

## The Great Food Country in the Heart of Europe



**Chris Moris**  
General Director, Fevia

Belgian cuisine is one of the most highly praised in Europe. It is a well-deserved reputation too, placing Belgium among those countries where good food is not a hollow phrase but a veritable part of the country's culture. Belgians love high-quality cuisine and enjoy sharing it in good company.

It is not surprising therefore that this quality and reputation are also reflected in the food industry. Belgium is "great food country" in the heart of Europe. Apart from well-known Belgian products such as beer and chocolates, Belgium also boasts a wide range of highly successful companies. Did you know for instance that Belgium accounts for more than a quarter of the European production of frozen vegetables, ... and that Belgium ranks second among world exporters of potato products after Canada? No wonder that Belgium is the second biggest manufacturer of food products per capita in Europe.

Small is beautiful. Belgium is small, but its food illustrates how a country can be great in small things, such as products of quality and fine taste.

The Belgian food industry counts 5,245 companies (28% of Belgium's manufacturing companies) and 87,000 employees, but only 300 companies occupy more than 50 employees. With 4,500 companies employing less than 20 people, the Belgian food industry is one of small and medium sized enterprises. In this way, there is a great diversity in the Belgian food industry: the largest

multinationals, leading national enterprises and small and medium sized enterprises have their place. They compete on the market with different high quality products and brands responding to every possible taste and preference. As a result, the Belgian consumer is one of the most spoiled in the world.

- He has a choice of over 200 brands of beer.
- He finds a confectioner on every corner of the street, who prepares fresh bread and pastries every single day of the week.
- He can buy the most exquisite chocolates in the specialized chocolate-shops.

This rich choice of tasty products explains the "gourmet" image of Belgian consumers. From their side, the Belgian consumers never put price as their number one criterion for purchasing foodstuffs. In this way, they helped to guide the industry in its search for quality.

The Belgian food industry can pride itself on pure craftsmanship and a distinct gastronomic tradition. It will be clear that this is also valued outside our country's boundaries. The Belgian food industry has started to concentrate more on exporting.

In this respect, Belgian membership of the European Union has proven to be a major benefit for the food industry. It has widened the small national market of 10 million consumers to a European one of almost 500 million consumers. For the past twenty years, year after year, export figures have been growing.

Today, Belgian exports of foodstuffs represent a value of 19.5 billion Euro, or 49% of the turnover of the Belgian food industry.

The Belgian food industry's foreign trade is focused mainly on the EU countries. The most prominent trading partners are France, the Netherlands, Germany, the United Kingdom and Italy, together representing around 73% of exports. These most prominent trading partners are also our most important suppliers.

The Belgian food industry is increasingly aware of the importance of research and innovation in the development of its activities. One company in three works on new products while one in two works on organizational an processing innovations.

The Belgian food industry continues to make every effort to further expand and reinforce its position within and outside of the European Union. Noblesse oblige ... **Key No. 76047**





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**BARRY CALLEBAUT**  
FOR FOOD MANUFACTURERS

Key No. 75794

## Belgium's Best in Optical Sorting

A boyhood dream comes true



From left to right: Bert Van der Auwera, Eddy De Reys, Marc Ruymen, Paul Berghmans



The four founders as they look today inside their new building (below).

When four engineers left their jobs in 1996, they shared a dream: how to find a machine to sort good raisins from bad, how to use technology for the benefit of local farmers and the food industry, which is one of the fundamentals of the Belgian economy. Now, the company BEST (Belgian Electronic Sorting Technologies) celebrates its 15th anniversary, with over 300 employees and an annual turnover approaching €80 million.

It is a story close to Paul Berghmans' heart, as he thinks back to the start-up in Eddy De Reys' garage. "Optical sorting equipment for raisins didn't exist back then. They are very difficult to sort, especially since the differences between good and bad product is not limited to color. They are wet and sticky and the deformities can be very small

and difficult to recognize to the naked eye. On the other hand, we thought, if we can sort this, we can sort almost anything."

