

Food Ingredients Europe 2009

Sustainability, economic recovery among exhibition topics



Willem van Nieuwenhuyzen

The Food Ingredients Europe (FiE) 2009 Exhibition held November 17–19, 2009, in Frankfurt, Germany, was a premier meeting place for the global ingredients industry. The 1,260 exhibitors from 55 countries, among them 350 newcomers, welcomed over 20,000 visitors for professional contacts and discussions, making this FiE exhibition a successful business event. The number of booths represented a 12% increase compared to FiE 2007 (see *inform* 19:65–67, 2008). The Canadian pavilion comprised 30 company booths, the US pavilion 30+ companies, and the Chinese pavilion 100. (These numbers represent only the smaller companies' booths, because many companies with a large European market volume occupied their own booths.) In conjunction with FiE, Nutritional Ingredients 2009 (Ni) was held. Booth representatives for both exhibitions were enthusiastic about the high number of contacts, which may signal economic recovery. Most company representatives reported recovering sales turnover starting during the third quarter of 2009, after weak sales in the first half of 2009. Exhibitors and visitors were in a positive mood.

FIE 2009 AWARD WINNERS

Best innovations in five categories (Dairy, Savory/Meat, Confectionery, Bakery, and Snacks/On the Go) were selected by a group of world-class judges. A short list of two or three nominees per category had the opportunity to present their innovations to both the judges and the public on the first day of the exhibition, after which the award ceremony took place.

National Starch Food Innovation (Manchester, United Kingdom) received the Fi Excellence Innovation of the Year Award for its ingredient N-Dulge FR—a co-texturizer that enables the amount of butter, margarine, or shortening used in cake recipes to be reduced by 75%.

Explaining the panel's decision, Henry Dixon, chair of judges, said: "The judges quickly identified two frontrunners for this award. In our final analysis we looked for an ingredient that not only benefits the manufacturer and retailer but that also holds out the promise of helping consumers overcome a real and significant challenge."

Confectionery Innovation of the Year was Fuji Oil Europe's Redusat, which contains half the amount of saturates as normal saturated fats, but maintains the same structure. The product addresses a major problem in health and nutrition: overconsumption of saturated fats. Saturated fats increase the risk of cardiovascular diseases, but from a functional point of view we need them to give structure to food products. This prize was accepted by Bernard Cleenewerck, chief executive officer of Fuji Oil Europe (Izegem, Belgium).

Other nominees in the confectionery area were:

- Deliar NH, a nonhydrogenated smooth aerated confectionery filling fat with high whipping capacity from AAK AarhusKarlshamn Group (Aarhus, Denmark)
- Biscuitine 580, a zero-*trans* filling fat that needs no tempering, from IOI Loders Croklaan (Wormerveer, Netherlands)

In addition to receiving the overall Innovation of the Year accolade, National Starch beat out J. Rettenmaier & Söhne (Rosenberg, Germany) to win Bakery Innovation of the Year.

Chr. Hansen A/S (Hørsholm, Denmark) also celebrated a double coup, winning Savory/Meat Innovation of the Year for Bactoferm® Rubis, and Dairy Innovation of the Year for CHY-MAX® M. Bactoferm Rubis solves the problem of oxidization in packaged meats naturally thanks to its ability to consume oxygen, while CHY-MAX M delivers reduced costs-in-use, better process control, improved flavor, and increased shelf life in dairy applications.

Lastly, the Snacks/On-The-Go category was won by Lyckeby Culinar AB (Fjälkinge, Sweden), with Culinax®, the flavoring system for "difficult to flavor" products.

CONFERENCES, SHOWCASE, NEW PRODUCTS

Each day the exhibition organizers offered a selection of 15 seminars with food ingredients topics and 4 seminars with specific natural ingredients topics. Each seminar included three or four speakers and lasted an hour and a half. Topics were Health Claims & Functional Foods, Ingredient Innovation, Product Applications, and Consumer Trends & Sourcing Strategies. In the Showcase area, strategically situated in the entrance hall, 12 companies presented their products or technological expertise. In the New Product Zone the latest ingredients innovations were presented.

Pre-show Breakfast Briefings about Megatrends in the Food Industry and Agricultural Demand/Supply were given by The Nielsen Co. (Netherlands) and ING Wholesale Banking (Amster-



The exhibit floor at the Food Ingredients Europe (FiE) 2009 Exhibition, held November 17–19, 2009, in Frankfurt, Germany.

dam, Netherlands). Lunchtime cooking demonstrations and master classes complemented the range of activities.

EXHIBITION

Oils and fats (O&F). The exhibitor list included 30+ suppliers. In the bulk O&F sector the usual fats were presented. The commodity seed crushers have added European specialty fat activities in confectionery cocoa butter replacers and bakery fats to their portfolio over the last decade. ADM Europe (Archer Daniels Midland Co.; Rolle, Switzerland) promotes the NovaLipid™ bakery fats and margarines and Chocovit® CBE (cocoa butter equivalent) and Chocotan confectionery fats. Cargill Europe (Mechelen, Belgium) has also extended chocolate ingredient production capacities in the cocoa bean-growing countries and European sites.

