



**JYB** | EUROPE  
your carotenoid partner

SUSTAINABILITY  
REPORT

**2024**



# Index

Letter to the stakeholders .....	2
Introduction .....	3
Products .....	4
Projects and collaboration .....	4
EcoVadis .....	5
People of JYB Europe .....	6
WFA Mentorship program .....	6
JYB route to sustainability .....	6
Sustainability webpage .....	11
Sustainable KPIs .....	12
Emissions .....	12
Goals .....	15

## LETTER TO THE STAKEHOLDERS

All of us, individuals, families, companies, are increasingly aware of the importance and need to be active parties in building a better society and planet. A world where the environment, community, and economy are combined with the common goal of evolving and developing sustainably. **JYB Europe** is convinced of how important it is, today more than ever, to satisfy the needs of our generation without compromising the possibility of the generations that will come after us to do the same thing.

With this belief, **JYB Europe** since its creation has embarked on a strategic project to integrate issues related to sustainable development into the choices, processes, and corporate objectives, day after day with consistency and a sense of responsibility, involving all of us in the company, our production partners, and our customers. A fundamental step is the preparation of our first Sustainability Report, allowing us to more thoroughly understand and measure the environmental, economic, and social impacts of our business, specifically identifying the actions that direct us towards a virtuous path.

**JYB Europe** has been created in 2018 by myself, Sandra Mattioni, and Daniel Tan, who has been working with **Juyuan Bio-Chem**, fine chemical company specialized in the manufacturing of high-quality carotenoids, since the beginning. The opening of a European office in Belgium enabled **Juyuan Bio-Chem** to strengthen its market presence in Europe. Indeed, **JYB Europe** is now a very well-established company in the feed industry and is recognized as a top-quality additives' provider. We consider the relationship with people and companies in the animal feed sector, to be highly valuable. It is essential for the company that development and economic results are combined with respect for people, their well-being, relations with the community, and the environment in which we live today and in which we will live tomorrow.

This Sustainability Report outlines the areas of work and action on which **JYB Europe** is focusing. It defines the internal sustainability governance and the involvement of its principal stakeholders and helps us to understand how our company can contribute to a better future from an environmental and social point of view and how much we are already doing so that the know-how that we possess and that surround us continue to produce well-being for the community.



Sandra Mattioni | CEO

## INTRODUCTION

As a registered trademark company **JYB Europe** is the exclusive European agent and distributor for Guangzhou **Juyuan Bio-Chem Co., Ltd. (Juyuan Bio-Chem)**, specialized in the manufacturing of carotenoids.

**Juyuan Bio-Chem** employs the cutting-edge technologies and continually seeks state-of-the-art production methods, ensuring a consistently high standard of product quality. This commitment to innovation has positioned **Juyuan Bio-Chem** among the top players in the carotenoid market, reflecting the company's sustained commercial success over the years.

**JYB Europe** has been founded in 2018 by Sandra Mattioni and Daniel Tan, who have been collaborating with **Juyuan Bio-Chem** since the beginning. The opening of a European office in Belgium enabled **Juyuan Bio-Chem** to strengthen its market presence in Europe. Today, **JYB Europe** is a well-established entity in the feed industry, recognized for providing top-quality additives.

The mission of **JYB Europe** consists of meeting new challenges by offering solutions for modern livestock production and enhancing productivity.

**JYB Europe's** vision involves the continuous development of strategic products using state-of-the-art technologies, enabling the company to maintain its key market position and stay ahead of industry evolutions in feed additives.

