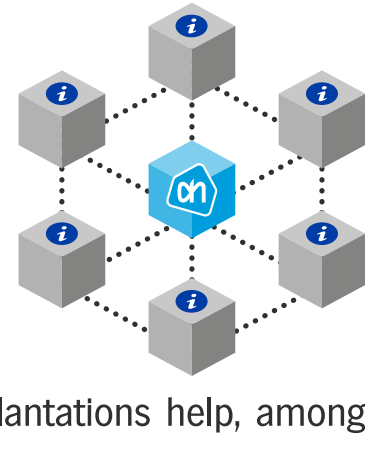


Juicy details

At Albert Heijn, we know everything about our nonperishable juice. That is because we capture every step in the chain, using special blockchain technology, together with our partners Refresco, the producer of our shelf-stable juices, and a technology partner, SIM. And it begins at the Brazilian plantations of LDC Juice, who grows oranges for us. We are always aware of the certificates they have and how they deal with pesticides and working conditions. There is also a lot of information about the product itself, such as the level of sweetness and the period during which it was picked. Every bit of information that we can find in the process is collected and registered.



Albert Heijn shelf-stable orange juice comes from Rainforest Alliance-certified plantations. These plantations help, among other things, to protect nature and ensure better working and living conditions for farmers and their families.

1. From oranges to juice



In Brazil, the oranges are picked by hand on plantations and collected in large nets.

In this step, the following certificates, controls and data are verified and added to the blockchain:

- Harvest period
- Location and name of plantation
- Rainforest Alliance certificate
- Responsible and ethical working conditions



2. In the fruit processing plant, the oranges are pressed into juice



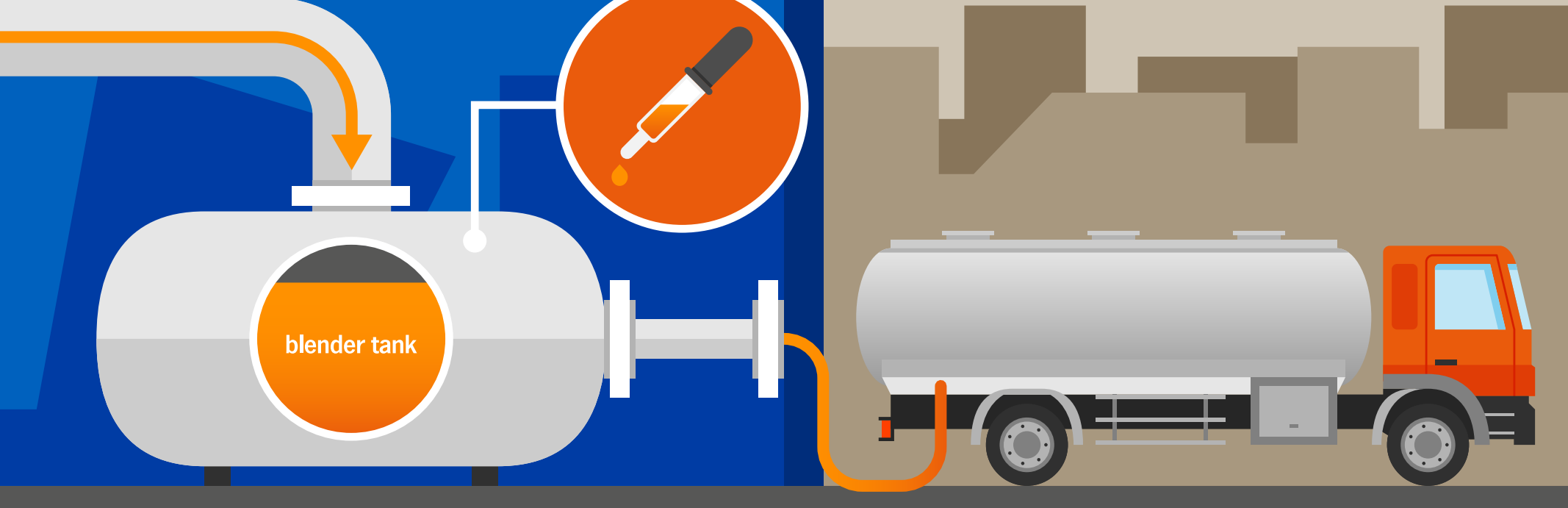
In the fruit processing plant, a sample of the oranges is first taken and analyzed. If the juice is approved, the oranges are washed and then pressed. After this, the fruit is put in a dehydrator and comes out as concentrated juice. This concentrate is then put into cooling tanks so the freshness of the juice is guaranteed.

