

# Love Food Love Life



**SCELTA**<sup>®</sup>  
MUSHROOMS  
EST'D 1993



Grow great mushrooms.  
Turn clients into friends.  
Build a global network.

Make customers' wishes come true.  
Have fun while making a profit!

## Welcome to Scelta



The Klerken family has been active in the mushroom industry for almost 60 years, Jan Klerken himself for almost 50 years. Ever since 1963, we've been all about mushrooms. They have become our life force, they are written in our DNA.

Jan has always been a real inspirator with new ideas, new insights, new intuitions and new ways of working. Something that was apparent when he sold the family business and started Scelta Mushrooms in 1993. Today, Scelta is one of the major players in the mushroom business worldwide. Supplying 650 partners in more than 70 countries.

2020 was a year of change. Where Jan has handed over the day-to-day management of Scelta Mushrooms to a Board of Directors made up of his youngest son Jules Klerken, Willem van de Vorst and André Dings. For more than a year now, Jan has been focusing, together with his eldest son Jan Jr. and a team of specialists, on the development of new, sustainable and innovative (fungi-based) products: Scelta MycoFriends is born.

2022 another big milestone in the history of Scelta Mushrooms. After 20 years of appetisers, Scelta is going back to their roots. Focussing on where it once started with: the mushroom business and developing innovative new mushroom products. Our appetiser factory will be in the good hands of another family business: McCain Foods.

### Smart, sustainable, Scelta

More and more people are turning to a plant based diet. Driven by a far greater interest in personal health as well as the much publicised pressures on the planet and the undeniable effects of climate change. The numbers of vegetarians and vegans are growing daily while supermarkets and the catering industry are rushing to keep up. The model of intensive agriculture is also changing and being challenged by innovative new farming methods.

Typically ahead of the curve, back in 2008 Jan Klerken created The Scelta Institute. A place where the possibilities of mushrooms would be looked at far beyond cultivation and standard consumption.

### Reducing Salt yet Enhancing Health and Flavour

Interestingly, mushrooms have more protein than most vegetables and many other benefits and applications. For example, Glutamates & Guanylates were used to develop the Scelta Taste Accelerator which harnesses umami to increase taste and reduce the levels of sodium in processed foods.



From left to right: Jan jr, Marita, Jules and Jan Klerken

## Love Mushrooms Love Life

Globally over 1 billion people are vitamin D deficient so there's an ever increasing need to provide them with this vitamin. It's a need that Jan has recognised and is focused on fulfilling.

The on-going research has lead to some unexpected and surprising results. We already knew mushrooms were rich in nutrients like vitamin D etc. but look how rich. All these vitamins, minerals and nutrients can be found in the humble mushroom:

*Low in calories, Low in fat, Low in sodium, High in fibre, High in protein and all these other nutrients. Vitamin B (B1, B2, B3, B5, B6), Vitamin C, Vitamin D, Iron, Potassium, Phosphorus, Magnesium, Copper, Manganese, Selenium, L-Ergothioneine, Lactic acid, Xylitol, Alanine, Glycine, Valine, Threonine, Proline, Serine, Glutamine, Phenylalanine, Calcium, Zinc, Iodine, β-glucans, Chitosan, Chitin, Glucosamine, Mannitol.*



# Love (w)innovation



An original, differentiating idea that adds value and benefits a company is referred to as an innovation, a similarly game changing idea that benefits everyone, well that's a 'winnovation'. Since 2002, the 'winnovation' strategy with a focus on taste, health and sustainability is at the core of everything at Scelta. Whether it's forging mutually beneficial partnerships or stimulating change with community partners. 'Winnovation' is part of our DNA.

### Always one step ahead

In fact, Jan Klerken is always one step ahead when it comes to innovation. Just like the Dutch mushroom industry, who were a frontrunner with the first vertical farming model in the late 1950's. Offering higher productivity in a much smaller area. Vertical farming also offers shorter growing times, much lower use of water and the ability to grow mushrooms closer to where they will be consumed. Scelta's focus on innovation can be industry focused or far more product oriented. For example, product 'winnovations' include natural umami concentrates and powders that enhance and enrich foods with layer upon layer of flavour.

**The spirit of Winnovation:**  
The Dutch Mushroom Industry was the frontrunner in vertical farming

*The Ecopouch™* transformed traditional mushroom conservation. Mushrooms are gathered and then cooked in their own 'stock' (natural juices) sous-vide style but on a huge scale. No boiling or blanching and no added ingredients. The production process creates Ecopouch™ Mushrooms - a typical 'winnovation' originated at The Scelta Institute. Zero waste, full flavoured mushrooms, used by chefs, food production companies and consumers worldwide. They even have a two year shelf life without the need for refrigeration, saving huge amounts of energy.