They could do it and they did. Paul Berghmans and Marc Ruymen focussed on the development of the technology and machines, while Eddy De Reys concentrated on the financial and service aspects. Bert Van der Auwera joined them to help promote sales. They hoped to sell the first machine within two years, but in fact they delivered it to a raisin exporter in Turkey within 12 months, sold 19 more in the first year and 34 in the second. The revolution was born.

The initial aim was to create a simple technology, which was small and robust, hi tech but easy to operate. Other difficult products included shrimps, which were mechanically peeled and hand sorted up

until then. This was the second challenge. In the meantime, the company's equipment is used for sorting vegetables, fruits, snackfoods, especially nuts, and other products, such as tobacco. Thanks to the success of the technology and the opening of new markets, the company grew much faster than expected. The LS9000™ found its niche in the market, as a midsize option competing with both larger and smaller sorting machines. An extensive network of agents together with reliable and efficient equipment combined to give BEST a prominent position in the industry.

In 2003 the company doubled its size overnight through the acquisition of Barco Machine Vision, which also extended their product range with camera technology, infrared detection and X-ray, as well as adding new sales regions to increase their active market.

### Laser sorting

The first technology was in using laser equipment. The density of the product was measured and the machine taught to recognize good and bad individual pieces and to reject the bad ones. This technology is also important to BEST today. Their Helius™ free-fall laser sorters are optical sorting solutions to meet constantly increasing demands for high quality products, to ensure food safety and customer satisfaction.

Helius™ can sort based on color, size, structure and shape, just like its predecessor LS9000™, but in addition Helius can sort according to biological differences, invisible to the naked eye, but dangerous to human health, such as aflatoxin in nuts and figs. It is also now possible to screen products containing chlorophyll, such as lettuce, spinach, peas and other green vegetables.

The Helius-P is especially designed for processors of free flowing dry products, such as seeds, rice, nuts, coffee and dehydrated fruit and vegetables.





Photos: BEST



### Combined optical sorting

With a combination of various sorting technologies, the Genius™ optical belt sorter is the answer to meet the continuously high requirements of the food industry. Different inspection technologies are offered in several inspection zones, to provide enhanced detection efficiency. High resolution cameras (color or monochromatic), lasers and Fluo™ lasers can be combined with different types of illumination for each area, such as fluorescent lighting or LED in one area and UV or IR lighting in the other area. IR-transmission can also be used to scan the contours of an item or to check its translucence. Products can be inspected from all sides, allowing an optimal inspection of all characteristics. State-of-the-art air guns reject any defects within milliseconds thus allowing good product to continue on its way. The Genius™ achieves unequalled sorting performance and can detect the slightest

shades of discolorations, foreign material or other product related defects.

The Genius™ is totally modular and can be tailored to meet the customer's needs by taking into consideration their individual products, production capacities, specific contaminants to be removed and budgets.

### X-ray sorters round off the company's complete range of sorting options

The Ixus Bulk sorters scan products in bulk in order to detect foreign material which could be potentially dangerous for the consumer. Metal, pits, glass, small rocks, whether free flowing or embedded in the product, are detected by absorbing more x-rays than the good product. Regular applications for the Ixus sorters are olives, dry products like nuts or dried fruit and seafood. Part of BEST's success lies in their demonstration centers, where

customers can trial their own product with BEST optical sorters. In-depth training is also available in these centers.

The other part of the success is in communication. As Paul Berghmans says: "We talk to our customers and find out their sorting needs. We open up our demo halls for their products. This openness from the very beginning has always paid off. His results are our results. And if our equipment cannot do what he would like, we are ready to invent something new."

Key No. 76048

## Organic Oat Syrup: A Belgian Innovation

Sipal Partners is the specialist in Organic cereal and fruit concentrates. The unique range of products it offers is based on cereal syrups (rice, corn, malted barley, spelt, kamut), glucose syrups (wheat, manioc), fruit juice concentrates (dates, figs, prunes), wheat starch and wheat gluten. The nutritional benefits of the Sipal range are preserved by using an original manufacturing process which is natural and with no refining.

