



Tomato *Talk*

National opening of Kom in de Kas (Come into the Greenhouse) at Looije

In December we reported that we will be taking part in Kom in de Kas this April. On the weekend of 11 and 12 April we are expecting more than 30,000 visitors. Consumers, neighbours, fellow growers, employees, family members and people interested in what we do – everybody will be welcome to visit us in Naaldwijk. Preparations are already in full swing. Besides the activities over the weekend, another exciting event is also on the agenda.

In fact, we are delighted to be hosting the nationwide kick-off of Kom in de Kas here on Thursday 9 April, when the event will be presented to the media in a tongue-in-cheek way. We can't give too much away at the moment, but it promises to be a spectacular musical happening which will probably be launched by a Dutch celebrity. A working group is currently very busy organising the kick-off. As soon as we can say more, we will let you know!



Welcoming in the New Year together

The Looije New Year's party was held at our Naaldwijk offices last week. There was plenty of eating, drinking and general merrymaking. Jos Looije wrote a New Year speech and read it out at the party. For anyone who was not there or who would like to read it for themselves, we have reproduced it here:

Welcome everybody; I am delighted to see you all here.

This past year has not been the easiest year for Looije. We have grown quite rapidly in recent years. Everyone in our company is bound to have noticed some of the difficulties we have had adapting to our new situation.

For example, it took a lot of effort to get the horticultural technology in our new greenhouse in Burgerveen - with its energy-saving growing system - right. And last year we moved into our new packaging warehouse, which lots of people had to get used to. On top of that, we had a large number of cracked tomatoes and the office was reorganised. As we have grown, a lot of new faces have come on board. Needless to say, they have all had to get used to our company. To top it all, this year we



also suffered a attack of Clavibacter (a highly infectious bacterial disease) at our production site in Naaldwijk, which was a very emotional time. A lot of people worked extremely hard to make the best of the circumstances. We would like to thank you for your dedication and commitment throughout the past year.

Despite everything, sales of our tomatoes have continued to go well this year. This is really good news. In a difficult market for tomatoes, we have managed to keep our product selling well. Luckily, our efforts to grow tomatoes with the best possible flavour and to get people to enjoy a healthy life have paid off. Thus we are able to round off 2014 with a good financial result.

The tomato market around us is not standing still. Last year was a difficult year for many tomato growers. In the summer in particular we saw extremely low prices, mainly because of the Russian boycott. But many growers also grow large tomatoes for which there is a lot of competition. Our company is unique because we make taste our top priority. We can see that other growers are also starting to grow varieties that have a better flavour. So there will be more competition from other producers in the Netherlands and abroad.



2015 will certainly not be a year for sitting back and relaxing. We will continue to work on strengthening our organisation. For a number of people this could mean that the content of their work may change slightly. This will require people to make adjustments. All with the aim of becoming better as a whole.

“Enjoy the Taste” is our key focus at Looije. It describes the essence of our company and is the guiding principle in the way we deal with each other and the situation around us. We have noticed that in practice, the principle of “Enjoy the Taste” is not always followed in the workplace. That is not a good thing. This year we will be paying a lot of attention to bringing our “Enjoy the Taste” philosophy and our day-to-day working practices closer together. We can see that people at all levels

