

  
**KIPSTER**  
Revolutionairy  
Farming



kipster\_farm



@kipsterkippen



@kipsterkip



@ruud\_zanders







# 4 entrepreneurs, 1 question



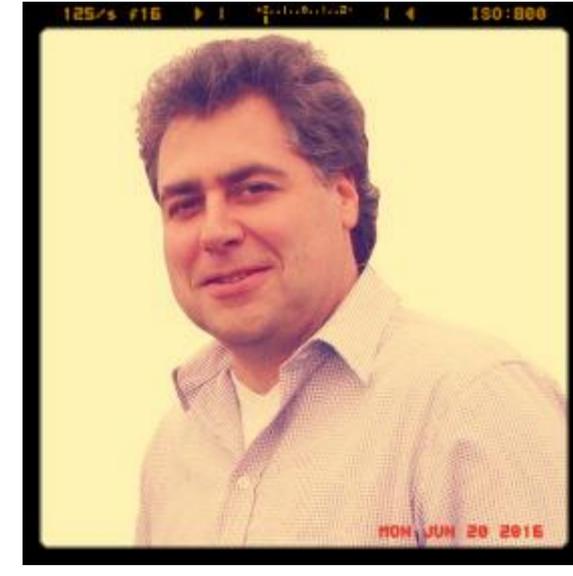
Maurits Groen



Olivier Wegloop