Sipal Partners, specialist producers of non-refined Organic Cereal Concentrates is extending its range with 2 new syrups (Sipa-Oat 35 and Sipa-Oat 62) with an oat base. They do not only give you the taste, softness and color of the cereal but also bring structure to biscuits, breakfast foods, bars, and offer new possibilities for vegetable based drinks, etc. By using whole oat and applying an original and natural manufacturing process, the company maintains as many characteristics of the original cereal as possible which guarantees the originality & authenticity of your products.

Other organic cereal based syrups using the whole cereal are equally available across the Sipal range: rice syrup, corn syrup, spelt syrup and malted barley syrup.

Key No. 76051

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Key No. 75843

## The Finest Belgian Chocolate

### Barry Callebaut: the heart and engine of the chocolate industry

#### Back to the future

The story of Barry Callebaut dates back to foundation of the Callebaut family company in 1850. This enterprising family established its first chocolate factory in 1911, close to the existing dairy farm and brewery. Now, 100 years later, the family concern has grown to become a truly international concern. When Callebaut merged with its French counterpart, Cacao Barry in 1996, it succeeded in complementing its own extensive experience in production and marketing with Cacao Barry's expertise in procurement and cocoa processing. Since that time, Barry Callebaut has evolved into world's leading manufacturer of high-quality cocoa and chocolate for the global food industry, mastering every step of the production process from sourcing the world's finest beans to tempering the finished chocolate.

#### Global Presence

Barry Callebaut's primary production and research facility in Wieze, Belgium is the largest chocolate factory in the world. Barry Callebaut also operates some 40 other production facilities spanning 26 countries on five continents. Coupled

with a strong commitment to research and development, Barry Callebaut's global production network has enabled it to answer the divergent needs of the global food industry and the varying preferences of its markets. The company also provides a comprehensive range of services for its customers in the fields of product development, processing, training and marketing.

#### Finest Belgian Chocolate

Callebaut, "Finest Belgian Chocolate". It all starts at the very beginning of the process. Already at the equator, where the cocoa grows, the company takes control of the process thanks to its presence there. The best cocoa beans are selected and the fermentation is carefully controlled. As one of the only couverture chocolate producers, Barry Callebaut is able to guarantee that each step in the production process of its Callebaut couvertures takes place in Belgium. Once the beans arrive in the bean warehouse in Wieze, they are processed on the spot: roasting, breaking, grinding. A unique way of roasting the cocoa beans (well protected in their cocoa shells) helps to retain a complex, deeper and more intense cocoa taste, which every

connoisseur of Callebaut chocolate recognizes. Only the best ingredients are added: premium milk, sugar and natural Bourbon vanilla, as to emphasise the full-bodied, creamy character of Callebaut chocolate. The last secret of this "Finest Belgian Chocolate" lies in the precision with which all ingredients are processed during the refining and the conching process. Processing cocoa beans into noble cocoa ingredients for chocolate, combined with 100 years of craftsmanship, make sure that Callebaut chocolate can be called the Belgian proud of the company.

#### A Tradition of Innovation

Barry Callebaut has diverse research and development programs aimed at exploiting and enhancing the functional benefits of natural cocoa. Not only ACTICOA®, probiotic and toothfriendly chocolate but also fiber-enriched, sugar reduced and/or low-fat chocolate and a 100% dairy-free alternative to milk chocolate are just a few examples.

Barry Callebaut introduces also a revolutionary new method of cocoa fermentation aimed at producing chocolate with even more authentic and intense cocoa flavors. Perfectly cultivated beans of the highest quality and the craftsmanship in chocolate production result in a superior tasting chocolate: the Terra Cacao range.

