüten, who joined the company in 1958. Stefan te Neues is the grandson of former Managing

Director and Partner Wilhelm Kutschera, who began working in these positions in 1958. Feldsaaten Freudenberger will be managed by three Managing Directors and one Authorised Signatory in 2023 and is owned by a total of five Partners. All three Managing Directors are also Partners. All Partners are active in the company and are particularly involved in day-to-day operations.



Manfred Freudenberger
Chief Executive Officer, Partner since 1972



Stefan te Neues
Chief Executive Officer, Partner since 1998

Locations: Magdeburger Straße 2 & 30
Tasks: Too many to list them all here!
Length of service: 182 years (cumulative)
Motto: We've got to do something about that!



René Freudenberger
Chief Executive Officer & Chief Administration
Officer, Partner since 2015



Sascha Zabel
Chief Financial Officer & Chief Human Resource
Officer, Authorised Signatory since 2019



Simone Schüten
Partner since 2003



Thomas Freudenberger
Partner since 2010



Mike Sobocik, Suphat Schönfeld, Renata Niepalla, Kevin Dahmen



Henning Deckers

Herb Workshop

Home to hundreds of flowers and herbs

- Location:** Magdeburger Straße 30
- Team lead:** Mike Sobocik
- Employees:** 7
- Tasks:** Storing/managing herbs, assembling/picking herb orders, assembling mixtures, filling small packs, repacking goods
- Longest tenure:** Manfred Hoff (33 years)
- Motto:** Start thinking about tomorrow today.



Bernhard Kaffill, Katharina Krause, Christina Zillessen, Mareike Bredtmann, plus Kerstin Born and Peter Krog-Meyer in the field (not pictured here)

Multiplication

The nucleus of seed production

Location: Magdeburger Straße 30, Vetschau and Denmark
Department head: Chief Field Production Officer **Bernhard Kaffill**
Employees: 6
Length of service: 53 years (cumulative)
Motto: More quantity, fewer varieties.



Bernhard Kaffill

The seed production team

The task of the multiplication department is to organise and manage the multiplication, and thus the production, of Freudenberger's own varieties. This includes supervising the entire process, from contact with the breeders and basic seed procurement to the delivery of the seed produced to Feldsaaten Freudenberger. Propagating high-quality seed is only possible when suitable

companies can be found. Cultivation is supervised by the Freudenberger multiplication team from the outset and monitored through regular visits. Since most multipliers have been cooperating with the company for years or even decades, the team that has emerged from these partnerships works exceptionally well together.



Daniel Schreiner, Sergei Terre, Yuri Schmidt, Valeri Lerche, Dimitri Sinenko, Alexander Stabel

Coated Seed

The team with finesse

- Location:** Magdeburger Straße 2
- Team lead:** Viktor Stabel
- Employees:** 14
- Tasks:** Production of Coated Seed: seeds that are enveloped in essential substances that promote germination. The coating is made up of several components, including calcium carbonate for pH regulation and various rock meals.
- Longest tenure:** Viktor Stabel (28 years)
- Motto:** Quality is the be-all and end-all.



Sergei Kozlov, Viktor Stogniev



Vladimir Stabel, Viktor Stabel





Thomas Freudenberger, Andrei Likhuta, Marc Möller, Marius Wittgen, Vitali Scheffner, Laurence Preher, Branko Zlopasa, Bernd Geldner

Export

Connection to the whole wide world



Marc Möller

Quality in the service of agriculture

Feldsaaten Freudenberger is a global player in the export of high-quality field seeds and seed products that are highly valued in agriculture worldwide. With a wide range of field seeds, clover, grasses and catch crop seeds, the company is well-positioned to fulfil the requirements of diverse agricultural landscapes worldwide.

Our export activities span continents and national boundaries, and we work closely with farming communities and businesses to increase agricultural productivity. Our long-standing collaboration with farmers, plant breeders and partners around the world has made us a trusted name in the industry.

The quality of our seed products is a central feature of our exports. They are manufactured under strict quality controls and certifications to meet the highest standards.



Sergej Pfeifer, Viktoria Scharmman, Ben Schepers, Catherine Guellier-van der Voet, Christoph Weghs, Marcin Baluch, Sabine Olivier, Serafyma Lytvynova and office dog Snoopy

Our partnerships with renowned breeders around the world enable us to always offer innovative and high-performing varieties.

Adapting to the changing requirements of global agriculture is a challenge that we have set ourselves. We closely monitor developments in agricultural policy, market trends and environmental regulations to ensure that our export activities meet our customers' needs and expectations. We are proud to be able to supply farmers all over the world with high-quality seeds.