In this step, the following certificates, controls and data are verified and added to the blockchain:

- Processing period
- Location and name of processing plant
- Food quality and safety
- Responsible and ethical working conditions
- Rainforest Alliance CoC certificate



3. The juice is transported to the port of Santos



The concentrated juice is put into tanks. Again, a sample is taken to check and guarantee the quality. The tanker truck takes the orange juice concentrate from the processing plant to the port in Santos.

In this step, the following certificates, controls and data are verified and added to the blockchain:

- Processing period
- Location and name of processing plant
- Food quality and safety
- Responsible and ethical working conditions
- Rainforest Alliance CoC certificate



4. On the boat to Gent, Belgium and then on to the Netherlands



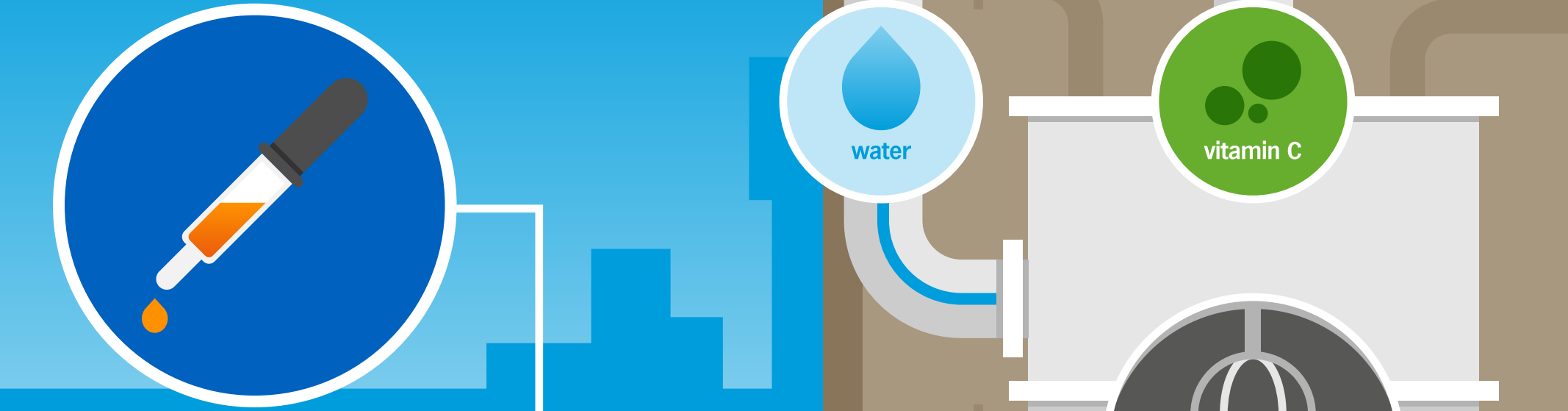
In Santos [BR] the orange juice concentrate is pumped into large containers on the boat. When it is unloaded, the juice is first checked for quality, to be certain that the product leaving the port meets our standards. The boat is underway for around two weeks from Brazil to Gent, where the orange juice concentrate is put into cooling tanks in the port. At the moment that the order comes in from Refresco, a freight truck comes to pick up the concentrate. It gets to Refresco in about two hours.

In this step, the following certificates, controls and data are verified and added to the blockchain:

- Transport time
- Location and name of the port
- Food quality and safety
- Responsible and ethical working conditions
- Rainforest Alliance CoC certificate



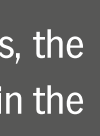
5. Arriving at Refresco, quality checking concentrate



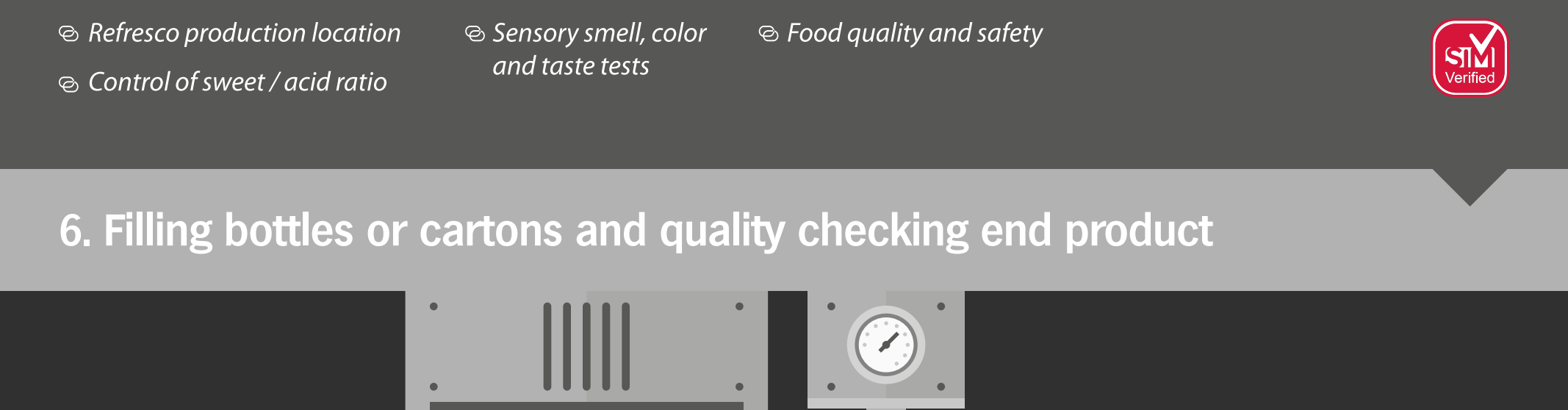
When the freight truck arrives at Refresco, a sample is taken of the concentrate and the quality is checked. After this, the concentrate is discharged and stored in large tanks. Water is added to the concentrate, in the right quantity so it is again the consistency of juice. After that, vitamin C is added to make sure that the color is maintained.