Barry Callebaut has demonstrated a long-term commitment to work towards ensuring sustainability in the cocoa sector. Next to existing sustainable programs such as Fairtrade, UTZ, Fair for Life, Rainforest Alliance, the company has worked out its own Quality Partner Program (QPP), a sustainability program with cocoa farming organizations in Africa. The QPP program enables cooperatives and their cocoa farmer members to grow cocoa in a sustainable and responsible way, to increase yields and quality and to improve family livelihoods.

Key No. 76049





## The French Fries Family



The PinguinLutosa factory is more Belgian than Belgium itself. Based in Leuze-en-Hainault the company manufactures the country's most famous export product:

pommes frites at an astonishing speed of 54 tons per hour, or 900 kilos per minute. Only the best potatoes, mostly Bintje, are delivered from the rich clay loam soils of

Flanders and Wallonia during the harvest period, stored away from the light in air conditioned silos and processed through the year.

The technology, innovation and operational excellence with which the potatoes are sorted, peeled and steamed, cut, wedged or sliced, blanched, dried, cooked, cooled, frozen, inspected, weighed and packed are of the highest quality and most hygienic standards possible.

The Van den Broeke family, who built up and ran the factory for over 70 years can look back with satisfaction on four generations of excellence. The new owners, the Belgian frozen foods specialist Pinguin can look ahead with equal satisfaction. **Key No. 76054**

## Brewing Tradition and Respect

**"Innocent-looking but in reality extremely potent,  
Duvel is one of the world's greatest Ales"**

*(A connoisseur's guide to the World's best beers, Christopher Lynch)*

Beer in Belgium has many names. None are more respected than Duvel Moortgat. It all began when Jan-Léonard Moortgat and his wife founded the Moortgat brewery farm in 1871. Around the turn of the century, Moortgat was one of the over 3,000 breweries operating in Belgium.

Jan-Leonard experimented by trial and error, and his top-fermented beers were soon greatly appreciated in the brewery's home town of Puurs and far beyond. Before long, the Brussels bourgeoisie was also won over by his beers.

Duvel is a 100% pure and natural beer, with no additives or preservatives. And you can taste the difference immediately. Its surprisingly high alcohol content (8.5%), huge, creamy head, delicate effervescence and silky smooth mouth feel is what distinguishes Duvel from other Belgian beers.

With its subtly bitter bite and delicate aroma, Duvel holds a unique position within the rich Belgian beer tradition. The secret of Duvel's subtle bitterness resides in the hop and yeasts used during the brewing process. The yeast are cultivated from the same source that Albert Moortgat brought with him from Scotland in 1918. Duvel owes its sophisticated taste to the unique bottle conditioning process of 90 days: after 2 weeks in the "warm cellars" where a second fermentation occurs, the beer stays in the "cold cellars" for another 6 weeks. Only then is it ready to be shipped and appreciated around the world.

Duvel is indeed a devilish beer, full of contrasts and surprising discoveries. Its golden-colored appearance, delicate sparkle and refined, silky taste with complex aromas hides an 8,5% alcohol



content. Lush aromas include citrus, apple, hops and yeast. Flavors of pale malt appear throughout, with strong yeast, hops and alcohol notes. The 8.5 ABV kicks in mid-palate, warming to the end. Thanks to the balance between its fine aroma subtle bitterness, Duvel occupies a unique position in the rich Belgian Beer tradition.

Duvel's distinctive head is created through a magical process of bottle fermentation.

**Key No. 76053**

## A New Belgian Specialty – Healthy Chocolate



There is a movement back to chocolate as a 'healthy indulgence' snack. This is in part thanks to consumers' increased awareness of the healthy phytochemicals found in dark chocolate. However, as with many healthy options and alternatives, the consumer stigma is often that of lacking in taste. Ingrid Willibald-Ettle, Head of Customer Technical Service at BENEÓ, explains that the key issue for manufacturers looking to provide consumers with a healthy alternative is how to build in 'health' and 'natural' benefits, whilst also maintaining a great taste and indulgent sensation.