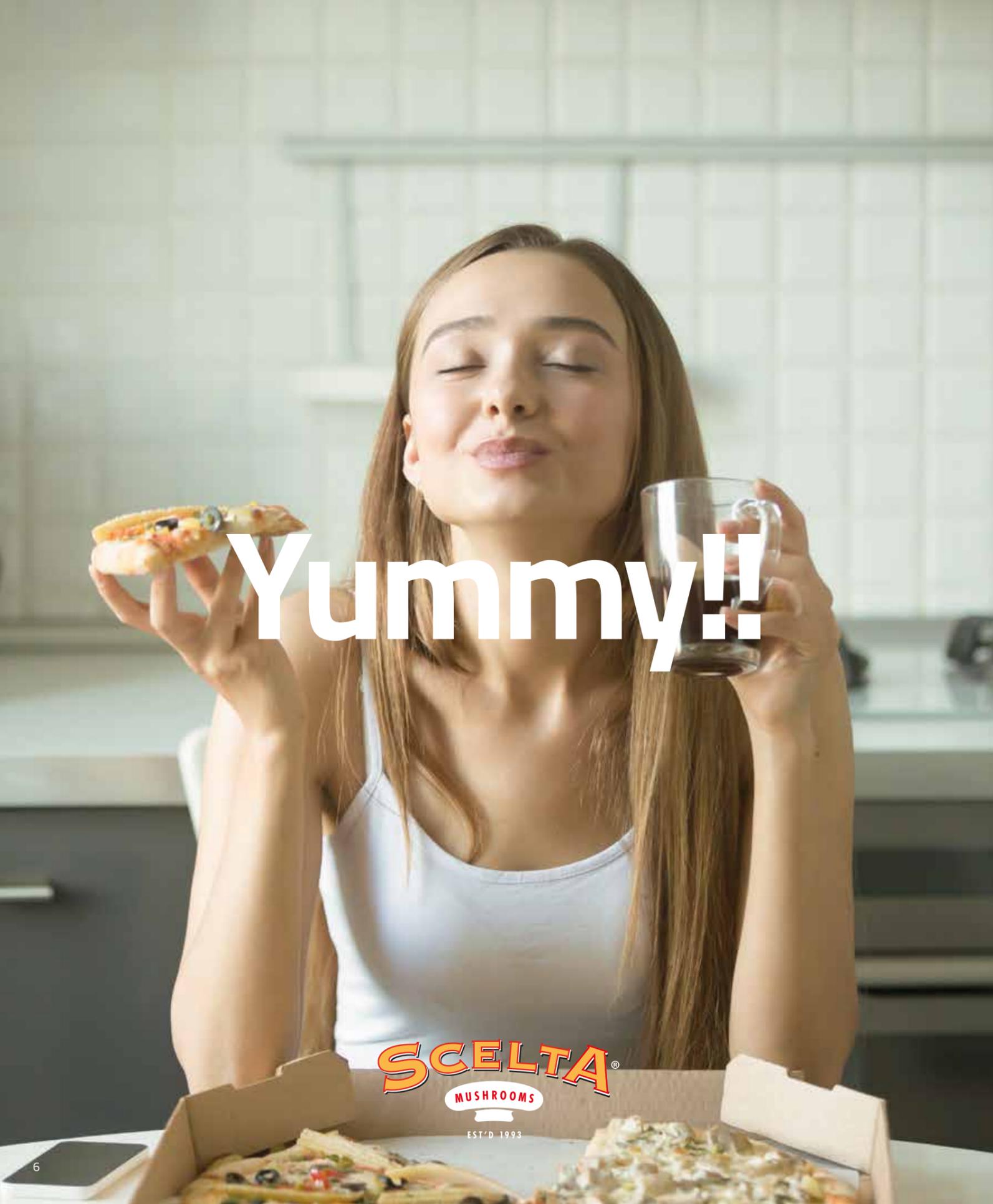
### Winnovations in The Wider Community

Scelta's ambassadorial role with kidney foundation, *Nierstichting*, is one of the perfect examples of the philosophy at work. Jan's understanding that today's

students are tomorrow's parents is reflected in his close collaboration with universities, *Brightlands Campus Greenport Venlo* and his active stimulation of business leaders, food companies and contacts.