Languages spoken at Freudenberger, besides German:

English, French, Spanish, Italian, Kriewelsch, Portuguese, Russian, Ukrainian, Serbo-Croatian, Polish, Dutch, Swedish, Danish, Turkish, Bosnian, Bulgarian, Romanian, Afghan, Arabic, Slovenian, Tigrinya

- Location:** Magdeburger Straße 2
- Department head:** Chief Commercial Officer **Marc Möller**
- Employees:** 16
- Tasks:** Everything to do with the export and import of goods, including excellent customer service 😊
- Motto:** By air, water or land – the best comes from Freudenberger hands.
- FF in a nutshell:** Never running short



Merhawi Zekaryas, Frank Wienhold, El Mostafa Sadik, Samuel Fishale, Omer Negash, Mesut Tuncer, Tobias Koch, Hagos Guesh



Marcel Loosen, Kilian Kloppe, Sascha Sowik

Warehouse 4

Goods receiving and more

- Location:** Magdeburger Straße 30
- Team lead:** Kilian Kloppe
- Employees:** 14
- Tasks:** Storing incoming goods, receiving raw materials
+ assembling for production
- Longest tenure:** Mesut Tuncer (27 years)
- Motto:** Everyone is the architect of their own fortune.

Call Centre

Point of contact and distribution centre



Nikolaos Delniotis, Tatjana Eichmann

Location: Magdeburger Straße 2

Team lead: Nikolaos Delniotis

Employees: 2

Tasks: Entering purchase and sales contracts, planning and carrying out the mailing of catalogues and sales promotions, correspondence with domestic and international customers, customer assistance by telephone, assigning incoming telephone calls to the appropriate departments, assigning drivers to the various warehouses/offices, franking outgoing mail, various administrative tasks

Length of service: 17 years (cumulative)

Motto: It all starts with a good idea and teamwork.

FF in a nutshell: Innovative, customer-oriented and successful



Marcus Langewiesche

IT

Software and hardware centre

Location: Magdeburger Straße 30

Department head: Chief Information Officer **Marcus Langewiesche**

Tasks: Hardware and software support including procurement and project management in the IT area

Length of service: 8 years

Motto: Don't panic, we'll find a solution.

Production Planning & Administration

The production management trio



Operations manager Zdenko (Nino) Zlopasa, Abdullah Koc, Michael Reuter

Location:	Magdeburger Straße 2
Department head:	Chief Operating Officer Zdenko Zlopasa
Employees:	3
Tasks:	All orders come together in production planning, where they are sorted by urgency and then distributed to the appropriate machines. Finished products are transferred to the warehouses. Forklift management.
Length of service:	116 years (cumulative)
Motto:	Looking ahead.

Inflow, Planning, Control & Dispatch

The seed supply team



Celine Barkowski, Axel Laden, Simone Kühlewind and office dog Luna

Location:	Magdeburger Straße 2
Team lead:	Axel Laden
Employees:	3
Tasks:	Import of seeds from third countries by container ship, import of seeds from EU countries, coordination and distribution of goods to various warehouses and budget control
Length of service:	54 years (cumulative)
Motto:	None of us is as good as all of us together.
FF in a nutshell:	Familiar, traditional, versatile

Internal Deliveries

Pre-Picking



Sascha Jaskowski, Calvin Relton, Jose Pereira Ferreira

Locations: Magdeburger Straße 2 & 28

Team lead: Calvin Relton

Employees: 3

Tasks: Preparation and control of goods for production facilities, internal goods traffic, control of picked orders, keeping the production list, storage of overstock and entry in the stock list, coordination of goods inflow from various warehouses, reporting the completion of orders to the processing department

Longest tenure: Jose Pereira Ferreira (26 years)

Motto: Better to look twice than to get it wrong once.

Seed Certification & Processing

So that everything complies with the standards



Andy Neumann, Kay Ibach, Hannah Stieger, Finn Brinkmann

Location:	Magdeburger Straße 2
Team lead:	Finn Brinkmann
Employees:	4
Tasks:	Seed Certification & Processing
Length of service:	52 years (cumulative)
Motto:	Not everything is green, but without green there's nothing at all.
FF in a nutshell:	Cosmopolitan, performance-oriented, traditional

Bulk Packs M2

The bag experts



Misu Gionea, Justin Falkenstein, Tudor Stefanesa, Georgi Dimitrov, Zafer Karaca, Ayhan Guenay, J. Fernandes Peixoto

Location:	Magdeburger Straße 2
Team lead:	Nino Zlopasa and Abdullah Koc
Employees:	7
Tasks:	Filling and palletising of various individual seeds and mixtures in 5 kg to 25 kg packages
Longest tenure:	Fernandes Peixoto (32 years)
Motto:	Many hands, quickly done.