To capitalize on the growing interest in chocolate snacks, food producers can now create products with healthier compositions, thanks to innovations such as BENEÓ's next generation carbohydrate – Palatinose™ (generic name isomaltulose). Derived from beet sugar, Palatinose™ is the first fully

digestible, toothfriendly disaccharide, a benefit that opens up new opportunities for manufacturers to create non-cariogenic products such as chocolate.

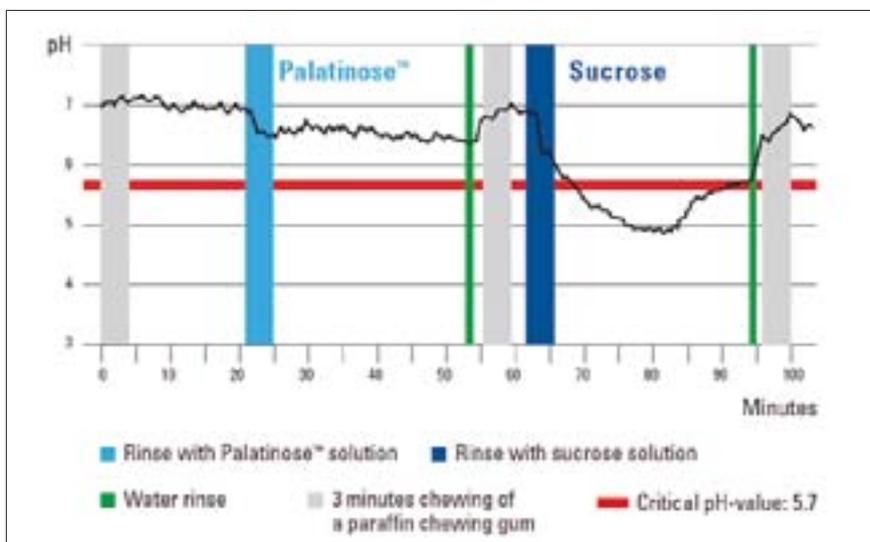
For the production of toothfriendly chocolate with Palatinose™, the original recipe does not need to be considerably modified. The only modification required is that milk proteins and refined sugar (sucrose) are substituted with Palatinose™. The production parameters remain unaltered, as the chocolate can be processed using standard equipment without major adaptations. Depending on the chocolate and the recipe, temperatures between 55°C and 77°C are feasible. The low hygroscopicity of Palatinose™ not only leads to good storage properties, but also prevents the mass from absorbing humidity during the production process, which is crucial to the quality of the end product. Even though consumers are increasingly on the lookout for healthy foods, they are generally not prepared to sacrifice taste in favor of better nutritional properties. This is where Palatinose's™ pure beet sugar origins become an advantage for manufacturers. It tastes like sugar with a mild sweetness. Toothfriendly chocolate with Palatinose™ looks appealing, melts gently in the mouth, has a smooth mouthfeel and features the typical "snap" when biting or breaking. It is also fully digestible in contrast to the former toothfriendly chocolate with polyols that

cause unpleasant gastrointestinal side effects.

Palatinose™ is used like sugar and therefore acts as bulk sweetener. Under normal storage conditions and at moderate temperatures, it has the same storage characteristics as sugar. Palatinose™ is resistant to fermentation by microbes and lactobacilli, so is ideal in dairy products. Moreover, as a non-fermentable carbohydrate, it also stabilizes the food matrix against bacterial spoilage. Additionally, Palatinose™ offers consumers a nutritional experience as it is the only low-glycaemic, fully digestible disaccharide carbohydrate (glycaemic index 32) that supplies energy in the form of glucose over a longer period of time compared to sucrose (sugar). This results in a more balanced effect on blood sugar levels, eliminating sharp rise and falls when it is being broken down. Due to its characteristics it is also suitable for applications such as beverages, confectionery, cereal bars and dairy products.