Everyday **1 billion** of our mushrooms are enjoyed around the world!





**Yummy!!**



**Love all!**

We have 4 production facilities in The Netherlands. We support them from our head office with marketing, sales, research and development services. They process a large selection of frozen, chilled, preserved or extracted mushrooms.



**HEADQUARTERS**  
VENLO, NL  
*Scelta Mushrooms*  
At the heart of the Dutch mushroom industry



FOOD PROCESSING



FOOD SERVICE



RETAIL



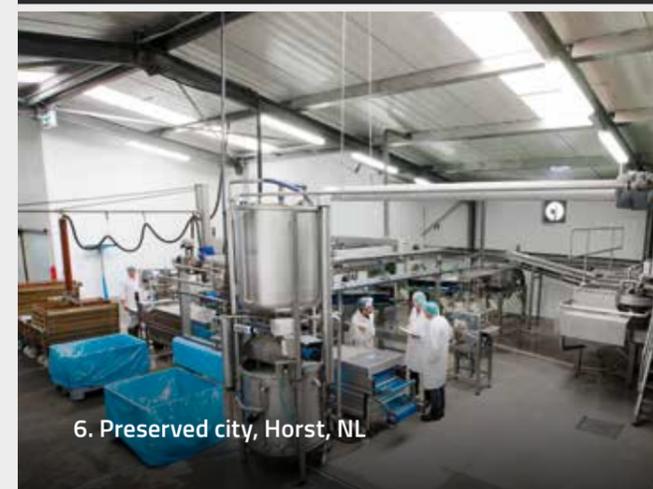
QSR & CASUAL DINING



1: Frozen city, Kesteren, NL



4. Ecopouch™ city, Venlo, NL



6. Preserved city, Horst, NL



3. Flavour city, Belfeld, NL

A healthy sustainable super food

# Mushrooms as center plate



**SCELTA**  
MUSHROOMS  
EST'D 1993



## ECOPOUCH™ MUSHROOMS

**Combine the best of fresh and preserved**  
Our Ecopouch™ mushrooms are gently cooked and preserved in their own juice. No blanching nor adding additives. This results in a clean label and shelf stable product which is easy to use.



## FROZEN MUSHROOMS

**Fresher than fresh**  
Our frozen mushrooms closely resemble fresh mushrooms, with a very distinctive shape, a consistent bite and the vivid flavour of a food freshly harvested.



## PRESERVED MUSHROOMS

**Never run out of stock**  
With our advances in preserving technology, they last and last and last. Our polybags keep our mushrooms in wonderful shape month after month.

...so are we!

## ECOPOUCH™ SAUCES

**Ready to use sauces**  
Perfect as burger topping in a variety of flavours with an ambient shelf life up to 1 year.



## GRILLED MUSHROOMS

**Sweet & smoky**  
Grilled mushrooms bring out a desirable sweet and smoky taste. The dry heat of grilling forms a caramelized crust, sealing in all the flavour and moisture.

- In 1983 we pioneered the production of frozen mushrooms and were the first company in the world to supply them.
- We were the first with clean label sous vide mushrooms in the market.
- Scelta is in the top 5 of mushroom exporters worldwide.



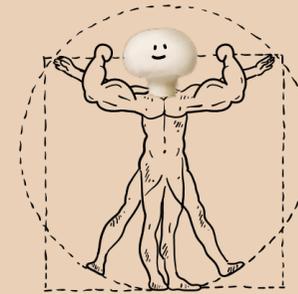


We believe that  
**healthier  
 food**  
 leads to a  
**healthier  
 life**



### Love health

Mushrooms are fungi, rich in B vitamins and antioxidants like selenium, which strengthens and supports the immune system, preventing damage to cells and tissues caused by free radicals.



*Vitamin D helps your body build strong, healthy bones and benefits the immune system helping muscles function properly and aids the body in fighting off invading bacteria and viruses. It can also help reduce muscle inflammation and pain.*



- We use solid state fermented mycelium for the food and feed industry for additional health benefits and to replace antibiotics.
- We are the first mushroom company with an EFSA approval for vitamin D mushrooms.

### Vitamin D

Whether they're grown indoors or outdoors, when white button mushrooms are exposed to UV light they become incredibly rich in vitamin D. Mushrooms are one of the few non-animal sources of vitamin D. This makes them an ideal and 100% natural solution for vegetarians and vegans to supplement their vitamin D intake.



