



Jury report

Five of the six jury members chose Frands Jepsen – owner of Knud Jepsen A/S - as the most inspiring entrepreneur in the international pot and bedding plant industry in 2015. In addition, the total score on the basis of six categories (Vision, Production & Quality, Sustainability, Business Development, Marketing, Inspirator stakeholders) was - with 181 points – the highest of the three nominated companies.

A number of aspects were explicitly mentioned by the jury members with regard to the assessment of the operational management by this entrepreneur:

- Clear vision, mission and ambition.
- Focus of strategy on the basis of clear choices related to People, Planet & Profit.
- Report, website and Youtube films testify to an effectively organized and managed company.
- Actively looking for continual improvements in all parts of the supply chain.
- As well as up-to-date technology, an aim to realize an improved plant quality also via breeding: less sensitivity to ethylene, improved plant resilience and less water consumption.
- Deploying breeding in a focused way to improve sustainability and meet customers' wishes gives Jepsen extra advantages in relation to the competition without breeding as a business activity.
- The aim for sustainably produced flowers and plants with a reduced sensitivity to ethylene, a longer vase life (flowers) and exposure (plants) with highly satisfied customers as a direct result.
- Closely involved in international R&D network and involved in a large number of projects with the objective of continually improving quality and sustainability, such as the possible reduction in the use of phosphate.
- Professional marketing with a clear branding strategy under the Queen umbrella.
- Customer orientation as the guiding principle and well implemented in the business processes.
- Packaging concepts.
- End customer always in mind. Blue Ocean strategy implementation in order to avoid price competition.
- Close contact with and commitment to retailers: substantial higher turnover guarantee + shop displays.
- Active in consumer marketing. Advertising campaign on Danish TV.

We as the jury are therefore very proud to be able to assess three top companies in the world of pot & bedding plants. During our consultation after the three company presentations on 11 June 2015, we chose Frands Jepsen as the Green Entrepreneur of the Year 2015. Many congratulations on being awarded this well-deserved distinction.

On behalf of the jury,

Peter van Duijn MBA, BSc, QE
Chairman