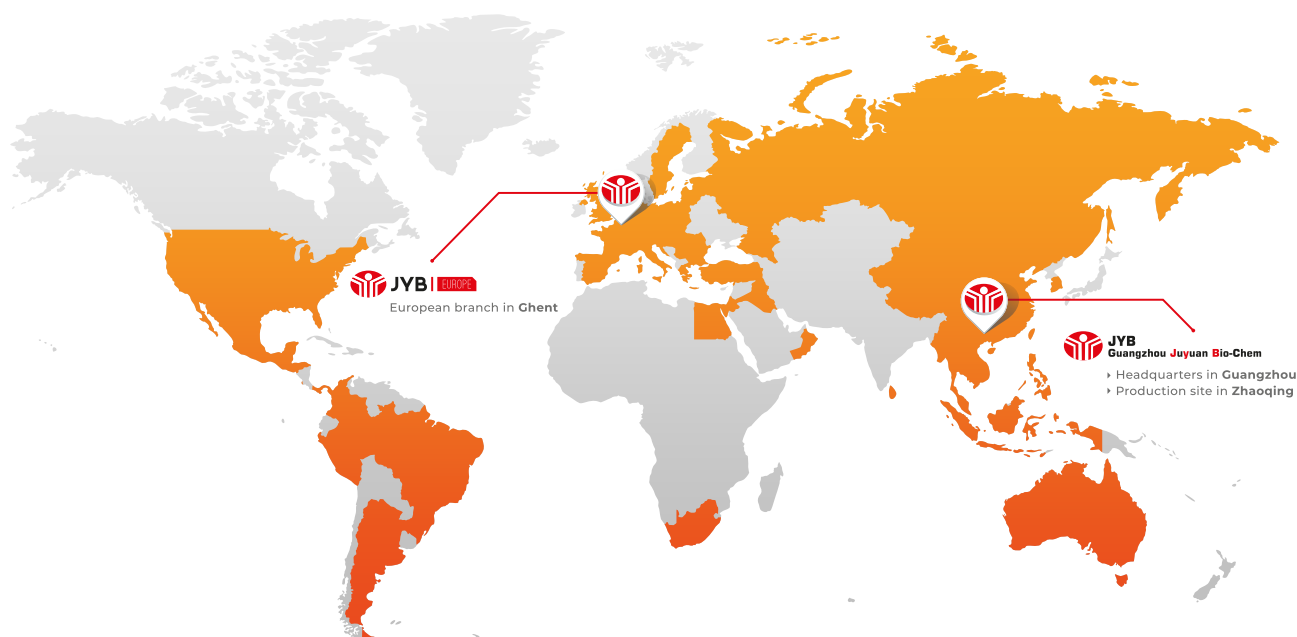


FIGURE 1 - Juyuan Carotenoids Worldwide

## PRODUCTS

Carotenoids are pigments which are widely distributed in nature and responsible for bright red, yellow and orange hues in plants, fruits, vegetables and animals. They are synthesized by plants, algae, fungi and phototrophic bacteria.

In green plants, they are covered by chlorophyll and are the cause for the colourful nature in autumn. They also give the characteristic colour to pumpkins, carrots, corn and tomatoes. Other examples of tissues whose pigmentations are due to carotenoids are: egg yolk, pink flesh of salmonids, pink red exoskeleton of boiled crustaceans and plumage of flamingos.

Since animals are not able to synthesise carotenoids with their metabolism, the pigments must be incorporated into their daily nutritional needs through the feed they consume. Flesh colour is a key quality indicator used by consumers to judge the quality of food. Products quality and animal health are influenced by the type of carotenoids added in feed as significant component in daily diet. Therefore, the quality of the carotenoids is playing a crucial role.

Nowadays, a small part of industrial carotenoids is obtained from algae and plants, and the most part is chemically synthesized.

The **chemical synthesis** has led to significant improvements in the formulation of carotenoids, enhancing their stability and deposition rates. This stability is particularly important in the poultry and aquaculture industries, where carotenoids must remain stable in both mash and, more critically, in pelleted and extruded feeds.

## PROJECTS AND COLLABORATION

**JYB Europe** is dedicated to achieving exceptional product quality through a precise supply management system starting from procurement, to production and product delivery. This comprehensive approach ensures not only high-quality standards but also complete product safety, reliability, and traceability.

In addition, being fully consistent with the stringent European legislation regarding quality systems and product traceability standards, **JYB Europe** is member of **FEFANA** (EU Association of Specialty Feed Ingredients and their Mixtures) and of its Sustainability Steering Group and it is also **FAMI-QS** certified.