In this step, the following certificates, controls and data are verified and added to the blockchain:

- Start of the production period
- Refresco production location
- Control of sweet / acid ratio
- Vitamin C
- Sensory smell, color and taste tests
- Rainforest Alliance CoC certificate
- Food quality and safety



6. Filling bottles or cartons and quality checking end product



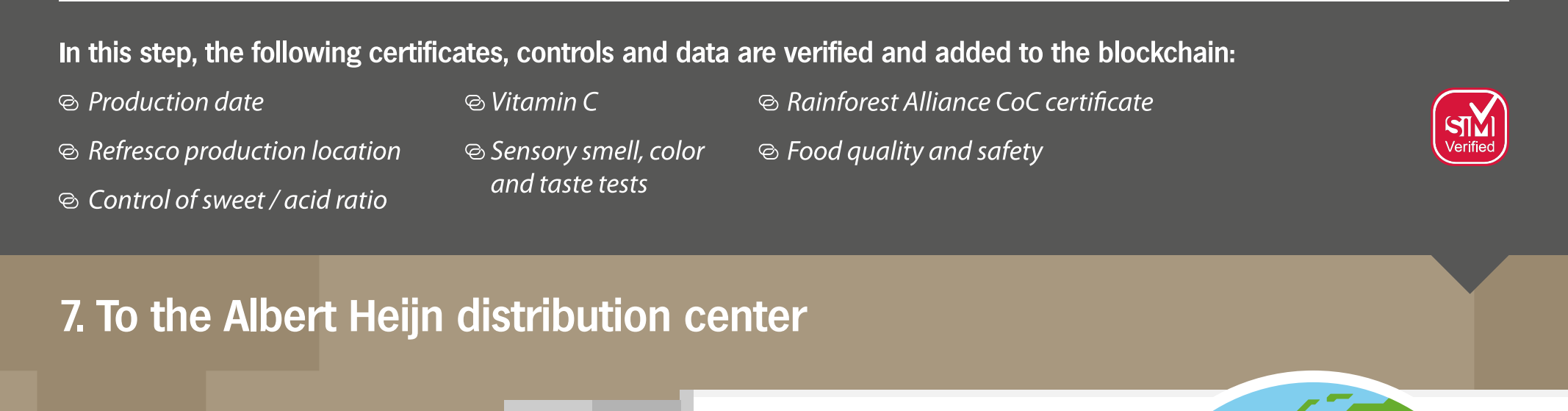
The juice is pasteurized to give it a longer shelf life. After that, the juice is packaged, either in a bottle or a carton. After the filling process, the packages are closed and a label, expiration date and batch number are applied. The bottles or cartons are put on a pallet and placed into a stockroom. When an order comes in from Albert Heijn, the pallet of AH Orange Juice is taken out of the stock room and loaded onto a freight truck.

In this step, the following certificates, controls and data are verified and added to the blockchain:

- Production date
- Refresco production location
- Control of sweet / acid ratio
- Vitamin C
- Sensory smell, color and taste tests
- Rainforest Alliance CoC certificate
- Food quality and safety