### Healthier animals

Dried, powdered mushrooms can boost the immune system of people and livestock. Added to animal feed, it could drastically reduce the Agri sector's need and reliance on antibiotics, something which is becoming increasingly unsustainable.



### Healthier people

Scelta's Mycoflour has been created from plant based proteins and contains 9 active amino acids. Mycoflour is rich in beta-glucans which are highly beneficial for the digestive and immune systems. Naturally flavour free, it's a perfect alternative to traditional wheat flour for breads.



According to recent research, switching to a healthier diet can reduce an individual's water footprint by as much as 55%. This the reason why many people are turning full-time or part-time vegetarian. It's win / win - being both better for the environment (as plant based foods use less water, energy and produce less CO2 in their production) and vegetables are a better, healthier often more nutritious option than red meat.

and a  
healthier  
planet



To understand the  
(w)innovative nature  
of our business...



We've examined, analysed and scrutinised every part of the humble mushroom.

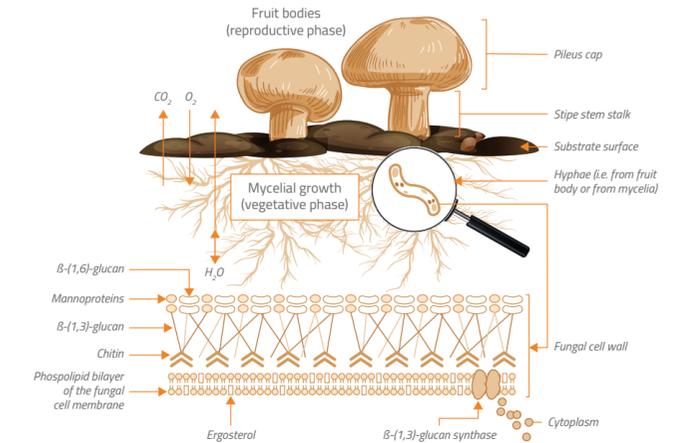


...it helps to understand  
the mushroom's  
DNA

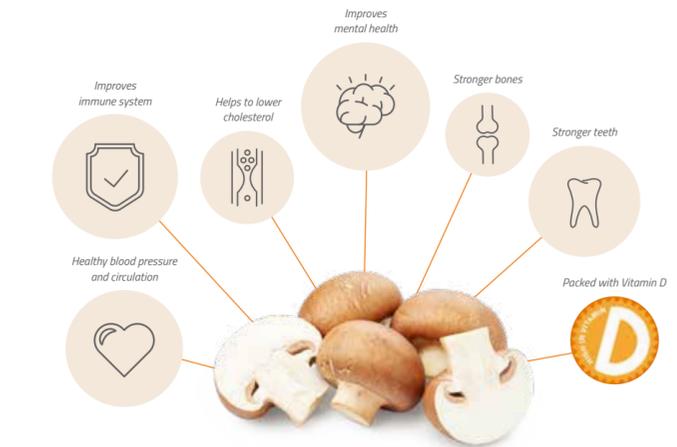


Scelta unravelled the DNA of the white button mushroom and discovered that this mushroom was packed with interesting nutrients that are valuable to people's lifestyle and diet. It started with translating the amino acid glutamate and the RNA 5'-nucleotides: inosinate and guanylate into our umami (highly healthy) taste enhancer. After that we continued with ergosterol, the precursor of vitamin D - one of the most vital of vitamins. We focus on developing healthier, tastier foods and improving nutrition within the ever more demanding global markets. Our focus is on natural ingredients, flavour diversity, plant-based benefits and reducing the usage of salt and sugar in food.

### Mushroom biology



### Health benefits



There are lots of well known culinary varieties of mushroom such as the button mushroom, oyster mushroom, porcini and chanterelle. The good news is that all edible mushrooms are fungi and contain different levels of protein and fibre, depending on the variety. An 80g serving (approx 14 button mushrooms) counts as one of your five-a-day. As well as important health benefits, a number of varieties have also been researched for their medicinal properties. Mushrooms could even be beneficial in the treatment and management of brain diminishing diseases like Alzheimer's. It's also thought that mushrooms have therapeutic properties that can help lower cholesterol, which can help protect the heart by maintaining healthy blood pressure and circulation.

**Superfood - Why The Mushroom Really Is A 'Little White Wonder'**  
Mushrooms are rich in nutrients. They have more protein than most vegetables and are an abundant source of essential vitamins and minerals.

