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## Sustainability: a chain reaction?



**With the strawberry season in Morocco and Spain winding down and Poland in full swing on a range of fruits, Sales & Marketing Manager Marco van de Sant takes time out to appraise you on how SVZ sees the market.**

“Back in February we started strawberry in Morocco. The cupboard was bare and customers needed our help and we reacted by starting earlier to meet the heavy demands. We hope to finish with a record pack and satisfied customers. There is also an empty market for Polish strawberry and for both Polish and Serbian raspberry, so once again we hope to rise to the challenge of meeting our customer demand. In general customers were conservative in their purchases last year and hence they are looking for prompt shipments to cover short positions.

The above scenario begs the question - what is more important: price or availability? Of course price is important but it is not the

main driver for our larger customers who must keep factories running and cannot simply buy spot parcels from unapproved sources. Not only should product be available but it has to be available in the right quality and at the right time and this is where SVZ leads the way. A lengthy discussion on the last cent might seem important but stretching this discussion too far into the season reduces the time we have to make the right product for you.

The supply chain must be controlled and every part must be allowed to make some profit if it is to function smoothly. The current situation is that profitability lies at the end of the chain with costs being pushed back up the chain. We are constantly demanding more of farmers with agronomical frameworks that are reducing pesticide, fungicide and water usage. This is all admirable but we must not lose sight that these actions can have severe consequences for yields and quality. Without the use of certain protective agents wet weather can cause

havoc and crop loss and farmers simply will not take such risks going forward. It is therefore imperative that for long term supply security we pay a fair price to the growers and work closely with them so that they do not simply pull out unprofitable crops leaving both ourselves and our customers without the primary raw material.

At SVZ we believe sustainability is a key driver, but this will only be achieved if a fair price is paid throughout the chain so that we can offer the consumer a product that is safe and healthy. Currently this balance does not exist and for a healthy future we need the top of the chain to recognise this.

We believe that the ever increasing demands from our customers are challenging but will make us stronger in the long run. We are constantly looking for new ideas and improvements that meet or exceed these demands. We invite you to be part of **our** journey and work closely with us to secure both our and **your** future.”

# Clean raspberries

**SVZ aims to reduce the risk of foreign materials in raspberries, following a request from customers in the search of reducing this risk and thus consumer complaints.**



The regular qualities on the market are IQF whole, whole & broken, and crumble. Each quality comes with its own risks of foreign materials, which is increasingly becoming a problem to the fruit prep industry. After small trial productions during the 2009 crop, we are pleased to announce that an industrial volume of clean washed raspberries will be produced this year. These raspberries will be washed and frozen, with a specification that provides

a high security level on foreign materials. Due to the washing process the fruit will contain less whole fruits than the regular IQF whole raspberries, but will still offer a high whole fruit percentage. The product will be packed in 20 kg cartons.

If you wish to reserve your quantity for the 2010 crop, please contact your regular contact at SVZ.

## Dairy fruit preparation – Recipe idea with Verifruit®

In the previous issue of SVZ's Harvest, we discussed the benefits of using Verifruit® in a fruit preparation. Replacing the IQF fruits in a fruit prep by Verifruit® will enable delicate berries to stay intact: pressure-sensitive fruits keep their shape due to our unique infusion technology. This will result in an increased percentage of whole fruits. It also ensures a natural rich colour and flavour of the fruits, which minimises - or may even eliminate - the need for extra colouring and flavouring in the end product.

There is a growing demand for a fruit ingredient that complements the healthy and natural image of fruit yoghurt, and that offers true indulgence through the appearance of real fruits or fruit pieces. Consumers are continuing to spend less money on dining out, and premium yoghurts and desserts will remain a popular 'at home' indulgence. A recent study showed that when consumers were asked what product they would indulge in and spend extra money on, premium yoghurts and dessert foods were the top choice (source: Mintel GNPD). Verifruit® is an ideal fruit ingredient which can be supplied to fruit preparation manufacturers to fulfil these needs.

Verifruit® is only made of natural ingredients and hence clean product labels can be

attained. The fruits are either infused with sugars or with apple juice concentrate to get a high fruit content. No colours or flavours are added as this is simply not necessary. Lab scale trials show that it is also not necessary to add any extra colours or flavours in fruit preps. Do keep in mind that (natural) stabilizers may still have to be added to obtain the necessary texture for dosing into production. Nevertheless, a very clean label can be achieved which supports the natural image of fruit yogurts. Check out the recipe idea for a dairy fruit prep with Verifruit®.

