



GELITA AG · Postfach 12 53 · D-69402 Eberbach

To
GELITA customers

GELITA AG
Headquarter Eberbach
Street Address:
Uferstraße 7
69412 Eberbach
Germany
Postal Address:
Postfach 12 53
69402 Eberbach
Germany

Date July 27, 2018

GELITA AG becomes a member of the German Animal Welfare Initiative

Dear valued customer,

It is our pleasure to share that as of August 1, 2018 GELITA AG will support the German Animal Welfare Initiative by becoming a sponsoring member. Although GELITA does not directly market meat and meat products, through this membership we are positioned to help improve animal welfare in livestock farming.

The Initiative is supported by the majority of German retailers and has with GELITA now become the first member who is not directly involved in producing or selling meat but in manufacturing of food ingredients. We believe that the Animal Welfare Initiative reflects our commitment to improving the treatment and environment of livestock at animal production facilities.

For GELITA as processors of animal by-products of collagen proteins like gelatines, collagen hydrolysates and collagen, the topic of animal welfare is particularly relevant. Even though the public discussion is primarily focused on the production of meat, due consideration must also be given to animal by-products as those are also the basis for numerous food ingredients. Consumers are increasingly interested in the total composition of food products and especially regarding animal-based ingredients in the way how animals are raised. Ethical and fair livestock farming is a fundamental building block for the general acceptance of animal products. We firmly believe that the Animal Welfare Initiative is taking the right approach by consciously tackling the topic across the supply chain with large-scale involvement from the industry.

As sponsoring members, companies contribute to creating a more ethical and sustainable meat industry. Companies that are interested in becoming sponsoring members can contact the Animal Welfare Initiative's office in Bonn Germany. The Animal Welfare Initiative enables leaders in the agriculture, meat, and food retail industries across the supply chain for pork and poultry to live up to their collective responsibility for the proper treatment of animals, as well as animal health and safety in the livestock industry. The Animal Welfare Initiative offers financial support to farmers to implement livestock welfare measures that go above and beyond the legal standards. The implementation of these measures is comprehensively monitored by the Animal Welfare Initiative. Founded in 2015, the Animal Welfare Initiative started its second, equally successful three-year program phase in 2018. The Animal Welfare Initiative is establishing greater animal welfare on a broader level, step by step, and continues to grow.

GELITA would welcome if the Animal Welfare Initiative is expanding beyond Germany and is closely monitoring similar Initiatives in further countries. For that reason, GELITA and the other members of the Gelatine Manufactures of Europe (GME) Association have built a special working group "Animal Welfare".

Yours sincerely

ppa. Dr. Markus Lechtenfeld
GVP Sales

ppa. Reinhard Zehetner
GVP Quality &
Regulatory Affairs

ppa. Michael Teppner
GVP Marketing &
Communications