Marketing

The propaganda department



Claudia Hecktor, Robert Kindel, Lena Schulte-Bockholt and office dog Franzi

- Location:** Magdeburger Straße 30
- Department head:** Chief Marketing Officer **Robert Kindel**
- Employees:** 3
- Tasks:** Creation of brochures, catalogues & information material, creation & placement of advertisements & inserts in trade journals, mailers, brand development & packaging design, social media & websites: content and support, promotional items, preparation for trade fairs & events, photo & video recordings
- Length of service:** 30 years (cumulative)
- Motto:** Do something nice 😊

Domestic Distribution

The seed team for Germany



Martin Meyer, Harald Henßen, Johannes Wefers, Alexander Jakowlew, Axel Naumann

- Location:** Magdeburger Straße 2 and in the field in western and southern Germany
- Department head:** Chief Commercial Officer **Johannes Wefers**
& Chief Commercial Officer **Alexander Jakowlew**
- Employees:** 10
- Tasks:** Fulfilment of (almost) all customer requirements in field sales in western and southern Germany, system customer support/small packs for lawn & e-commerce, sales/consulting with a focus on professional & golf lawns, sales/consulting for organic & regional seeds, key account & supply chain management, scheduling/consulting/production planning in both agriculture & lawns
- Motto:** Together we are strong!
- FF in a nutshell:** Traditional, flexible, reliable

Our domestic distribution is firmly rooted in supporting local farmers and gardeners. At Feldsaaten Freudenberger, we have a strong presence in the domestic market and work closely with farmers and professional organisations to meet the needs of our domestic customers.

Our wide range of seed products, including lawn mixes, field seeds, grasses and clover, are produced under strict quality controls and certifications to ensure our customers get the best results.



Jan Temme, Thomas Lotsch, Martin Terporten, Winfried Pütman, Benedikt Blumenraht and office dogs Nala & Cora



Johannes Wefers



Alexander Jakowlew

Production M28

The tonnage champions



Martin Madeja, Frederico Leitão Ferreira, Abdul Rahim Ibrahimzada, Ismail Kaya, Julio Cesar Haubert, Raul Correia Martins, Carlos Manuel Rodrigues Santos

Location: Magdeburger Straße 28
Team lead: Mike Striesche
Employees: 18
Tasks: Mixing and bagging seed
Longest tenure: Ivan Kozlov (16 years)
Motto: Let's take a look!

Executive Assistance

Organisers and right-hand women



Carla Carosi, Viktoria Scharmman, Patricia Steinmann

Location:	Magdeburger Straße 2
Employees:	3
Tasks:	Supporting the management team
Length of service:	45 years (cumulative)
Motto:	3 angels for Freudenberg
FF in a nutshell:	Joy, family, multifaceted

Varieties

For the next top varieties



*Peter Muth, Oleksii Rastorhuiev, Timo Blecher,
David Menskes plus office dog Duke*



- Location:** Magdeburger Straße 30
- Department head:** Chief Science Officer **Timo Blecher**
- Employees:** 4
- Tasks:** Finding new strains, testing them and selecting the right ones for listing in various countries and achieving marketability. In addition, developing and supervising new products and trial questions.
- Length of service:** 14 years (cumulative)
- Motto:** There's no such thing as impossible.
- FF in a nutshell:** Family business, diversity, passion

Research & Development

On the trail of the next game changer

Location: Magdeburger Straße 30
Team lead: Sina-Maria Trippe
Employees: 4, plus 3 trainees
Tasks: PROGRESS, MICROORGANISMS,
CREATIVE, TRIALS, TECHNOLOGY
QUALITY ASSURANCE, TRAINING
COATED SEED, SOLUTIONS
Length of service: 8 years (cumulative)
Motto: Videre possum quod non potes videre.
FF in a nutshell: Flexible, familiar, future-oriented



Sina-Maria Trippe, Michael Sulk, Joana Derieth plus office dog Genie

Domestic Warehouse

Supplying all of Germany

Location: Saalestraße 12 B
Team lead: Adriana Sfarzetta
Employees: 16
Tasks: Domestic loading + assembling for production
Longest tenure: Sacit Karabiber (26 years)
Motto: Levelling up isn't just for video games.