Styn Claessens

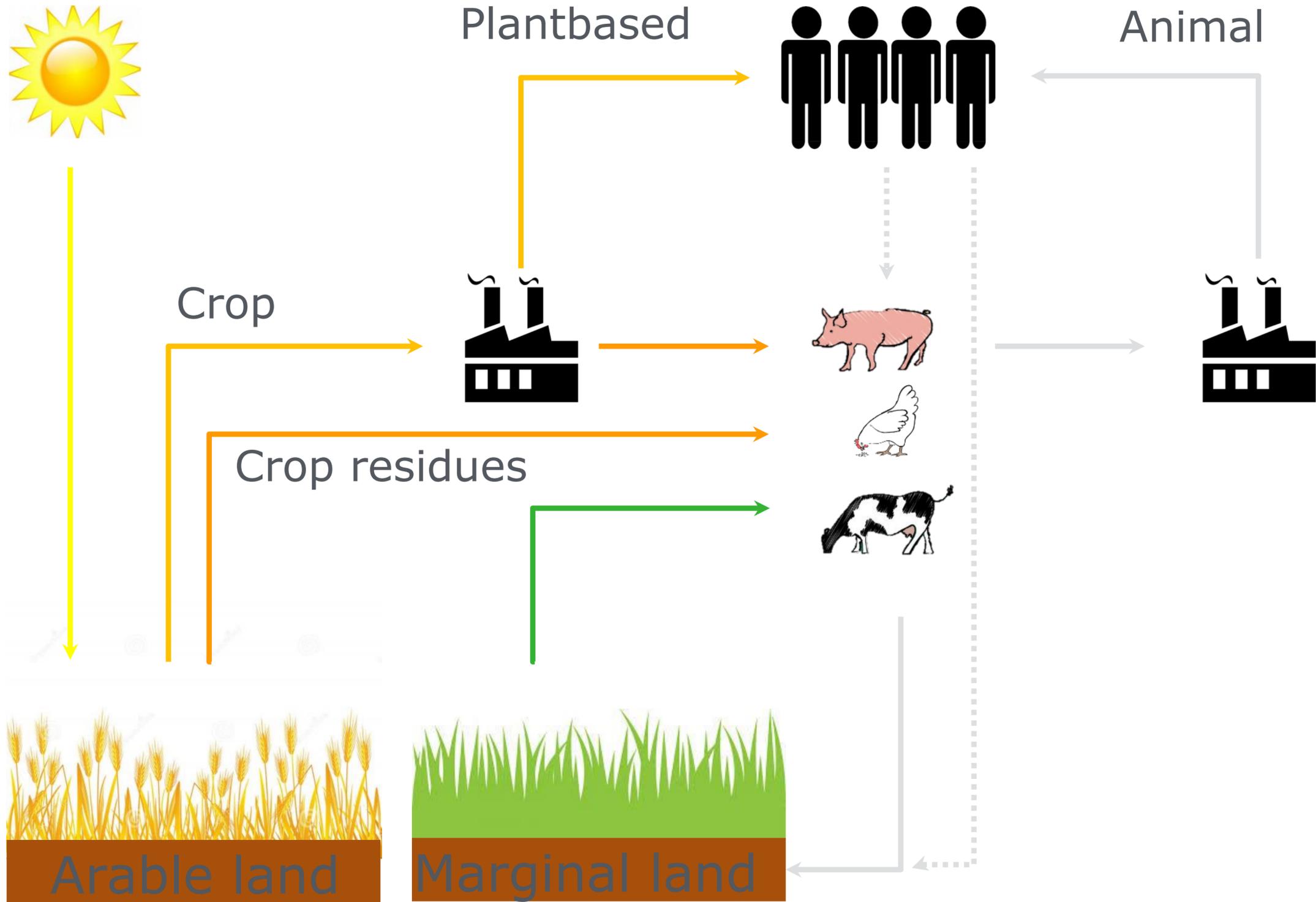


Ruud Zanders

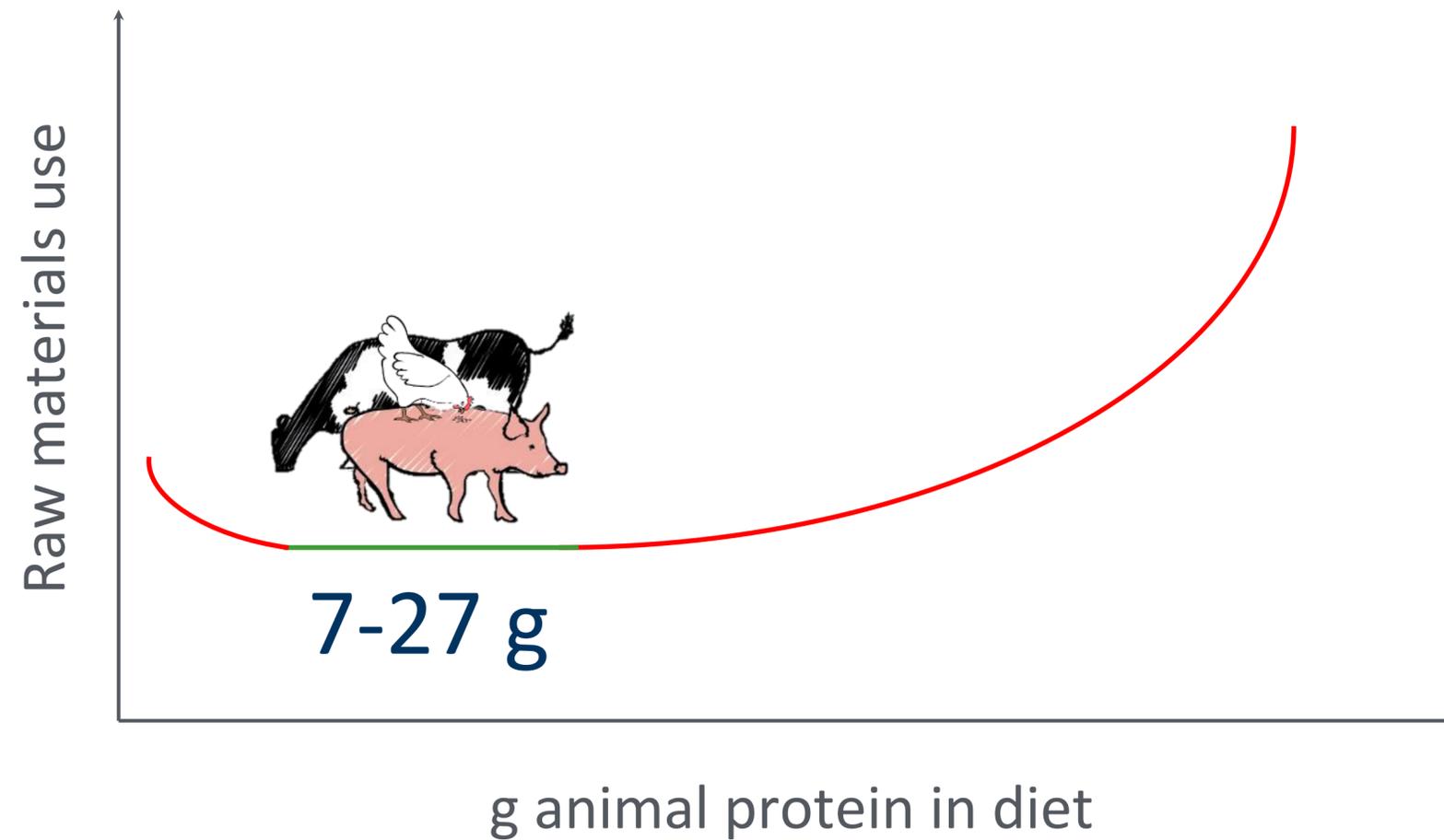
How will we feed the growing world population in a fair way and what's the role of animals in it?



