

Certified SGF/FKS

Provalor
produkt valorisatie

Food Processing and Innovation

Alimentaria March 2010

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**Winner AKK award for the
best agro-food project
2000- 2004**



**Twice honorable announced for
social, welfare and environmental
friendly enterprise by Ministry of
Agriculture, Netherlands**



What is Provalor

- ① Specialised in production of vegetable juices
- ① Production in close cooperation with vegetable processing industry
- ① Fresh production year round
- ① Sales in Europe, primarily Germany, France, Spain, Belgium, UK by Proverka
- ① Know-how driven, including protection of intellectual property
- ① Sustainability is an important driver
- ① Innovative, ahead of the game

Products

Current products, standard & organic (BIO)

- ① Carrot juice and puree
- ① Yellow carrot juice
- ① Red Beet juice
- ① Cucumber juice
- ① Sweet pepper (paprika) juice
- ① Mixed vegetable juices
- ① Gazpacho's and cold soups



Characteristics of our products

- ① Not From Concentrate
 - ① Possibilities for a regional strong position
 - ① Freshness, high quality
 - ① Close to customers
 - ① Higher value
- ① Single products and customary blends
- ① Product development with customers => build long term relationships

Vegetable juices in the European market



Several types Gazpacho



Core competences

- ① Know-how on vegetables and vegetable by-products
- ① Know-how and patents on processing vegetable juice and natural colors from industrial by-products
- ① Close cooperation with institutes and universities
- ① Technology, equipment and systems

Processing Technology

- ① Provalor has its own patent protected technologies.
- ② In processing a completely new concept, the Transportable Processing Plant was developed.
- ③ R&D and Innovation is project driven and often done with R&D partners like TOP BV and TNO. Often financial support from the Dutch government is obtained.

Transportable juice plant





produkt valorisatie

Project “Cool Juice”

- ① Goal: to develop a stable vegetable juice without the use of thermal processing.
- ① Three year project (2007-2009) with 2 partners and support from Dutch Government. Partially in Eureka with several other European partners.
- ① 1st phase: evaluation and selection of novel processing technology for this application (desk, international experts, small experiments)
- ① 2nd phase: build Pilot installation on 1000 liter/hour scale.

Sustainability

- ① Sustainability is key to our mission
 - ① We want to contribute
 - ① Build a sustainable business in Euro's
 - ① Sustainability helps funding
 - ① Not “just a new competitor” to current players on the market. A story to tell
- ① Results are clear (TNO 2004)
 - ① “The Provalor process leads to a 20% lower energy use over the whole chain”

INVITATION

Questions?

Want to taste our products?

Want to discuss our technologies?

Come to our stand at the Dutch Pavilion in the international Hall 1!



Mission statement

- **Highest quality**
- **Healthy and attractive products**
- **Efficient use of raw material**
- **Partners with suppliers and customers**