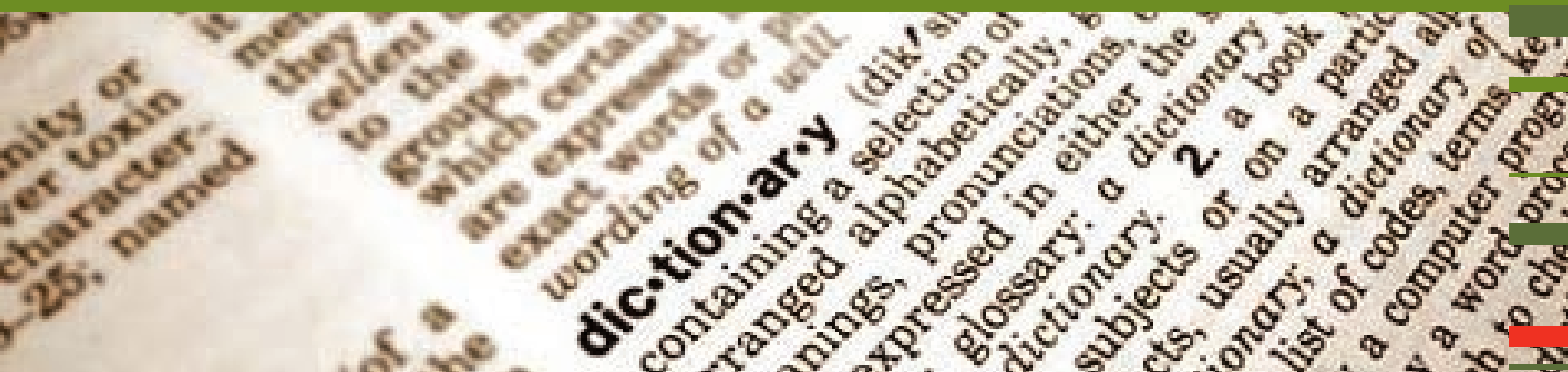
in the company – even managers – do not always think about “Enjoy the Taste” in the same way. We will be working on achieving more unity on this. Other managers will also be organising meetings to explain more clearly what this actually entails in practice.

We can look forward to 2015 with confidence. More and more people are enjoying our tomatoes. That is something we can be really proud of!

May I take this opportunity to wish you, your family and your loved ones a very happy, healthy and successful 2015.

The main language spoken at Looije is Dutch, but we hear many other languages around us as well. The table below lists some of the words that are often used within our company, mainly in the packing facility and the greenhouses. You can use this mini dictionary to brush up on your Dutch, Polish and English. Who knows, maybe you can start talking to your colleagues in three languages almost immediately!

<i>Nederlands</i>	<i>Engels</i>	<i>Pools</i>
Knippen	Cut	Przycinanie
Wegen	Weigh	Ważenie
Weegschaal	Scales	Waga
(Oogst)krat	(Harvest) crate	Skrzynka (do zbioru)
Lijn(en)	Line(s)	Linia (linie)
Band(en)	Conveyor(s)	Taśma (taśmy)
Tafel	Table	Stół
Schaar	Scissors	Nożyce
Stoffas	Overalls	Fartuch
Haarnetje	Hair net	Siatka na włosy
Handschoen(en)	Glove(s)	Rękawica (rękawice)
Dozen	Boxes	Pudła



For this edition of Spotlight on the Process we went to see the Power Bee in action in Burgerveen. Tomasz Pluta explains exactly what the Power Bee does there and what benefits it offers us.

Can you explain what the role of the Power Bee is in the greenhouses?

The Power Bee is mainly used for transporting full trolleys of tomatoes from the greenhouse to the stacking line and empty trolleys back to the greenhouse. We also use it to move waste containers and pull trolleys with plant material when we put out new plants.

The Power Bee drives itself – fully automatically. How does that work?

Yes, the Power Bees are fully automatic. This means that no people are needed to get it from point A (the greenhouse) to point B (the stacking line). The only time a person is needed is to switch it on and send it on its way. From that point onwards, this smart machine drives itself. It stops if it encounters an obstacle en route, and it lets another Power Bee pass if their paths cross. It goes and waits its turn at the stacking line, and if it bumps into an obstacle that it didn't see, it stops and waits for someone to switch it back on again. It gets where it is going by means of cables cast into the concrete floor. Power Bee "Bull" (as we call it) has a sensor by the front wheel that enables it to "see" these cables. The Power Bee can also be

operated manually, but this only happens rarely in comparison with the automatic trips (usually when switching from one track to the other).

How much work does the arrival of this wagon save you?