**FEFANA** is the united voice of the Specialty Feed Ingredients (SFIs) industry within the European Union. It is also part of the International Feed Industry Federation (IFIF) which represents the global feed industry and is made up national and regional feed associations, feed-related organizations and corporate members worldwide.

FEFANA, through the SSG, is working on different **EU Green Deal** initiatives.

The **EU Green Deal** was launched to make EU carbon neutral by 2050. It has set the EU on a course to become a sustainable climate neutral and circular economy by that year. It has also established a goal to protect better human health and the environment as part of an ambitious approach to tackle pollution from all sources.

## ECOVADIS

EcoVadis is the world's largest and most trusted provider of business sustainability ratings. It reliably assesses and manages companies' sustainability performance through a comprehensive evaluation system.

In recognition of its commitment to European sustainability standards, **JYB Europe** has been awarded the Silver Medal in the 2023 internationally recognized EcoVadis sustainability rating. This rating is based on 21 criteria grouped into four foundational cornerstones:

1. Environment
2. Labor & Human Rights
3. Ethics
4. Sustainable Procurement



Receiving this esteemed medal places **JYB Europe** among the top 5% of companies in the Wholesale of agricultural raw materials and live animals' industry and in the top 25% of companies assessed by EcoVadis. This Silver Medal not only acknowledges the company's significant achievements but also highlights its robust and well-structured management system dedicated to sustainability.

The award is a testament to **JYB Europe's** continuous efforts to enhance its sustainability performance and its commitment to ensuring transparency in all its operations. By striving for excellence in sustainable practices, **JYB Europe** aims to solidify its trade relations and strengthen its position in the market. The company's dedication to sustainability is not just about meeting current standards but also about paving the way for a greener future and demonstrating a relentless commitment to environmental stewardship and ethical business practices.

**JYB Europe** is now working toward the gold medal for next year.

## PEOPLE OF JYB EUROPE

According to Lev Tolstoy “One can live magnificently in this world if one knows how to work and how to love: work for those we love and love what we work for”.

**JYB Europe** is committed to offering its partners a work environment where they can develop their skills, fully reach their potential and fulfil individual expectations, and contributing to achieve excellence.

**JYB Europe** guarantees equal job opportunities and professional growth to all employees and collaborators based on their specific professional qualifications and performance capabilities, without discrimination, as the managers ensure the development path of employees considering exclusively criteria of competence and merit, starting from the phase of selecting new resources.

The company is committed to recognizing and enhancing the talent of the people who contribute with their passion and dedication every day. As **JYB Europe** is a little organisation, the **employee personnel evaluation system** relies on regular feedback meetings aimed at periodically verifying the performance of each role based on the technical and transversal skills required, with recognition of the people who demonstrate a high potential for growth. Career paths are built ad hoc and according to the identified potential.

The annual performance evaluation also represents an opportunity to identify any training needs. Beyond formalized training plans for compulsory training, if needs related to specific technical skills are individualized, on-job training and coaching support for inclusion of new resources as well as specialized duties services are planned.

## WFA MENTORSHIP PROGRAM

**JYB Europe** participates to WFA MENTORSHIP PROGRAM supported by Alltech.

As mentor, the company provides Women mentees with the tools, support and guidance to thrive their career and often build confidence within themselves.

## JYB ROUTE TO SUSTAINABILITY

**JYB Europe** is working to reduce its environmental impact on the livestock sector improving feed efficiencies and animal health.



An important approach to ensure sustainability within the animal nutrition industry is to optimise feed formulations and maximise nutrient utilisation while minimising waste. Therefore, **JYB Europe** strives for high product stability and efficiency.

Sustainable developments are at the heart of **JYB Europe** business. The company's goals are to provide safe food for today's world population while protecting the environment, to focus on actions to be implemented in order to make sustainability an increasingly integral part of its business and to bring benefits to its stakeholders in the long term.