# Sustainable livestock



# The role of farming in a sustainable diet





## **BASIS: Restproducts**



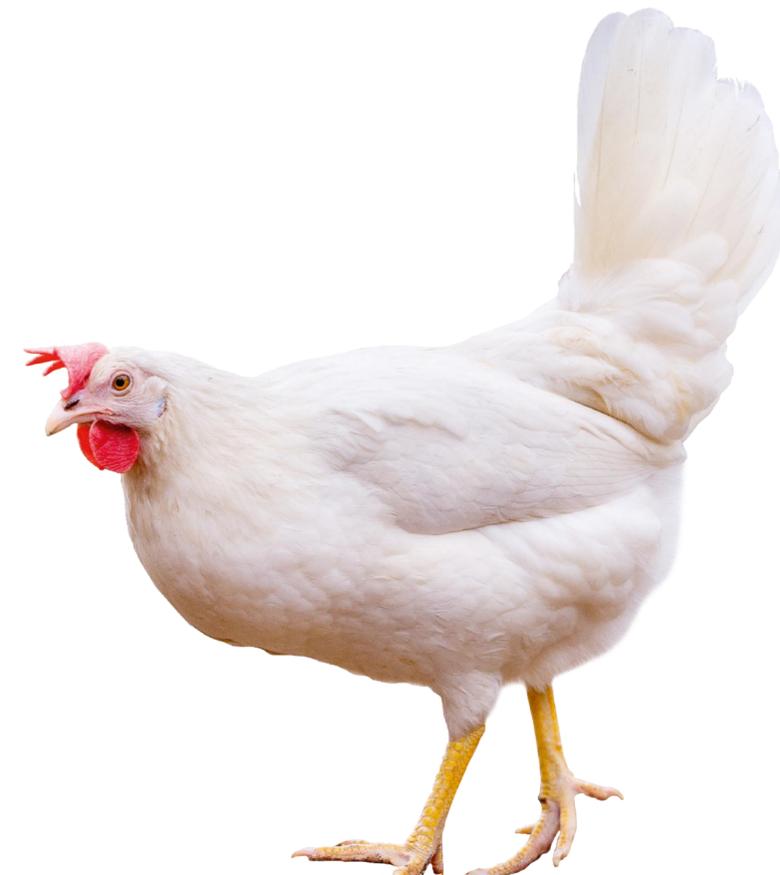
**KIPSTER: No restproducts is no livestock**