Marcel Käseberg, Nico Manuel Körner, Marvin Reißmeyer, Tobias Hermanns, Matthias Henze, Thomas Lindner, Ronny Mannke, Sven Anders, Sacit Karabiber

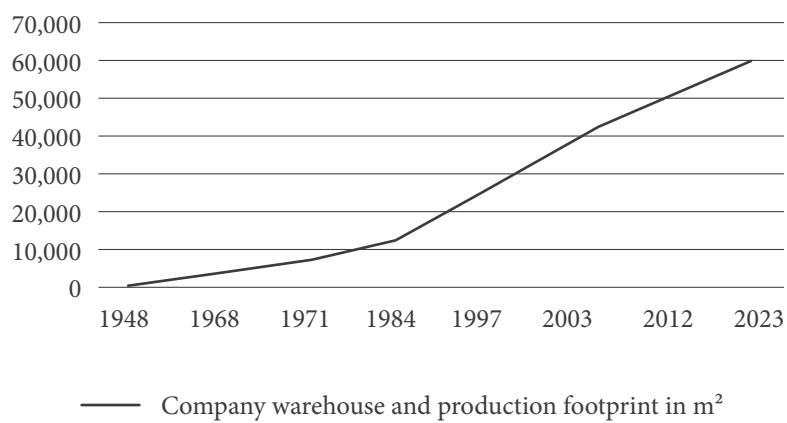


*Chief Warehouse Officer
Dirk Lukaßen and office dog Cookie*



Adriana Sfarzetta, Sven Wienczek, Denis Singer, Gerd Scharmman

Storage and Production Areas, 1948-2023



Accounting

So the numbers all line up



Vera Hein, Bettina Peekel, Thomas Waser, Ralf Heurs, Simone Schüten, Sascha Zabel, Joanne Damm plus office dog Sacha

Location:	Magdeburger Straße 30
Department head:	Chief Financial Officer & Chief Human Resource Officer Sascha Zabel
Employees:	7
Tasks:	Accounts receivable and accounts payable, travel expense reporting and asset accounting; everything else needed for balance sheets and income statements
Length of service:	123 years (cumulative)
Motto:	You need the right balance.
FF in a nutshell:	We know lawns

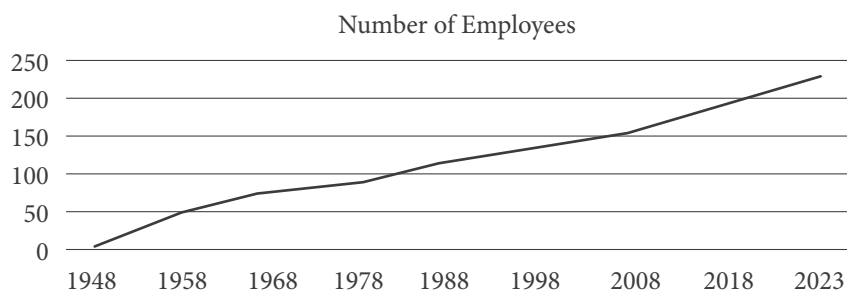
Human Resources

Over 200 people want to be managed



Alben Grüntjes, Regina Betger

-
- Location:** Magdeburger Straße 30
Team lead: Alben Grüntjes
Employees: 2
Tasks: Personnel administration – all personnel-related administrative and communication processes, remuneration management / payroll accounting / tax / electronic data transmission, time and attendance management, application procedures, occupational safety
Length of service: 24 years (cumulative)
Motto: WE KNOW STAFF.
FF in a nutshell: Diligence, promotion, progress





Jens Drescher, Benny Gottschalk, Ralf Tünnissen (well-deserved retirement since 30/09/2023), Ralf Spitz

alpi Warehouse

Small team – large warehouse

Location:	Saalestraße 12
Team lead:	Benny Gottschalk
Employees:	4
Tasks:	Warehouse for packaging materials, basic and trial seeds, buffer storage, cold storage
Longest tenure:	Jens Drescher (44 years)
Motto:	Better skilful than superficial.

Data Processing & Statistics

So everything can be traced

- Location:** Magdeburger Straße 2
- Employees:** 3
- Tasks:** Booking incoming goods, scanning certificates and indexing, compiling statistics, Intrastat reporting after month-end closing, stocktaking
- Length of service:** 31 years (cumulative)
- Motto:** Coming together is a beginning, staying together is progress, working together is success.
- FF in a nutshell:** Dedicated, reliable, dog-friendly



Astrid Steves, Mirjam Kloth, Nicole Herzl and office dog Buffy



Marina Flessel, Esther Hartje, Silke Eckers, Helena Wiatr, Agnes Pigul

Quality Assurance Laboratory

Experts with good eyes and a steady hand

- Location:** Magdeburger Straße 30
- Team lead:** Silke Eckers
- Employees:** 9
- Tasks:** Quality control of incoming batches and stock for purity, foreign matter, germination capacity, TGW, moisture content
- Length of service:** 115 years (cumulative)
- Motto:** Speed is our hallmark! 😊