In 2015 the United Nations adopted the 2030 Agenda for Sustainable Development, with [17 Sustainable Development Goals \(SDGs\)](#) at its core, which are designed to stimulate action in areas of critical importance for humanity and the planet.

In 2020 **JYB Europe** started to set out a path of reflection on environmental and social issues in the awareness that sustainability is an ethical value that must guide corporate decisions. This reflection led to an analysis of the business to understand **JYB Europe's** current positioning towards sustainability and what are the relevant economic, social, and environmental aspects influencing on one hand the company's ability to create value over time, on the other hand, to have an impact on the decisions of stakeholders. **JYB Europe** has examined all the 17 Sustainable Development Goals (SDGs) and has made a deep reflection in the areas where the company can play a role.

In its Ethics and Code of Conduct the principles are defined to guide the way we do business together embracing among others: Honesty and Integrity, Fairness of commercial practices, Professional behaviour, Social respect, Environmental care etc.

Principles which are taken over in all its policies as well as in its Feed Fraud Prevention and Defense Module. Furthermore, it is also applied in its data protection process.



## NO POVERTY

In 2020 the number of people living in extreme poverty, struggling to meet basic needs (health, education, access to water and sanitation services), has risen to 724 million. Nowadays, poverty also affects developed countries: in the world's richest countries 30 million children are growing up poor.

## Commitments

**JYB Europe** is committed to fighting poverty, in its own small way, through job creation and regular donations to charitable organizations.

Since 2020 **JYB Europe** has decided to dedicate a budget to minorities at Christmas time:

- ❖ 2020 donation to UNICEF [www.unicef.org](http://www.unicef.org)
- ❖ 2021 donation to UNHCR [www.unhcr.org](http://www.unhcr.org)



## 2 ZERO HUNGER



### ZERO HUNGER

In 2022 approximately 735 million people worldwide had to face chronic hunger. Hunger and malnutrition are obstacles to sustainable development. To achieve the goal of zero hunger by 2030, urgent and coordinated actions are essential to transform food systems and invest in sustainable agricultural practices.

#### Commitments

With its nutritional additives, **JYB Europe** aims to contribute to a healthy growth of the feed chain for a continuously increasing global population.

## 3 GOOD HEALTH AND WELL-BEING



### GOOD HEALTH and WELL-BEING

Ensuring healthy lives and promoting well-being at all ages is essential for sustainable development. However, much effort is needed to completely eradicate a wide range of diseases and address multiple persistent and emerging health issues.

#### Commitments

**JYB Europe** has recorded no workplace accidents or employee absences due to illness. This outcome reflects an ongoing commitment to maintaining a safe and healthy working environment for its employees.

## 4 QUALITY EDUCATION



### QUALITY EDUCATION

Education is a key to escaping poverty. Unfortunately, global progress in education has not been fast enough. Over the past decade, major progress has been made towards increasing access to education at all levels, particularly for girls. Priority should be given to reach this goal, as it will have a decisive impact on achieving the Agenda 2030.

#### Commitments

Trainings are a significant part of the career management, via online webinar, attending conferences and exhibitions. **JYB Europe** is committed to recognizing and enhancing

the talent of the people who contribute with their passion and dedication to the success of business.

In 2024 **JYB Europe**'s employees have completed 264 hours of training.



## GENDER EQUALITY

Progress towards gender equality is clearly facing difficulties. Gender parity, especially women's participation in public life and managerial roles, remains distant. Emerging data shows that, since the spread of the pandemic, violence against women and girls has intensified.

### Commitments

The company provides equal opportunities to all genders, including through the selection of its employees and suppliers, it promotes economic independence and reduces the wage gap.

**JYB Europe** has sponsored women in the feed industry giving them access to WFA (Women in Food & Agriculture Summit) and it is participating to the WFA Mentorship Program supported by Alltech.