7. To the Albert Heijn distribution center



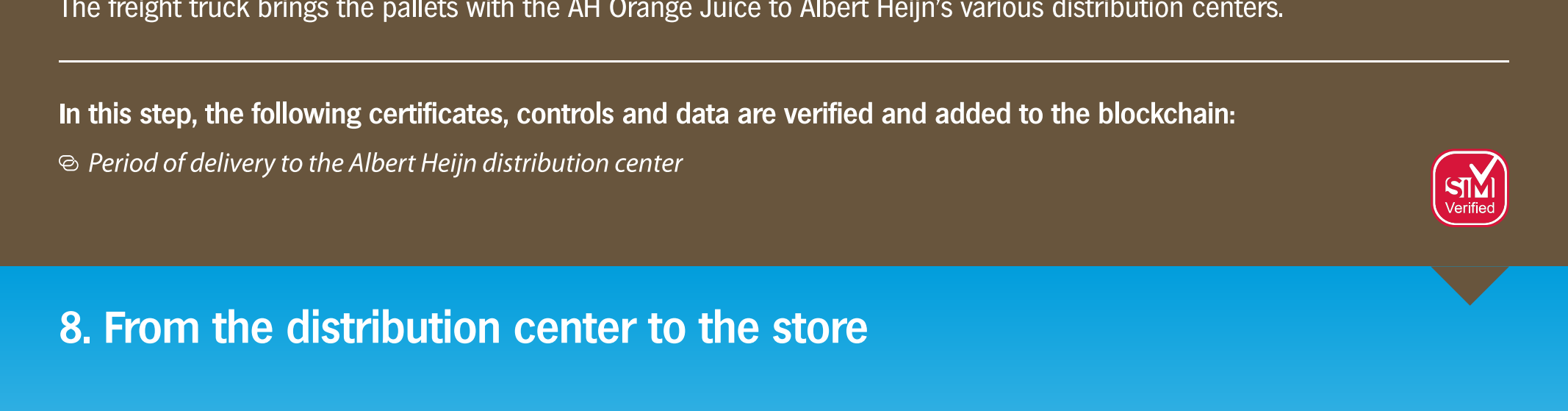
The freight truck brings the pallets with the AH Orange Juice to Albert Heijn's various distribution centers.

In this step, the following certificates, controls and data are verified and added to the blockchain:

- Period of delivery to the Albert Heijn distribution center

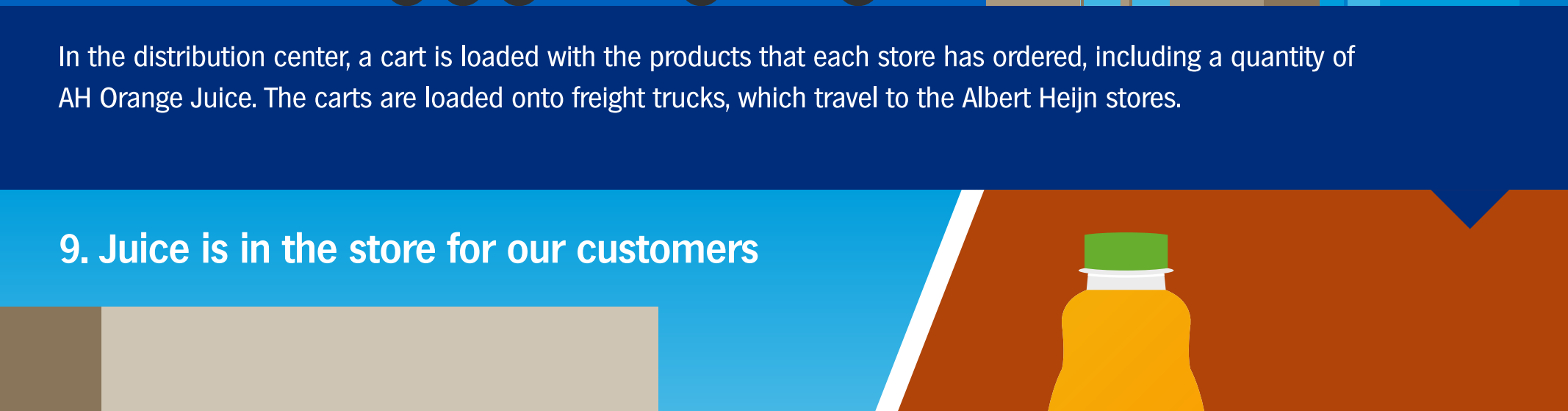


8. From the distribution center to the store



In the distribution center, a cart is loaded with the products that each store has ordered, including a quantity of AH Orange Juice. The carts are loaded onto freight trucks, which travel to the Albert Heijn stores.

9. Juice is in the store for our customers



After one of our store associates puts the bottles or cartons of AH Orange Juice on the shelf, it is time for the last part of the journey. All of the orange juice is ready for the customer to buy and bring home.

Now you know all the details about our shelf-stable orange juice. Every step in the chain, from juice to shelf, is added to the blockchain and you can continue to check whether our shelf-stable juice meets all of the requirements. Want to know more about the journey of the juice? Scan the QR code on a bottle or carton. You can send a message to the picker to give him or her a compliment. Or even nicer: send him or her a photo of you with your orange juice!