Jutta Schütze, Krystyna Malcharczyk, Anne Kühlen, Veronika Seifert

Thousand Grain Weights

Creeping bentgrass	0.1 g
White clover	0.6 g
Camelina	1.2 g
Lacy phacelia	2 g
Subterranean clover	5.5 g
Fodder radish	12 g
Buckwheat	22 g
Common vetch	62 g
Field pea	160 g
Field bean	450 g

Quality assurance at Feldsaaten Freudenberger

Feldsaaten Freudenberger places a significant emphasis on quality assurance, as good yields are only possible with high-quality seed. A comprehensive quality management system ensures consistently high quality. Samples are taken when goods arrive and checked in the company's own laboratories and ISTA stations for germination capacity, purity, impurities, moisture and thousand grain weight.

Every year, 6,000 samples are analysed internally, with an additional 6,000 sent to external laboratories, including the laboratories of chambers of agriculture and seed testing stations. All tests are carried out in accordance with strict, globally applicable guidelines, with ISTA specifications representing the deciding standard.

The sampling quantity for the determination of purity and impurities exceeds the legal requirements in order to reliably detect even the smallest impurities. The examination is carried out manually with trained personnel and state-of-the-art equipment. The budget for quality assurance amounts to over €1.6 million per year.



Export Warehouse

From here to the whole world



Marek Luczkow, Marcel Borth, Marcel Bürkholz, Adrian Scholtyssek, Blazej Blukot, Marcel Meyer, Tadese Okubamicael, Damian Karatysz

Location: Saalestraße 12 A
Team lead: Marek Luczkow
Employees: 9
Tasks: International loading
Longest tenure: Blazej Blukot (16 years)
Motto: SOS: Sanitation + order = safety

Export Back Office

Many countries, even more documents

- Location:** Saalestraße 12 A
- Employees:** 2
- Tasks:** Preparation of international freight documents such as CMR, customs documents, delivery notes etc., processing the lorry list, “loading”
- Longest tenure:** Jens Lindahl (28 years)
- Motto:** Let’s go!



Hannah Walch, Jens Lindahl



Antonio Moreira Rodrigues, Dirk Tönniges, Andreas Kasvakidis, Dimitri-Andrei Gionea, Vahid Bajrami

Small packs M2

An endless variety of packs

- Location:** Magdeburger Straße 2
- Team lead:** Dirk Tönniges
- Employees:** 15
- Tasks:** Production of small packaging (pouches, stand-up bags, flat foil bags and boxes), production of packages for 250 g to 5 kg
- Longest tenure:** Dirk Tönniges (30 years)
- Motto:** Ordered today, delivered yesterday.

Parcel Shipping

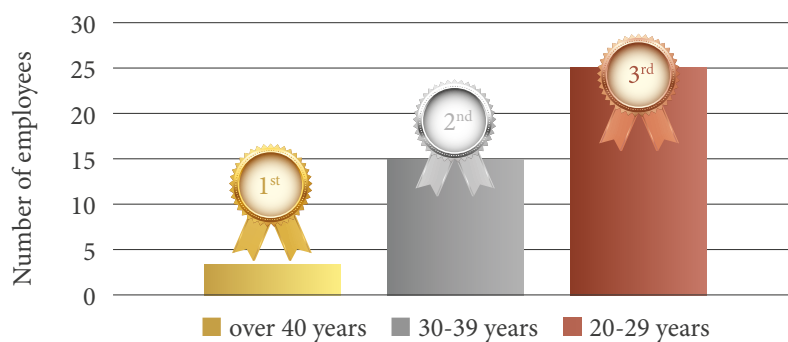
Sent in a flash



Andre Tapaß, Deray Adigül, Michael Raymann

Location: Saalestraße 12
Department head: Michael Raymann
Employees: 4
Tasks: Parcel shipping to large clients and end customers, small-volume shipping, sample shipping
Longest tenure: Michael Raymann (12 years)
Motto: Quick in, quick out.

