

STRONG CHOICES ON  
GOOD GROUNDS



**Aviko** Potato

*Creating value from potatoes*

# POTATOES, THAT'S WHAT IT'S ALL ABOUT AT AVIKO POTATO



## **A Passion for Potatoes**

Aviko Potato is responsible for the purchasing, logistics and quality management of all potatoes for the Western European plants of the Aviko Group. At our factory in Steenderen, 2000 tonnes of potatoes are washed and graded every day before they are pumped with the correct specifications into the processing lines. In addition to the factory in Steenderen, Aviko Potato provides raw materials to the Aviko plants in Lomm, Cuijk, Venray and Warffum. Aviko Potato is also closely involved in the raw material supply to the other factories of the Aviko Group in Germany, Belgium, Poland, Sweden and China. Annually, the Aviko Group processes 1,700,000 tonnes of potatoes into fresh, deep-frozen and dried potato products.

## **Six months and... one hour**

The right raw material in the right place at the right time is a mission that keeps us occupied on a daily basis. It is also why we work closely with over a thousand potato growers – each and every one of them a true professional who understands the industry. They realise that what they produce in their fields is the ba-

sis of a quality product. And in our case this means.... their potatoes! Aviko does not rush things when it comes to producing the ultimate French fry. In fact, it takes six months and a little over one hour; six months of growth in the fields and a little over one hour of processing in the factory.

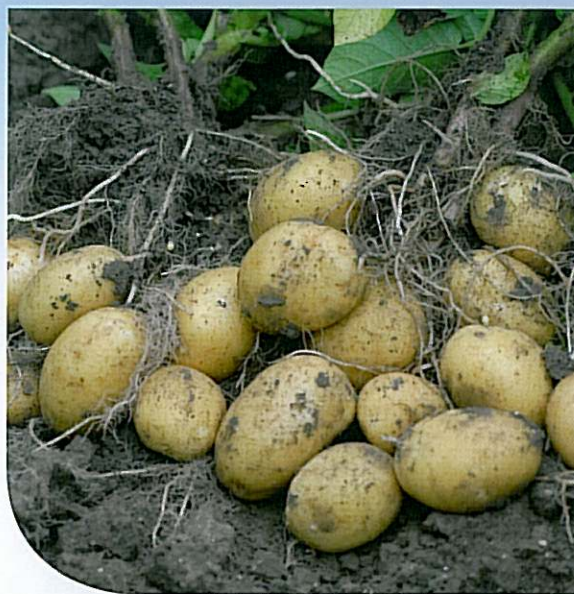
## **On the ball**

The processing of potatoes into chips, slices, cubes, wedges, croquettes, hash browns, mashed potatoes, flakes, granules and many more products is an ongoing process: 365 days



## The Aviko Group – locations and products

The Netherlands	Steenderen	Frozen and fresh
	Lomm	Frozen and fresh
	Cuijk	Chilled
	Venray	Flakes and granules
	Warffum	Granules
	Dronten	Aviko Potato B.V.
Belgium	Proven	Frozen specialties
Germany	Rain am Lech	Frozen
Poland	Lebork	Frozen
China	Zangye	Flakes
Sweden	Helsingborg	Fresh peeled
	Harplinge	Fresh peeled
	Laholm	Fresh



a year, 24 hours a day. All these products have their own specifications for which we select the correct raw material based on variety, underwater weight, frying colour, sugar content, length, etc. All potatoes processed by Aviko are grown, stored and transported under food-safe conditions. During the growing season we analyse samples of all potatoes we have contracted with growers. This is how we monitor quality.

### ATC - Potato Committee

The close collaboration between Aviko Potato and the growers is reflected in the Potato Committee ATC. The committee is comprised of grower representatives from all regions where Aviko Potato contracts potatoes. The ATC advises and contributes to developments, including new contracts. On behalf of the growers, ATC also monitors the proper implementation of regulations and purchasing conditions. In addition, ATC is responsible for marketing the potatoes that are contracted in the pool pricing system.



## Over 40 years of experience

Aviko Potato was founded in 1968 through the creation of Korteweg B.V. Together with the development of the potato processing industry, the company grew and became one of the leading suppliers in the Dutch, German and Belgian potato processing industries. The acquisition by Aviko B.V. in 1998 initiated its role of purchasing organisation of the Aviko Group. In 2007, the washing and grading plant in Steenderen was opened and Aviko Potato moved to Dron-ten. There have been many changes over the past 40 years, yet one thing remains the same: at Aviko Potato our core business is still potatoes!



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