...it helps to understand the miracle mushroom



We try to  
**do good**  
by being  
**good**



> **1 million**  
native trees planted



An equivalent of  
**1200**  
soccer fields

this covers a distance of  
**2500**  
km from our headquarters to Greenland

**1.7 billion**  
native trees to restore



**1.000.000**  
hectares of degraded land



### Working for a better planet



Scelta Mushrooms is a proud partner of the Black Jaguar Foundation. The foundation will have planted over one million native trees in the heart of Brazil - we hope the first million of many more to come.

Together with the support of Scelta, the Black Jaguar Foundation will restore 1 million hectares of degraded land by planting 1.7 billion native trees together with local farmers.

To understand just how huge this project is, that's 1 million trees over 600 ha (the equivalent of 1200 soccer fields or a distance of 2500 km) if you planted them one after the other. And within each hectare, there are over 45 different species of wildlife while the trees themselves offset (and absorb) over 154,118 ton CO2 per year.

Restoring and protecting our ecosystem is now more important than ever as it allows rain cycles to remain intact and is an important way to mitigate climate change.



### Caring for the community

We want to contribute to a better society and community. We do that with our products but also by supporting community projects. We are strongly committed to people with disabilities. That is why over many years we have subscribed to the 1% FairShare® plan by the 'Fonds Gehandicaptensport' (sports fund for the disabled) and why we support 'Atelier Oet

de Verf' (an art studio for people with mental or multiple disabilities). They practice the profession of artist under supervision. The participants decide what will be painted and it always results in the most beautiful and creative artworks. The vivid and vibrant colours of the paintings create a joyful presence at our headquarters The Scelta Institute.



### Educating all generations about healthy food

Sustainability and good nutrition are extremely important for Jan Klerken especially when it comes to children - the new generation. For many it may end with passionately held beliefs but Jan always likes to go further than that and 'walk the talk'. After successfully introducing Kokkerelli, the Kids University for Cooking (helping children understand creating and preparing good, nutritious food is fun) he discovered there was no education beyond this level. No higher education or degree courses in The Netherlands or anywhere across Europe.

Children learn about the whole concept of food from 'farm gate to dinner plate' and are taken to meet the growers and encouraged to pick and select the vegetables themselves. They ask the farmer or grower questions and even discuss recipe ideas. Feeling, Tasting, Doing are the key criteria of Kokkerelli.

#### Silverfood Universum

Not only educating the new generation is important. How about the elderly? The elderly are often lonely, get too little exercise and they are struggling to eat the right food to get the right nutrients.

All kinds of initiatives focus on improving the health of the elderly, but these often do not focus on social contact or inspiration about food.

The Silverfood Universum is a platform for the elderly to maintain and improve their health and reduce 'loneliness' so that they can grow old with dignity, health and happiness. Cooking workshops are the central activity, in which they create tasty and healthy dishes together, as well as educating them about the right choices for a vital second half of their lives.

#### Youth, Health & Nutrition

Now the University of Maastricht has established a Seat of Learning at Brightlands Campus Greenport Venlo that's specifically focused on Nutrition & Health. The key mission is to get children to eat healthier food in order to improve their general well-being and quality of life. This Seat of Learning has the ultimate ambition to grow into a larger team of researchers and lecturers with a clear focus on helping the next generation of food professionals to cook better, using food that's better for us.

#### Kokkerelli & the Kids

University for Cooking Foundation will participate as a field lab within this Seat of Learning. Kokkerelli has already developed a recognised education program for kids from 8 to 12 years old.



### Dare to share

Some other initiatives we proudly support.



## Love life

As a successful company, we think it's appropriate to 'give back'. Scelta has been an active initiator and supporter of projects far and wide. Projects that help and support our local region as well as the wider, global community.



## Love our people



**SCELTA TEAM 2022.** At Scelta, we put our people first. For example, our Vitality and Corporate Events program is dedicated to generating closer working relationships through fun, and by stimulating a sense of mutual achievement. As well as sports and fitness exercises for a healthier body and mind, we also focus on fun events and activities that build greater bonds between co-workers. Scelta began life as a family owned and run company, and we view our colleagues, partners and suppliers as part of our extended family.

# Love Food Love Life

We have been driving  
innovation in the mushroom industry  
for more than 25 years.  
Everyday 1 billion of our mushrooms  
are consumed around the world!  
Putting smiles on faces.  
A healthy, sustainable super food.

Hungry for more?

Let's talk mushrooms

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