Service Champions



Order Entry

Where customers' wishes enter the system

Location:	Magdeburger Straße 2
Team lead:	Martin Terporten
Employees:	5
Tasks:	Order entry for domestic sales, system customer processing, complaints processing, scheduling, sales analyses
Length of service:	56 years (cumulative)
Motto:	There are only nice customers! 😊
FF in a nutshell:	Familiar, multifaceted, original



Katarina Walter, Kerstin Görlach, Chelsea Issel, Mariya Dimitrova, Jessica Sauer mann

Precision and customer satisfaction

At Feldsaaten Freudenberger, order entry is at the centre of our efforts to offer our customers the best possible service. We prioritise precision and efficiency in order to ensure that every order is processed smoothly and promptly. Our experienced team works diligently to record and process orders as well as other customer requests or requirements. Here, it's also important to

keep a cool head and a clear view when the season really kicks off and orders are piling up by the minute. Every customer is important and everyone should ultimately be satisfied with the goods as well as the transaction itself. Ensuring that the order is entered correctly and promptly is an important factor here. Sometimes, it is this team's watchful eyes that notice inconsistencies in advance and clear them out of the way.

Construction

Technology & process management



Klaus Tünnissen (well-deserved retirement since 31/10/2023), Dennis Niski,, Robert Alexius

-
- Location:** alpi warehouse, warehouse 4 & Magdeburger Straße 30
- Team lead:** Robert Alexius
- Employees:** 4
- Tasks:** Advising the management team on technical tasks, in-house coordination of external trades, awarding contracts for maintenance and technical projects, handling technical investment projects, modifying existing facilities, building services tasks
- Longest tenure:** Klaus Tünnissen (43 years)
- Motto:** There's no such thing as impossible.



Frank Stasch, Iris Rittmann-Brandt, Musa Topal

Mixtures

So that everything is in order

Location:	Magdeburger Straße 2
Team lead:	Musa Topal
Employees:	4
Tasks:	Mix, mix, mix...
Length of service:	72 years (cumulative)
Motto:	Clowns, clowns everywhere!
FF in a nutshell:	It'll all be fine 😊



Burim Bislimi, Rafal Grauzul, Tomas Gluch, Balazs Bertalan, Arben Maloku

Cleaning

Keeping what's good, removing what's not

- Location:** Magdeburger Straße 2
- Team lead:** Rafal Grauzul
- Employees:** 6
- Tasks:** Managing seed cleaning systems and machines
- Longest tenure:** Rafal Grauzul (17 years)
- Motto:** Beat every competitor with our performance and quality. Our goal is the satisfaction of our customers!



Tamara Jonas, Holger Dippel and office dogs Till & Brunetti

Billing & Master Data

So money comes in, too

Location:	Magdeburger Straße 30
Team lead:	Holger Dippel
Employees:	2
Tasks:	Creation of master data for customers, suppliers and items, development and implementation of rules and regulations for clear and secure workflows, invoicing of all deliveries and services
Length of service:	43 years (cumulative)
Motto:	Don't lose sight of the big picture.
FF in a nutshell:	Idiosyncratic, special, flexible - simply DIFFERENT



Manuela Kluth, Angela Stoffels

Production Resources & Disposal

Living and breathing packaging

- Location:** Magdeburger Straße 30
- Team lead:** Manuela Kluth
- Employees:** 2
- Tasks:** Customer advice/support with regard to packaging type and design, deciding on formats and creating packaging samples, creation of masters for products/ranges, selecting suppliers for packaging and printers, handling order and delivery processes for packaging, timely provision of necessary packaging in the required quality at the best possible prices, licensing for packaging, supervising (packaging) disposal, sustainability management
- Length of service:** 10 years (cumulative)
- Motto:** The impossible is done immediately, miracles take a little longer 😊
- FF in a nutshell:** Atypical, typical medium-sized company

Test Field

Full throttle from March to October



Markus Bender, Rainer Hahn

Location:	Test Field
Team lead:	Markus Bender
Employees:	2
Tasks:	Maintenance of the test field, creation of demonstration areas
Length of service:	4 years (cumulative)
Motto:	Precise work.

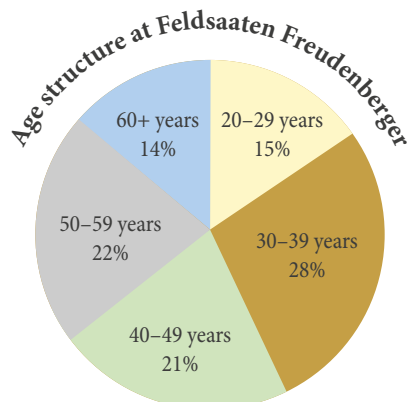
Apprentices

Learning all about seeds



Kira Reger, Etienne Junker, Janik Thiele, Phillip Langewiesche, Philip Wunderlich

- Location:** Everywhere
- Specialisations:** Training for plant technology, warehouse logistics and sales management for wholesaling and international trade
- Motto:** Goals should be greater than fears, and actions stronger than doubts. (Kira)
Not whether, but how. (Etienne)
Small steps are better than no steps. (Janik)
New paths are created by walking them. (Phillip)
Not pretty, but uncommon. (Philip)



Shuttle service

Ensuring goods flow inside the company



Heinz Holzschneider, Christian Knaab, Christian Wolf

-
- Location:** In the shuttles between the warehouses
 - Employees:** 3
 - Tasks:** Intralogistics + transfers to/from external warehouses
 - Longest tenure:** Heinz Holzschneider (27 years)
 - Motto:** We do just about everything, and get just about everything done.