In contrast, specialty confectionery fat producers such as IOI Lodens Croklaan, Sime Darby-Unimills (Zwijndrecht, Netherlands), and AAK have extended potentials with palm oil sources. In particular, Sime Darby-Unimills has made the transition from a straight oil refinery to a specialty producer of bakery and confectionery fats, well-documented with brochures. Walter Rau A.G. (Neuss, Germany) and Lipidos Santiga S.A. (Santa Perpetua de Mogoda, Spain) offer locally fractionated and interesterified fats. No doubt the competition in the stable West European market will be heavy, but growth potentials may exist in other regions.

Most of these companies are now members of the Roundtable on Sustainable Palm Oil (RSPO) and Round Table on Responsible Soy (RTRS) in order to establish certified rules for sustainable farming, harvesting, and processing of raw materials. First shipments of certified palm oil have been delivered in Europe.

Interestingly, the call for sustainable cocoa bean production, cocoa powder, and cocoa butter processing is loud. The leading producers, such as Barry Callebaut (Wieze, Belgium), ADM, and Cargill, have invested in new plants and in education of local farmers. Chocolate producers and retailers reported on fair trade chocolate sources. Cocoa bean processors are integrating their activities with semi-finished chocolate production. Fuji Oil Europe, a division of

Fuji Oil Japan, reported the opening of their new division Flanders Fillings & Compounds with the startup of a new compound chocolate plant having a 2,600-m² production area. It will produce compound chocolate for the confectionery, biscuit, and ice-cream industry. Many customer-specific recipes will be offered to customers in the praline and toffee industry.

Other O&F companies promoted their specific products such as omega oils with specific health claims. Martek Biosciences Corp. (Columbia, Maryland, USA), Cognis (Düsseldorf, Germany), and DSM (Delft, Netherlands) offer specific sourced omega oils. Both Aker BioMarine (Oslo, Norway) and Neptune Technologies & Bioresources Inc. (Québec, Canada) offer krill oils with 40% phospholipids, of which 80% are phosphatidylcholine with high omega-3 fatty acid content. Neptune has received the EFSA (European Food Safety Authority) Novel Food clearance and also approval for use for particularly nutritional purposes (PARNUTS) allowing its commercialization in diet meal replacements.

Soy-derived isoflavones and phytosterols are settled ingredients in the O&F health portfolio. Solbar (Ashdod, Israel) pushed its isoflavone concentrate. Lipid Nutrition (Wormerveer, Netherlands), sister company of IOI Lodens Croklaan, emphasized its Vitatrin, a tocotrienol antioxidant derived from palm oil.

Protein. All leading soy protein suppliers (ADM, Cargill, Solae, and Solbar) offered soy protein flours, concentrates, and isolates. The Solae Co.-Europe (Geneva, Switzerland) launched its new Supro Isolate SUPRO® XF in Europe after a spring launch in North America. This soy protein isolate (SPI) uses proprietary technology to enhance the flavor and functionality for ready-to-drink and powdered beverages.

Solbar introduced Solpro 958QS calcium-fortified SPI for pH-neutral beverages. Local European producers of soya ingredients are Sojaprotein Co. (Becej, Serbia) and Soja Austria (Vienna).

Various producers in the Chinese pavilion promoted their functional soy protein concentrates and SPI. High-quality soy products have established a steady but small place on the supermarket shelf with soy beverages, desserts, and meat replacers. In northwest Europe the Alpro soy drinks (Alpro-Belgium, now owned by Dean Foods, Dallas, USA) are well known. But at the end of November, Unilever decided to discontinue the sales of its ADEZ soy fruit drink in the Netherlands after it had already disappeared from the British supermarkets. Meat replacers may benefit from calls for eating less meat for health and environmental reasons, but the experience of the last four decades shows that market growth is slow and requires hard-working efforts.

Pea protein is offered by Roquette (Lestrem, France) and Cosucra (Warcoing, Belgium). Solanic functional potato protein of Solanic B.V. (Veendam, Netherlands) has successfully been launched in the food market.

Many dairy companies promoted dairy proteins, functional hydrolyzed whey proteins, and (poly)peptides. Industrial protein supplier DMV (Veghel, Netherlands) and encapsulation expert De Kievit (Meppel, Netherlands) had neighboring stands, demonstrating that they are sister companies of the recently integrated dairy co-operatives FrieslandCampina.

Lecithin. Over 30 of the exhibitors offer lecithin in their ingredients portfolio. Non-GMO (genetically modified organism) IP (identity preserved) lecithins are sourced worldwide by lecithin manufacturers for use as food emulsifiers and nutritional food supplements in Europe (ADM, Bunge, Solae, and Cargill). In addition to

soy lecithin, sunflower lecithin is increasingly used in food recipes. Food processors report that the market can absorb larger quantities of lecithin having excellent emulsifying properties. A significant supply of IP non-GMO liquid lecithins comes from Brazil, managed by Imcopa Inc. (São Paulo, with a European office in Den Bosch, Netherlands). The company announced partnership with Ruchi Oil Milling Group (India) to strengthen the IP-sourcing channels.

