

MONDELEZ KINH ĐÔ CASE STUDY

Green Connect Joint Stock Company and Mondelez Kinh Do Vietnam signed an agreement to kick-off the program of "Upcycling organic waste into chickens and eggs"

Green Connect has received a funding package of 30,000 USD (equivalent to 700 million) from Mondelez Kinh Do since August 2022 to pilot a model of organic waste and by-product treatment for a confectionery factory. Green Connect supports the collection of waste cakes and eggshells to put them into a circular model process with the vision of "closing the cycle from waste to the table". The total amount of by-products collected so far is 78 tons.

1/ How Green Connect collects waste

Green Connect collects waste and by-products at Mondelez Kinh Do factory located in VSIP industrial park in Binh Duong three times a week, with an initial collection plan of 5 tons/month, then the amount increases to 20 tons/month average. This by-product will be treated at Nhon Trach farm, Dong Nai province, going through the stages of washing and peeling the eggs, drying and grinding them, and then mixing them to produce chicken feed. Particularly, cake flour is applied the microbial fermentation treatment. After that, the by-products will be fed to the black soldier fly larvae, and the by-products are also mixed with larval extracts, bran and herbs to produce the bran pellets for chickens to eat.



The products of Green Connect are larvae, larval feces, and larval extracts. Simultaneously, the model also creates a 3 Moc chicken product line including humane eggs (free range chicken egg) and humane chicken raised under the forest and fed by the bran pellet from by-products, probiotics and black soldier fly larva extract.

2/ A series of green training events for Mondelez Kinh Do employees

Green Connect has periodically opened a series of green living events to train employees in all 3 branches from Binh Duong, Hung Yen and the headquarters in Ho Chi Minh City.

The series of events are the chances to providing information related to environment, green living and green activities for the employees. By joining, they will better understand the reality of waste, learn interesting ways to live greener daily, grow sprouts at the office. Moreover, each one will be equipped with proper waste classification instruction; so they can go home and sort the trash to earn points at GreenPoints.

These are typical events held in all 3 locations of Mondelez Kinh Do: Hung Yen, Binh Duong, and Ho Chi Minh: Sowing green seeds (August 2022); Greenlife (October 2022); Exchange garbage for gifts (December 2022)



3/ Mondelez Kinh Do will utilize our humane eggs to produce their products.

The last link of the "cycle from waste to table" will be closed by providing humane eggs to Mondelez Kinh Do in their production like the Solite product line.

All batches of cakes will be made from happy eggs which would make the customer feel more joyful when enjoying the sweet treats.



4/ The company's public image.

This cooperation not only helps Green Connect to promote the development of a circular economy model "closing the cycle from waste to table" but also promotes Mondelez Kinh Do's long-term goal to become a snack food production enterprise towards sustainable development in Vietnam.

You can read more press releases about the cooperation between Mondelez Kinh Do Vietnam and Green Connect in the following articles:

<https://nhandan.vn/bai-toan-thu-phi-chat-thai-ran-sinh-hoat-post702098.html>

<https://tuoitre.vn/xu-ly-rac-huu-co-thanh-ga-va-trung-ga-20220719150007862.htm>



GREEN LIFESTYLE EVENTS FOR MONDELEZ KINH ĐÔ EMPLOYEES



HUMANE CHICKEN EGGS AND CHICKENS RAISED UNDER THE FOREST



BLACK SOLDIER FLIES IN FOOD WASTE TREATMENT PROCESS



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