For more information, please contact Joyce van Praat, Product Group Manager Verifruit®, by phone +31 (0)76 5049 301 or email: [joyce.van.praat@svz-nl.com](mailto:joyce.van.praat@svz-nl.com).



### RECIPE

	<i>Stirred dairy prep</i>	<i>Layered fruit prep</i>
	%	%
Verifruit® with 70% syrup	58	66
Apple juice concentrate	9	9
Pectin	0.4	0.4
Sodium citrate	0.03	0.03
Water	qs	qs

### Instruction

- Disperse the pectin in hot (min. 85 °C) demineralised water with a high shear mixer (and keep warm)
- Blend together Verifruit® with 70% syrup with juice concentrate and add the sodium citrate and heat till > 85°C
- Correct the evaporated water to obtain the correct final solid content
- Add the pectin solution to the fruit blend
- Fill and cool
- Brix value prep: 45 - 50°Bx

# Gradual transfer to new jerrycan

**As announced in the December 2009 Harvest edition, SVZ will replace the 15, 25 and 28 kg jerrycans by one standard 20 kg jerrycan.**

Driven by labour regulations in several countries regarding maximum lifting/carrying weight, we ensure that our jerrycans - containing juice concentrate and compounds - will comply with these changed regulations. The transfer will be a gradual one, starting with the upcoming strawberry crop in Poland. Depending on stocks and contract positions, deliveries in the new

pack size will either start immediately after the crop or later during the year. Please be informed that your first deliveries during the contract period 2010-2011 could possibly still have the old pack size. For later deliveries the new 20 kg jerrycan will be used. The new jerrycan has undergone thorough testing. Migration tests were carried out and the jerrycan was evaluated in terms of palletization, frozen storage and transportation.

Please contact your regular sales contact at SVZ for specifications.



## “Heat treated” pallets to become new standard for SVZ

**SVZ has decided that all newly purchased wooden pallets - both Block and Euro pallets - will be heat treated.**

The rationale behind this decision is the increasing demand for wooden pallets that comply with the International Standards for Phytosanitary Measures. Pallets made of untreated wood should either obtain a heat treatment or chemical fumigation. SVZ has opted for heat treatment, as this is more environmentally friendly.

The heat treated pallets will become standard pallets for SVZ products. All new productions will be on heat treated pallets. Customers will not have any additional

administrative work as a result of this change because pallet size and configuration will remain the same.

### International Standards for Phytosanitary Measures [ISPM]

The revision of ISPM No. 15 (2009) regarding the regulation of wood packaging material in international trade requires that pallets shipped across national borders should be made of materials that cannot be a carrier of insects and plant diseases.



## Aseptic yellow bell pepper puree



**Whereas a red bell pepper puree can provide a nice twist in a blend with fruits such as raspberry or strawberry, a yellow bell pepper puree offers a great combination with yellow or orange coloured fruits such as orange or pineapple.**

Blends of fruit and vegetable ingredients are being used more and more as a novel range in beverages. When it comes to blends of berry fruits and vegetables

the red bell pepper has been a popular ingredient. When developing a fruit and vegetable blend with this type of fruit, one requires a vegetable type in the same

colour range in order to avoid brown shades. The red colour of red bell pepper serves this purpose very well. However, if you are looking to develop a yellow coloured blend and would like to include bell pepper puree, the red colour of the pepper would be a problem. To solve this issue, SVZ Spain has developed a smooth aseptic yellow bell pepper puree, to be used in yellow coloured fruit & vegetable beverages. An added bonus of this puree is its high level of vitamin C. The aseptic yellow bell pepper puree is available in bag-in-drums of 200 kg.

A number of ready-to-drink product concepts are available for sampling. Please contact your regular sales contact at SVZ for more information.

## SVZ SALES CONTACTS

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France	Ineke Renne (NL) Rosy Lesomptier (F)
UK/Ireland	Ray Waller (UK) Wayne Smith (UK)
USA	Marco van de Sant (NL) Agata Willis (USA) Campbell Cooper (USA)
Poland/Czech Republic/Hungary	Michal Grobelny (PL)
Spain	Léon Westdijk (NL) Antonio Vila (E)

### Sales directly from head office

Asia	Sicco de Vries
Australia/New Zealand	Hans Schinck
Germany/Austria	Hans Schinck
Benelux	Hans Schinck
Eastern Europe	Léon Westdijk
Middle East	Léon Westdijk
Scandinavia	Léon Westdijk
South Africa	Bart Lauret
South America	Léon Westdijk
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