Sampling

So nothing goes unnoticed



Thomas Kistel, Gerd Jansen

-
- Location:** Between the various warehouses and the quality assurance laboratory
- Employees:** 2
- Tasks:** Providing samples for the laboratory
- Length of service:** Since 2021
- Motto:** Always think outside the box.

Labels

No package is complete without one

- Location:** Magdeburger Straße 28
- Employees:** 2
- Tasks:** Create and print all labels for all products
- Longest tenure:** Duncan Plag (19 years)
- Motto:** We'll print it – no matter how many.



Duncan Plag

Some Alumni

Over the last 75 years, the company has seen off many of its employees as they head into their well-deserved retirement. Many of these employees still regularly stop by to pay a visit to their working colleagues and “check up on things”. Naturally, there’s always a coffee waiting for them, along with the latest news from the company.

All of our former employees were an important part of the company, contributing to its success and making things possible in the first place. Feldsaaten Freudenberger is always grateful to them, even after their retirement. Here are some of our former employees who went into retirement in the last 10 years:



Achim Sprengel (2019)



Heiner Gronemann (2020)



Dr Jürgen Bestajovsky (2021)



Monika Birmes (2023)



Johannes Troost (2020)



Hubert Richter (2013)

More retirees:

Gabrielle Probst (2022), Georg Chwola (2017), Elsbeth Rys (2023), Alexander Albrandt (2022), Heinz Holzschneider (2022), Wladyslaus Pulit (2022), Mehmet Kiralp (2019), Viktor Raifegerst (2023), João Carlos Cerqueira (2021), Angelo Nicolosi (2020), Joaquim Martins Pinto (2018), David Funk (2019), Manuel Gomes da Silva (2023), Abilio Martins Gomes (2019) and more. (Year of retirement shown in parentheses)



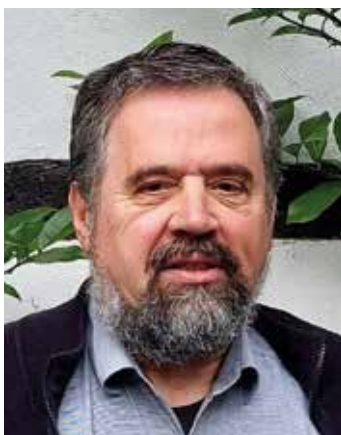
Eberhard Krücken (2018)



Norbert Giesen (2014)



Rolf Karasek (2021)



Axel Wirtz (2021)



Hans-Günther Hoffmann (2022)



Peter Knaab (2020)

The headquarters as a party hotspot



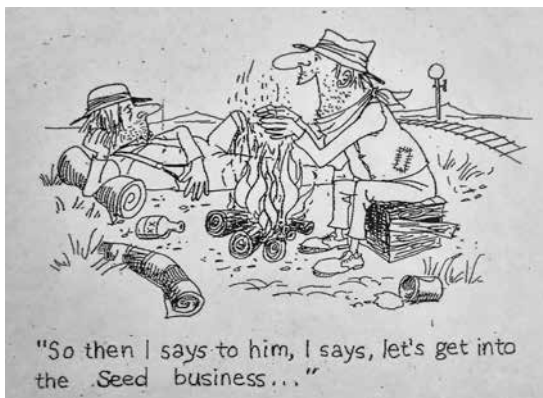
Carnival time

Sometimes Festive...

We spend a lot of time together at work, and at Freudenberger we've always enjoyed celebrating together as well. Christmas and Carnival celebrations have been fixtures in the company calendar for years.



King of the pirate ball



News from the campfire



Much earlier, in a celebratory mood



Company run 2018



Wheelbarrow race 2018



Company run 2017



FC Freudenberger



Company run 2019

... Sometimes Sporty!

Feldsaaten Freudenberger used to have its own football team – even now, our staff still demonstrates their athletic talents from time to time. But what's most important of all is having fun!

Interview with Managing Director René Freudenberger

Let's start this one off in the same vein, with a few would-you-rather questions!