**JYB Europe** supports organizations that provide assistance to women victims of violence:

- ❖ 2022 donation to 2 associations against violence on women  
[www.aidos.it](http://www.aidos.it) - [www.direcontrolaviolenza.it](http://www.direcontrolaviolenza.it)
- ❖ 2023 donation to association against violence on women  
[www.direcontrolaviolenza.it](http://www.direcontrolaviolenza.it)
- ❖ 2024 donation to the UN Refugees Agency [www.unhcr.org](http://www.unhcr.org)



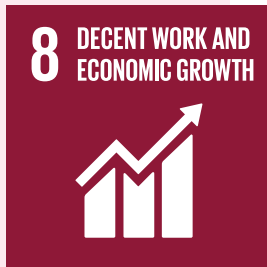
## AFFORDABLE and CLEAN ENERGY

The world is making great progress towards this goal. Access to electricity in the poorest countries has begun to accelerate and renewable energies are making impressive steps forward. To achieve universal access to energy by 2030, we need to increase investment in renewable energy.

## Commitments

**JYB Europe's** direct environmental impact is reduced thanks to the use of green and reusable energy.

The company is proud to announce that in 2024 its web farms are powered entirely by green energy.



### DECENT WORK and ECONOMIC GROWTH

Create decent jobs for all and improve living standards.

The International Labor Organization estimates that nearly half of the global workforce is at risk of losing their livelihoods.

## Commitments

**JYB Europe** provides its employees with a safe workplace and legal working conditions. Remuneration is monitored through the analysis of the [Living Wage](#) gap.

**JYB Europe** uses services from certified company respectful of legal working conditions.



### REDUCED INEQUALITY

Inequalities within and between countries continue to be a cause for concern. Reducing inequalities and ensuring that no one is marginalized are the fundamental purpose of this Goal. Refugees and migrants, as well as indigenous peoples, older people, those with disabilities and children are particularly at risk of being left behind.

## Commitments

**JYB Europe** guarantees equal job opportunities and professional growth to all employees and collaborators based on their specific professional qualifications and performance capabilities, without discrimination. **JYB Europe** is an international company which strives to promote cultural differences.

## 12 RESPONSIBLE CONSUMPTION AND PRODUCTION



### RESPONSIBLE CONSUMPTION AND PRODUCTION

Promoting sustainable consumption and production practices.

Global consumption and production, which fuel the world economy, rely on exploiting natural environments and resources, leading to ongoing harmful effects on the planet.

#### Commitments

**JYB Europe** is constantly searching for new products and formulations with the goal of improving product efficiency and therefore its environmental footprint. **JYB Europe** products are certified to guarantee quality and compliance with the stringent European legislation regarding quality systems and product traceability standards.

**JYB Europe** privileges cooperation with responsible suppliers, certified in sustainability.

In addition, it has implemented a sustainability Procurement Policy defining clear responsibilities, processes and yearly objectives. This document includes supplier CSR code of conduct. To foster awareness of its sustainability journey, **JYB Europe** shares its yearly report to all stakeholders.

#### SUSTAINABILITY WEBPAGE

To gain a more comprehensive understanding of **JYB Europe's** unwavering dedication to sustainability and its efforts to promote environmental responsibility, we encourage you to visit our official website: [www.jyb-europe.com](http://www.jyb-europe.com).

Within the dedicated section, you will find detailed information about our sustainable initiatives, policies and commitments. This resource is designed to provide transparency and insight into our ongoing efforts to drive positive environmental and social impact across all aspects of our operations.

## SUSTAINABLE KPIs

**JYB Europe** is deeply committed to sustainability, taking proactive measures to minimize its environmental impact. As of 2024, it compensates the tons of CO<sub>2</sub> emissions generated from the shipping of processed orders in Europe, ensuring that its logistics contribute to a greener future.

**JYB Europe** also compensates the carbon footprint associated with the flights of the business travels reinforcing its commitment to environmental responsibility and global ecological balance.