We save a huge amount of time because the Power Bee can drive itself. We are using six of them here in Burgerveen, so if every Power Bee needed a driver, six people would be busy full time transporting trolleys with tomatoes. I'm sure I don't have to explain that this would be a massive waste of manpower and money. Because Power Bee works automatically, we can focus on our work in the greenhouse and we don't have to spend time transporting tomatoes to the stacking line. All we need to do is set the Bull on the right track and press the button. The Power Bee is extremely easy to operate: anyone can send a load on its way, which saves even more time.

The Power Bees are incredibly useful machines, and I can't imagine doing my work without them now. As is the case with all machines at work, we have to be very careful and always follow the safety instructions.





movies and TV series. If you're looking for tips on a good movie, I'm your man.

What are your initial impressions of Looije?

Looije is a fresh, forward-looking company. The latter particularly appeals to me.

You can tell that everyone is constantly thinking about how potential improvements.

I also think the (working) atmosphere here is very good.

What did you do before you joined us?

As a sideline I worked as a web editor for four years for a company that maintains various news sites. I mainly wrote about film news for one website and travel news for another. It was a wonderful time for me, particularly with all the trips around Europe I was able to go on during my internship to gain inspiration and take photographs. Ultimately I visited 13 different European cities, including Madrid, Riga, Paris and Milan.

Favourite holiday destination?

Indonesia is a holiday destination I can recommend to everyone. A few years ago I was lucky enough to go to this Asian country with two good friends. I was there for a month and had a great time eating the wonderful food and enjoying the breathtaking scenery, the lovely people and the amazing weather.

Niels Roodenrijs has been working in the marketing communication department at Looije since the beginning of January. To enable us to get to know him a little better, he is introducing himself by way of a number of questions.

Welcome to our company. What exactly will you be doing?

My official title is Online marketing assistant. This means I will mainly be focusing on online communication. Of course, social media plays a big role in this. My job is to make sure that our tomatoes are publicised with fun, creative content. It is a challenge I really relish!

Tell us a little about yourself. Who is Niels?

My name is Niels Roodenrijs. I am 24 and I live in Leidschendam. I recently graduated in Communication Studies from the University of Applied Sciences in Leiden. In my spare time I like to play sports, meet up with friends for a beer and go for walks with my dog Puck. I also devour

BIRTHDAYS



Patryk Glinski	16-1	Marouschka Verhoeven	20-1
Dainis Recs	17-1	Pawel Kogut	22-1
Barbara Smorag	17-1	Austris Vitte	23-1
Inga Matevica	17-1	Tomasz Derbich	24-1
Przemyslaw Juskiewicz	17-1	Dorota Wilk	24-1
Edgar van Rijswijk	17-1	Laura Steina	24-1
Marcel Kortekaas	18-1	Willemijn Visser	25-1
Agata Pabian	19-1	Veronique Nunnink	26-1
Katarzyna Dzula	19-1	Bozena Chowanska	26-1
Marcelina Pawlowska	20-1	Robert Krahel	29-1

What keeps you busy...

Paulina Witkowska

Paulina Witkowska, 27 years old. In the Netherlands I live in Hillegom and my home town is Mirsk in Poland. I have been with Looije for six months now, and my job is to remove the Botrytis fungus from the plants. Before this I used to cut tomatoes and I was a leaf picker.

... in your personal life?

“Personal life” – what is that? After work I rush through my daily personal hygiene routine at top speed and make something to eat, to fill my hungry stomach. Then I play catch-up on the movie scene after which comes the time of day I long for the most: bed + sleep . On my days off I meet up with friends and discover new places in the Netherlands.

... in your work?

As I said, my job involves removing Botrytis. I try to save plants at risk by cutting away the harmful fungus and rubbing a paste on the clean parts which softens and heals the wound.

... in the world?

I try to read the news from my country (and elsewhere) every day. In terms of current issues, I am very interested in WOŚP* and the controversy this action gives rise to every year... It surprises me

that there are people who reject things that have so much integrity and do so much good. Internationally speaking, the islamisation of Europe is becoming an increasingly thought-provoking issue.

**Wielka Orkiestra Świątecznej Pomocy [Large Orchestra for a Christmas Charity], a charity that raises money nationally once a year to support technological modernisation in hospitals]*