Sunday or Monday? Monday

Cash or card? Both

Summer or winter? Winter

McDonalds or Burger King? Burger King

Villain or superhero? Evil superhero

Money or love? Money

Mountains or beach? Mountains

Shopping online or in-store? Online

Younger or older? Younger

Film or series? Series

75 years of Freudenberger - how long have you been with us?

I joined the company in 2010 and have been a member of the management team since 2015.

What was your personal career like?

I finished secondary school as normal and then I did various internships in different companies in the seed industry: I've been to Canada, to ILVO in Belgium, Weishut and other companies. And then I did an apprenticeship at BayWa in Munich. After completing my apprenticeship, I joined the company.

Did you ever want to do anything other than join the family business?

As a child, I definitely wanted to become a carpenter because I loved working with wood.

What characterises Feldsaaten Freudenberger?

We make very rapid decisions and can respond to customer enquiries very quickly. We have a large product range and are usually able to deliver quite fast. While we are a very

dynamic company, we also see great importance in our partnerships, some of which have existed for decades. I think that's what sets us apart.

What are the best days at work?

The best days are the ones when sales are going really well and there's a lot to organise. I really like organising things and, of course, I think it's great when everything works out. When I have a full desk in the morning and have to get a lot of things in order, that means that in the evening I can say "everything has been done and everything worked out". That was a great day at work.

What is the most difficult thing about your job?

Personnel management. It happens time and again that two people clash and then you have to mediate or "pass judgement". Not everyone ends up pleased, but pleasing everyone doesn't always work. I find this very tricky and it's not one of my favourite tasks.

Your biggest vice?

Smoking.

What does the ideal working environment look like for you?

I'm actually very happy with the way things are at the moment. I'm definitely an office person and need a tidy desk. I also appreciate having enough monitors so that I can quickly call up all the necessary information and compare it (laughs). That's all I really need. An outdoor workplace or something like that would definitely not be for me.

When you're not working, what else you do?

(Laughs again) I already work a lot! When I'm not working, I like to spend time with my daughters, my family or having a barbecue with friends in the garden.



Do you think your daughters will also join the company at some point?

That's difficult to say. What is most important to me is that they do something that they enjoy and that they really want to do. Whether that is here at the company or somewhere else is of secondary importance. If they become interested in the seed industry later on, there are certainly ways for them to find their place here 😊.

You're going to a desert island: Which three Freudenberger employees would you take with you, and why?

Oh, that's a difficult question. I would take Finn Brinkmann, Vicky Scharmann and Bernhard Kaffill with me. I think that would be a good team!

What does work-life balance look like for you?

Not at all, that's not something I have: 80% work, 20% life!

What would you like to learn more about?

There's so much that would be worthwhile in terms of additional training. I would actually love to get a pilot's

licence, but that's absolutely impossible at the moment because of the time required. I could do with improving my French and Spanish so that I'm more confident.

Do you have any favourite products?

Red fescue, alfalfa, alsike clover, Timothy grass, perennial ryegrass, red clover, white clover... I like them all!

What will be a topic of the future for Freudenberger?

It will be important to position the company so that it can effectively navigate through crises and rough waters. We need to put the company on a sound economic footing and make it fit for the future. We want to remain one of the leading companies in the future European catch crop seed and lawn sectors, among others. In terms of products, I can imagine that the area of biostimulants and similar scientific innovations will become increasingly important in the future.





After 75 years... a look forward to 100!

After 75 years, we look back with pride on what has evolved from a one-man business with a hand cart, a shovel, a bicycle and a little entrepreneurial courage. God knows the road to today has not been an easy one and nothing was created in a day.

In all these years, we have always remained true to ourselves and our principles – with diligence and commitment, open and honest advice, we always speak kindly and frankly with our customers. Many business partners have become friends, and we are proud to do business with so many good companies in so many countries around the world. We want to remain true to these principles – diligence, honesty, flexibility and a willingness to compromise – well into the future, solving problems constructively when they arise.

We believe we are well prepared for the coming years and are hungry for more. We have all the courage we need to face the future, thanks to a young, dynamic and experienced team, high-quality varieties and products, a modernised structure, advanced production facilities, nimble logistics and a dedicated research department full of innovative ideas. We pull together because there is no shortage of ideas or work.

Special thanks go to the entire workforce, who never shy away from hard work and keep our powerhouse running day in, day out with diligence, motivation and ambition.

We are already aiming for the next milestone, one that we will achieve together – 100 years. 😊

Yours,

René Freudenberger
Managing Director, Feldsaaten Freudenberger

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