# BASIS: Animal Welfare

**FRANS DE WAAL:**

**“People and animals seems much more alike than we think”**

I'm a living intelligent being  
with emotions and feelings









# SUSTAINABILITY

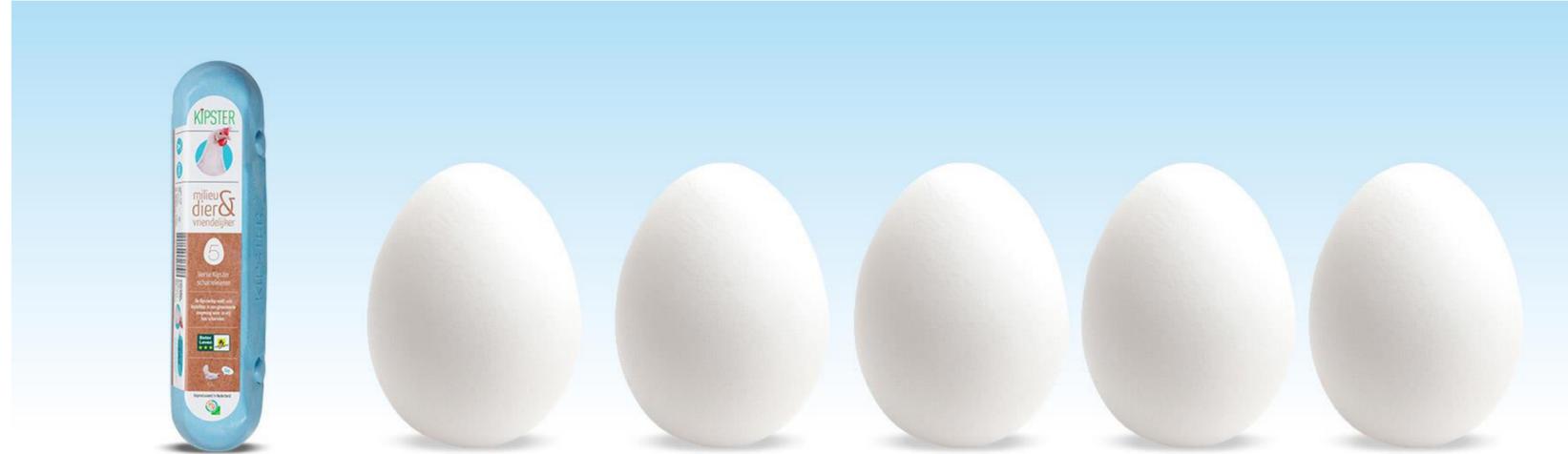
**ENERGY GENERATING**  
**NO EMISSIONS**  
**ROOSTERS AND SPENT HENS**  
**CONTACT WITH CONSUMERS**  
**CLIMATE NEUTRAL**



# CLIMATE NEUTRAL

- White birds
- Solar panels
- Feed (70% of the carbonfootprint)
  - Bakeryproducts Nijsen: PEF
  - Other products: Feedprint Wageningen UR
  - Totally verified by Wageningen UR
- Compensation carboncredits cookstoves

# FOR SALE



**Eggs for sale!**



KIPSTER

# A LOT OF ATTENTION

## This 'Revolutionary Farm' Produces World's First Carbon-Neutral Egg

BY TESSA LOVE

climate change | wildlife | energy | pollution

One step beyond organic or free-range: Dutch farmer's chickens lay carbon-neutral eggs

### Limburg-based Dutch Egg Farm Produces World First CO<sub>2</sub> Neutral Eggs

News item | 13-10-2017 | 16:09

In the Dutch province of Limburg, a chicken farm in Castenray is said to have produced the first CO<sub>2</sub> neutral egg

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### 'World first CO<sub>2</sub> neutral eggs' are laid in Limburg

Science | Environment

## Carbon-neutral eggs have been created

■ Kipster said they were turning "words into deeds" with their environmentally friendly chicken farm.

Dutch Farm Claims to Produce First CO<sub>2</sub>-Neutral Egg

Solar energy and a sustainable diet are two major factors

# FUTURE

## ROLL-OUT KIPSTER

- National
- International



# KIPSTER

Thank you!



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@ruud\_zanders