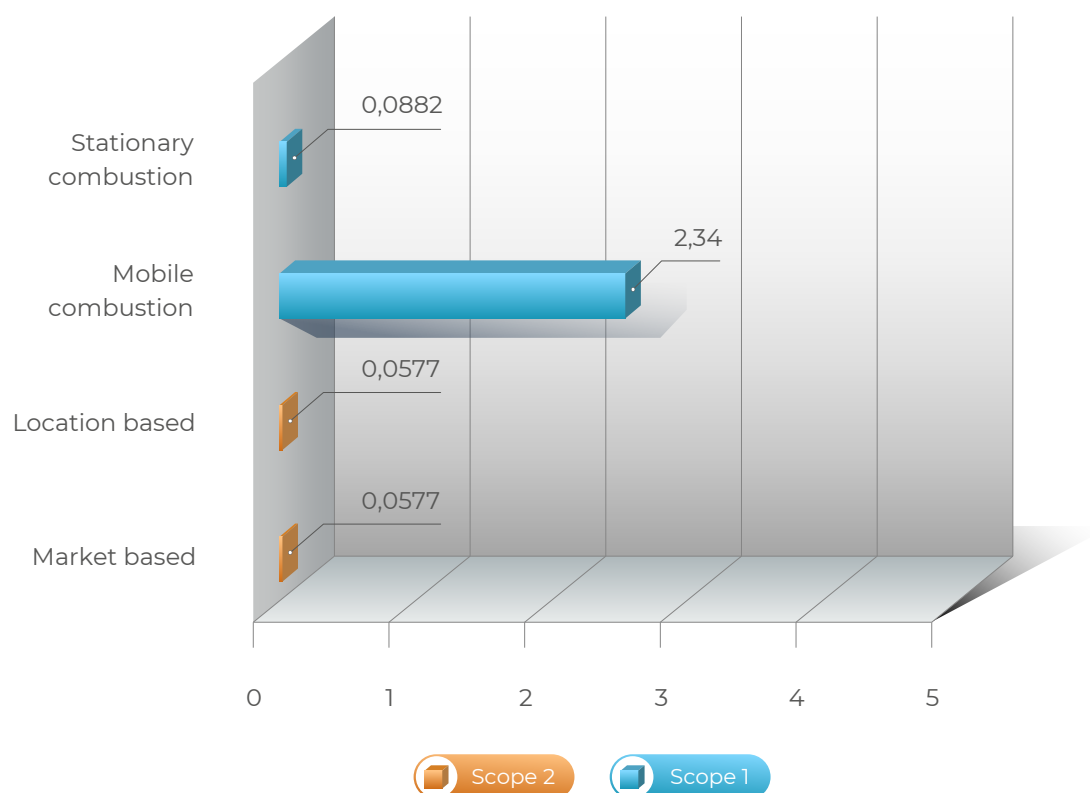
### 1. EMISSIONS

**Scope 1** - Direct emissions from sources controlled or owned by a company, such as combustion of fuels in vehicles, facilities and machinery.

**Scope 2** - Emissions which occur as a result of the energy consumed by a company but originate from sources that are external to its operational boundaries<sup>1</sup>.