Lasenor (Barcelona, Spain) sources lecithins on three continents and has modification plants for supplying tailor-made soy, sunflower, and canola lecithins. Lecico CY (Hamburg, Germany) continues its recently started business activities with lecithin specialties from soy, dairy, and marine origin, produced through partnerships. Stern-Wywiol Group (Hamburg, Germany), with 11 companies, has also increased lecithin sales activities within its extensive range of ingredients; their new research and development center has state-of-the-art application laboratories and pilot plants.

Since India has become an important IP non-GMO source, two new lecithin specialty companies presented their products. Perfect Biotech (Mumbai, India) offered deoiled lecithin powders and granules and lecithin fractions from its own production. **VAV Life Sciences Pvt. Ltd. (Mumbai) also entered the European market with light-colored liquid soy lecithins, lecithin granules, and soy- and egg-lecithin fractions.**

Novastell (Paris, France) was among the medium-sized companies offering specific phospholipids for targeted applications.

Egg products have long been important ingredients, offered by quite a number of egg ingredient suppliers. What's new is the push for inclusion of egg phospholipids in health and baby foods.

Källbergs Industri (Treboda, Sweden) produces egg phospholipids of pharmaceutical quality; for the first time they exhibited at the FiE in conjunction with LeciForLife (Wendelsheim, Germany). Beloved-UNL Egg Co. (Wiltz, Luxembourg) reported startup of a sophisticated Ovolife egg phospholipid fractionation plant.

NI

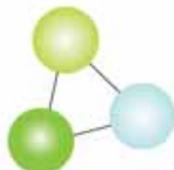
The Natural Ingredient Exhibition was mixed with the FiE. The division between Natural and Food Ingredients is, of course, difficult to make. Many well-known large enterprises offer natural products. The definition "organic" may be stricter, assuming that the farming, harvesting, and processing meet certified rules. More than 200 exhibitors offered organic ingredients, including many large food ingredient companies. The European consumer niche market for organic foods grows, as long as the foods are not significantly more expensive than "normal" foods. Particularly during down economic times, the consumer may prefer price discounts, which may affect organic foods negatively.

LOOKING FORWARD TO FIE 2011

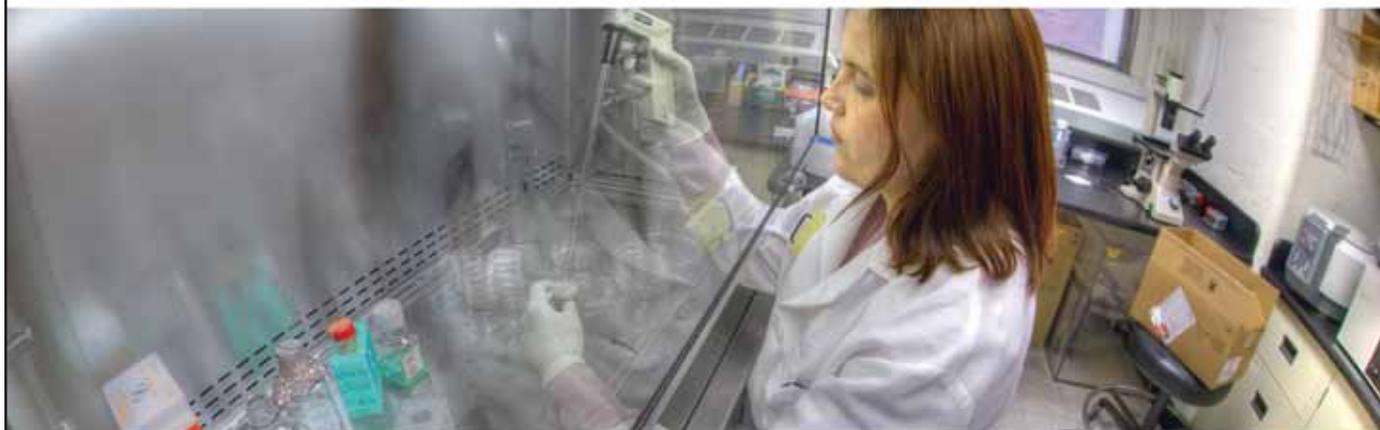
The next FiE Excellence Awards will be presented at FiE 2011, which will run from November 29 to December 1, 2011, in Paris, France.

inform Contributing Editor Willem van Nieuwenhuyzen is director of Lecipro Consulting (Netherlands) and can be reached by email at willem@lecipro.nl.

COLLABORATE
INNOVATE
ADVANCE



Forward Thinking.
Make an Impact.



AOCS FOUNDATION
Influencing Innovation