By incorporating Orafit® inulin and ISOMALT into their chocolate creations, manufacturers can develop calorie reduced products that are low in sugar, or that carry a 'no added sugar' claim, and are low glycaemic. Furthermore, the use of inulin in a product increases its dietary fiber content and promotes digestive health. Moreover, BENEÓ's rice blend Nutriz replaces milk powder in chocolate and thus enables the production of lactose-free alternatives. Even better, beyond being lactose-free, chocolate products can also benefit through being gluten-free, hypoallergenic, clean label, organic, and vegetal. Thus and having an excellent digestibility chocolate with Nutriz is also suitable for kids. Since processing is similar to milk powder, manufacturers don't need to modify the recipe considerably. The examples show that BENEÓ ingredients allow consumers to enjoy a product that perfectly combines health and indulgence without the need to compromise on taste or texture.

Key No. 76052



**Would you like these delicacies?**



As a world leader in the sorting industry we acknowledge the importance of qualitative processing and sorting systems. Since the reputation of our customers depends on the productivity and accuracy of our technologies, we heavily invest in R&D. By offering cost-effective and state-of-the-art sorting solutions, we do not only support your success, but together we also meet the increasing demands of the consumer. Are you interested in a free demonstration during which you can test the efficiency of our optical sorters with your own products? Then visit our website or contact us directly.



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GETS EVERYTHING SORTED

## Growing Awareness & Market Share



Centrally located in Europe, Belgium creates great opportunities for companies operating internationally. Belgian companies are renowned for their language skills, cultural empathy, hands-on business approach, and delivery of qualitative products and services. One of those is Duomedia PR, a PR & marketing communication agency that 'engages people across industries, technologies and cultures'.

Many of Duomedia's clients serve the food & beverage market, either as a direct or indirect supplier. They significantly contribute to the brand owners' value chain and ultimately the nicely designed, packaged and labeled products consumers buy in their super market around the corner.

### Importance of Brand Equity – EskoArtwork Case

Duomedia's client EskoArtwork, headquartered in Belgium and of Belgian-Danish origin, is a worldwide market leader in pre-production tools for packaging design, development and production. Their packaging design

life-cycle management solutions are developed for creative packaging professionals as brand owners acknowledge that packaging is one of the most important carriers of their brand message. The approach is clearly working with packaging for 9 out of 10 major brands being 'touched' by EskoArtwork tools during pre-production.

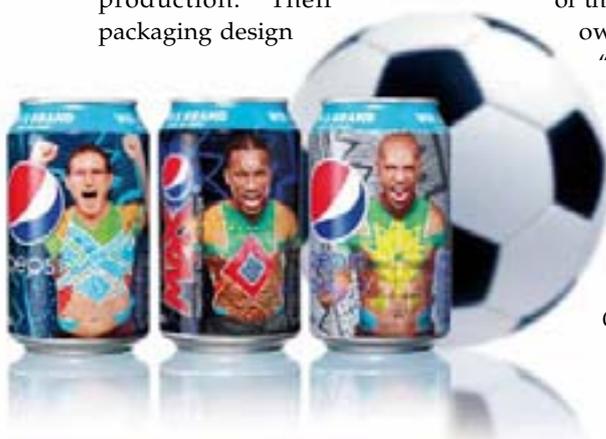
### Branding for success

Ball Packaging Europe's adoption of EskoArtwork technology has helped Pepsi Cola achieve its highest ever share of cola sales during the World Cup period last year. As part of a Pepsi Cola promotional campaign, Ball Packaging Europe printed pin-sharp images of some of the world's best footballers on Pepsi cans using EskoArtwork's flexo technology. This campaign attracted more than 1.4m consumer entries, and Pepsi achieved its highest ever share of cola sales during the World Cup period.

In turn, Jef Stoffels, Director of Corporate Marketing at EskoArtwork is fully aware of the importance of branding for this own company and believes that "Duomedia's efforts have supported EskoArtwork in establishing recognition as one of the major players in the industry today".

**Key No. 76058**

*EskoArtwork Technology for Pepsi Cola promotional campaign World Cup 2010*



## Drink Packaging Passion



Jean Schrurs has accumulated nearly twenty years of experience in the drink and packaging FMCG business, while Dominique Huret is a journalist, "born and bred" in the water and soft drinks industries.