### GHG EMISSIONS 2024 (tons)

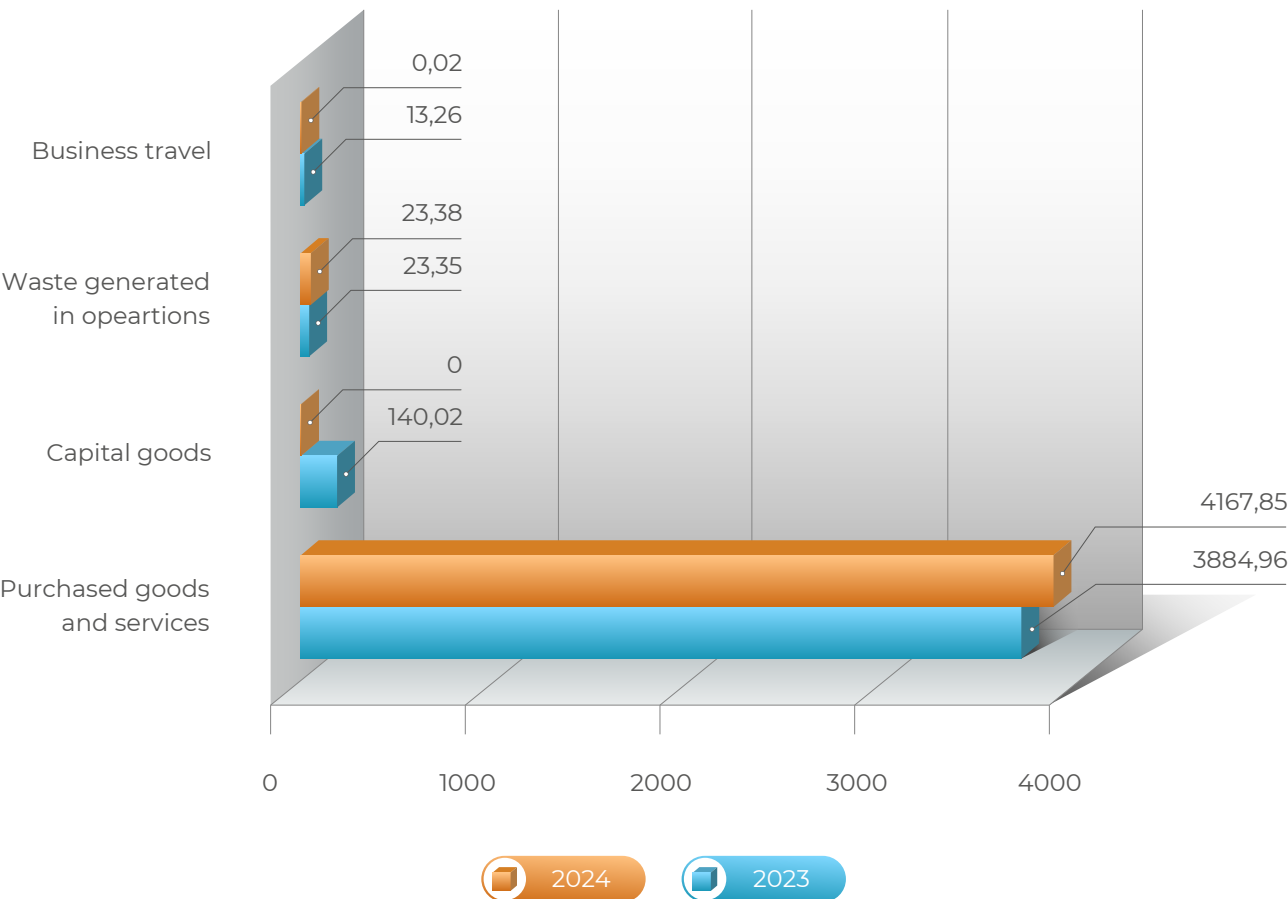
Values are in metric tons of CO<sub>2</sub>e (mtCO<sub>2</sub>e) calculated by EcoVadis carbon estimator



Scope 3 - Indirect emissions resulting from business activities, **upstream** and **downstream** operations<sup>2</sup>

### UPSTREAM EMISSIONS

Values are in metric tons of CO<sub>2</sub>e (mtCO<sub>2</sub>e) calculated by EcoVadis carbon estimator



These emissions are associated with the extraction, production and transportation of goods and services that a company purchases but does not directly control. Upstream emissions are a critical focus area, as they reflect a company's broader environmental footprint and its influence over its supply network:

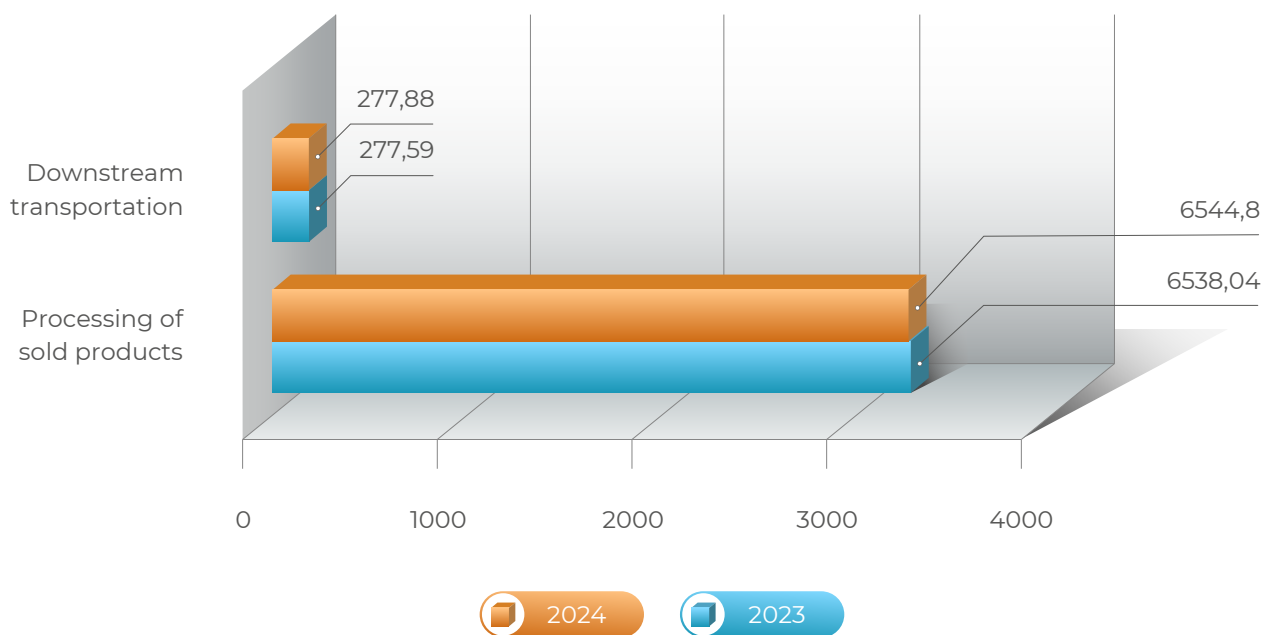
- ❖ **Business travel:** Emissions generated from employee transportation for business-related activities in third-party-owned or operated vehicles.
- ❖ **Waste generated in operations:** Emissions from the treatment and disposal of the waste generated by the reporting company's operations.

- ❖ **Capital goods:** All emissions from the production of purchased or acquired capital goods.

**Purchased goods and services:** All upstream emissions from the production of all purchased or acquired products and services.

## DOWNSTREAM EMISSIONS

Values are in metric tons of CO<sub>2</sub>e (mtCO<sub>2</sub>e) calculated by EcoVadis carbon estimator



**Downstream emissions** come from the use and disposal of products and services.

These emissions arise from various stages including the distribution and transportation of sold products, their usage by end consumers and ultimately their disposal, recycling or treatment at the end of their life cycle. Downstream emissions are particularly significant because they reflect the long-term sustainability and environmental consequences of a company's offerings.

- ❖ **Downstream transportation:** Emissions generated from transporting and distributing sold products in vehicles that aren't owned or controlled by the reporting organization.

**Processing of sold products:** Emissions created when third parties process sold intermediate products following the sale. Intermediate products are goods used with another product before end use.




## 2. GOALS

KEY TOPIC	Goal	Progress	Target Date
CHG Emissions	100% compensation in business travel emissions over 2023 baseline by 2035	to be maintained	31/12/2035
Energy	15% CO2 Saved with solar panels at operational office	in progress: 5% saved	31/12/2035
Workplace Safety	100% reduction of work incidents	to be maintained	31/12/2035
Gender Equality	maintain current situation	to be maintained	31/12/2035
Training	5% increase in training hours	in progress	31/12/2035

As this is our first Sustainability report, we hope to reach the above goals thanks to all stakeholders who are already working actively to improve for next year.

— End of Report —



JYB EUROPE BV  
Zwijnaardsesteenweg 511  
9000 Ghent, Belgium

[info@jyb-europe.com](mailto:info@jyb-europe.com) | [www.jyb-europe.com](http://www.jyb-europe.com)