

Groan and Aminola® join forces for a sustainable, plant-based future

Giessen/Barneveld, 12 June 2025 – The Groan Group, an internationally operating trading company in agricultural raw materials, and Aminola®, supplier of sustainable plant-based ingredients, are proud to announce a strategic partnership. Through Groan's financial participation in Aminola®, the two companies are joining forces to build a future-proof, plant-based food chain.

Shared vision for sustainable growth

Aminola® and Groan share a clear ambition: to meet the growing demand for high-quality, plant-based ingredients. Over recent years, Aminola® has established itself as a trusted partner in the Food, Pet Food and Aquafeed markets. Recognising this expertise, Groan brings in its extensive trading knowledge and a strong global network.

“We believe in Aminola®’s mission and see a natural alignment with our own core values”, says Anton de Groot, owner and Managing Director of Groan. “Together, we can accelerate, expand, and strengthen sustainable supply chains – with a particular focus on the growth markets of Food and Pet Food.”

Accelerating through collaboration

For Aminola®, the partnership represents a significant boost in achieving its mission to make sustainable plant-based ingredients widely accessible.

“This collaboration gives our mission a real boost! Our partnership is centred on knowledge-sharing, joint investment, and unlocking new sources”, says Dick van Beek, CEO of Aminola®.

Sharing knowledge, network and international influence

By combining their strengths, both companies increase their impact and added value for customers. Groan contributes in-depth market insights, a robust international network, and supply chain expertise. Aminola® complements this with a carefully developed ecosystem of ingredients and R&D knowledge focused on plant-based resources and their applications. Quality, transparency and meaningful innovation are the shared pillars of this partnership, underpinned by a strong commitment to sustainability and putting the customer first.

A strategic step forward

The partnership marks the next stage of growth for both companies. By complementing one another's strengths, Groan and Aminola® are laying a solid foundation for innovation and long-term sustainability within the plant-based value chain. As part of this collaboration, Aminola®'s Pet Food and Aquafeed portfolio will be expanded with a selection of base ingredients from the Groan Group range. This enables Aminola® to act as a comprehensive supplier, meeting not only the demand for innovative ingredients but also the essential needs of those market segments.

About Groan Group

Founded in 1979, the Groan Group has grown over the past 46 years into a leading family-run business trading in agricultural raw materials. With more than 50 employees, the organisation is committed to delivering maximum reliability, availability, and flexibility. In addition to trading bulk raw materials for compound feed producers in Northwest Europe, Groan also operates a strategically located storage and transshipment facility on the Twente Canal near Hengelo, and a wholesale business in construction materials.

About Aminola®

For the past twelve years, Aminola® has been dedicated to making sustainable, high-quality plant-based ingredients accessible for food and premium animal nutrition applications. Through close collaborations with leading producers and active chain management, Aminola® provides reliable, transparent access to innovative, clean-label ingredients. With a strong focus on transparency, sustainability and chain responsibility, Aminola® plays an active role in the transition to regenerative agriculture – from farmer to consumer.