Creating Cape Decision, a consulting practice dedicated to beverage & packaging five years ago was just the logical next step. With an office in the South of Brussels, Cape Decision counts about fifty projects around the globe, with different types of collaboration. "Our clients come from the private sector, mainly from multinational and also local companies. For the FMCG industries, our main service is market scouting and access. It goes from technology scouting to specific market research, bringing us from trendy fairs to alternative shops and start ups... We always work under NDA and with one type of industry player at a time", says Jean.

Operation optimizations, technical and board advisory services compose the other parts of Cape Decision activities. "In addition, being certified by international standards for packaging and for food, allows us to stay in close contact with the highest industry standards," Dominique adds.

Today with several ambitious projects, Cape Decision looks mainly from Belgium to Asia. Jean concludes: "the growth of the drink industries in this part of the world speaks for itself. You will find us there, partnering for our clients' success." **Key No. 76050**

# Try beneo inside!



+ Crispy and crunchy

+ Prebiotic, fibre and protein enriched

+ Fat and sugar reduced

+ Improved texture

+ Gluten-free

+ **ADDED VALUE SERVICES**

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- Expertise on health claims
- Regulatory support

BENE0 develops pioneering food ingredients that optimise taste, texture and nutritional benefits:

- **Inulin and oligofructose**
- **Rice derivatives**
- **ISOMALT and Palatinose™**
- **Vital wheat gluten**

In addition, BENE0 offers the relevant support to realise your ideas, to innovate and access new markets.

**beneo**  
connecting nutrition and health



## Sustainability in Chocolate

In 2003 Cargill Cocoa & Chocolate built a new state-of-the-art chocolate factory in Mouscron, near to the French border. By 2006 the size and capacity doubled. This is testimony to both the company's commitment and growth, as well as an expertise built up with many years of experience. The story of chocolate begins with extensive sourcing operations deep in the cocoa heartland around the world. A strong presence on the ground in the countries of origin gives Cargill the first pick of the highest quality cocoa, while also supporting a more sustainable supply chain.

At every subsequent step, rigorous transportation and handling protocols contribute to preserving the fine flavor and delicate properties of the cocoa. From these choice beans, cocoa and chocolate products are made that are tailored to customers' requirements.

### A sustainable breakthrough

With over 50 years' experience in originating high quality cocoa, Cargill has long been committed to developing a more sustainable supply chain. Now these innovations have led to a breakthrough: the first independently audited sustainable cocoa and chocolate.

Cargill Cocoa & Chocolate is co-founder of the UTZ Certified 'Good Inside' cocoa program, which was launched in 2008 in Côte d'Ivoire. In 2009 they trained 1,690 farmers in Côte d'Ivoire in Farmer Field Schools. In September 2009, after an independent audit, the

first co-operatives received certification. The first UTZ Certified cocoa and chocolate became available in March 2010. In 2010, 300 Farmer Field Schools trained a further 10,000 cocoa farmers in 35 farming co-operatives, resulting in 10,000 Mt of sustainably grown cocoa. Cargill's deep involvement in the cocoa chain has allowed them to take the lead in a multi-stakeholder initiative to improve the sustainability of the cocoa sector. The UTZ Certified 'Good Inside' cocoa program implements a credible certification and traceability system for mainstream cocoa to ensure that both the industry and consumers know that the cocoa is produced in a sustainable, responsible and safe way.

The UTZ Certified code of conduct was developed through a participative process involving companies, producers, NGOs and research agencies from around the world. The farmers' training focuses not only on social and environmental best practices but on improving the quality of the crop. As a result, UTZ certification benefits the farmers economically while producing high-quality cocoa and chocolate.

Cargill is a world authority in food innovations in fields, such as specialty sweeteners, texturizers, fats, and flavors. This expertise is underlined in Mouscron with chocolate experts assisting customers in finding new solutions and formulating new products to deliver tomorrow's ideas to our customers today. This technical support is just as crucial as the steady supply of products. Even

though Mouscron is largely computer controlled, the quality experts are always on hand to offer valuable insights and knowledge gained in their own operations.

Key No. 76056

## Filling, Closing, Sterilization

John Bean Technologies Corporation is a leading supplier of integrated food processing solutions. They can supply single machines to complete processing lines to help enhance value and capture quality, nutrition and taste in food products. Located in Sint-Niklaas, close to Brussels and to the port of Antwerp, JBT is perfectly positioned to supply technology to the European and global food processing industry.

Today, more than 50% of the world's canned food production is filled, closed or sterilized on JBT FoodTech equipment. The highly qualified and experienced people, state-of-the-art laboratories, unmatched installed base and field experience and the wide range of filling, closing, sterilizing and process control technologies enable the provision of unique solutions to the food processing industry.

The name FMC FoodTech has been a reference within the food industry for more than 60 years. Since August 2008 the segments FoodTech and AeroTech continue their activity under the name of their founding father, John Bean Technologies. Within John Bean Technologies, short JBT FoodTech, these changes do have an impact. The spin-off gives the necessary freedom for strategic flexibility that is necessary these days. Within the JBT FoodTech segment the company continues to offer quality machinery, adapted to the needs and wishes of each individual customers.

In Sint-Niklaas the specialized people and technologies in the design and production of machinery for filling, closing and sterilization of food products remain, as they have for the last 60 years.

Key No. 76055



## An Overview of the Belgian Processed Vegetable Market



*West Flanders vegetable landscape. Showing the D'Arta, Ardoois plant in the background.*

*by David Adams*

Buhler Sortex, a leading supplier of optical sorting solutions to the food industry has long recognized the importance of Belgium as the largest European exporter of frozen vegetables. Belgium is in the unique position of having more than 12 of its leading processors located within a 15 mile radius of Staden in West Flanders.

Buhler Sortex has most major Belgian processors as customers. Many of the larger groups are household names who have operations in several European countries including France, Spain, Portugal, Poland and Hungary, where they also operate SORTEX machines. Others are fiercely independent businesses built over several generations by families who began as small farmers.

These companies use these sorters in their frozen and canning processing lines, in bulk to bulk cleaning operations and also in their packing halls to ensure that foreign material is removed. "Safe Food – Clean Food" is the company's byword, which has enabled it to supply equipment to food plants in more than one 140 Countries worldwide.

Buhler Sortex Ltd. is based in London and is only four hours from Staden by car. However, in today's demanding markets, this is often not close enough to serve these important Belgian customers. Consequently, the company has recently appointed, Seppe Heyde as European Customer Service Manager to operate from the office in Mechelen. This will allow direct and immediate contact with customers in the Flemish language

and also cut response times even further. Parts will be available from Mechelen within a short period.

The performance of optical sorters is only as good as the surrounding ancillary process equipment. For this reason, Buhler Sortex cooperates with Original Equipment Manufacturer, Constructie Bruynooghe BV, also of Staden. Bruynooghe offers complete processing installations and can engineer total solutions from intake through to the pack or can. Buhler Sortex and Bruynooghe have many customers in common enabling each company to offer complete process "know how".

Customers can be provided with SORTEX Total Care Contracts to ensure that they can budget effectively both the capital and running costs of their sorters. There are different levels available from start up and close down each season right up to the point, where Buhler Sortex virtually run their machines,

Machines can be provided with Anyware software, a tool which enables Buhler to monitor the performance of sorters remotely via an internet connection. The link can use GSM, IP network or a standard analogue telephone connection. The system has high security to ensure integrity and a safe environment. Many Belgian processors find this invaluable and use it regularly.

Buhler Sortex recognizes the importance of Belgium in the vegetable Industry and cooperates with companies in the development of new machines, it asks what customers want and works with them in the field to reach these goals. Buhler investment in Belgium is maintained at a high level for the benefit of all its customers.

**Key No. 76057**

### *The Author*

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