



Anton Jurgens Institute Newsletter



2007 – 1

A good start

We are proud to present the first issue of the Anton Jurgens Institute newsletter. In this newsletter: How Food, Health & Business affect a company like Stork, looking back on the Masterclass “Business Creation in Food and Health” on 29 March; looking forward to the next Masterclass on 8 May; our presence at the Food Career Event on 31 May in Amsterdam RAI.



Royal Nuggets

A few weeks ago a new royal baby was at the front page of all newspapers. Imagine you're a chicken nuggets producer. Wouldn't it be a great idea to sell special Ariane-princess-nuggets in the form of a crown? Food products have a short product life cycle nowadays. This has implications for the entire food producing chain. We visited Stork to find out the implications of the above and other trends in the food market. Domingo Loth, course manager with the Anton Jurgens Institute gives his vision.



Ruud van Berlo

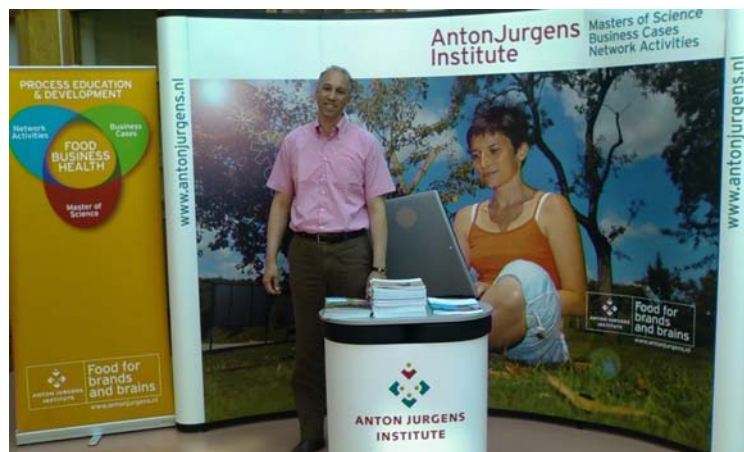
It is a sunny day when I drive up the Stork Food Systems premises in Boxmeer. I have an appointment with Ruud van Berlo, HR-advisor. Ruud talks about Stork Food Systems with undisguised pride. World market leader in processing lines for poultry. World market leader when it comes to skinning and sausage production equipment. And in those industries where Stork is not yet a world market leader, such as liquid food filling systems, the innovative company is working at it.

“With more than 700 employees, the Stork Food Systems branch in Boxmeer is the largest subsidiary within the group. The processing lines, that are designed, developed, produced and furnished at this location, fly around the world. About 95 % of the Boxmeer production is destined for export. Around 200 employees have a Bachelor's or Master's degree, in fields such as mechanical engineering and food technology. They work in fields such as development, design, sales, production and maintenance.”

One of Stork's major challenges comes from competition in low wage countries. Since Dutch systems are so much in demand, they are copied on a large scale by local producers. Countries like China and India produce copies at a fast pace, which forces Dutch companies to enhance their innovation. Moreover, imitation takes places in such a way that legal steps are ineffective. All the more reason to focus on knowledge and innovation.

Cooperation in the chain is vital for companies who need to compete in this market. Different parts of the chain need to cooperate and exchange knowledge to speed up the process of innovation.

Domingo Loth, course manager with the Anton Jurgens Institute, agrees with Stork's decision not to relocate production to countries with cheaper labour. “Stork produces advanced, specific equipment. In this case it is vital for Production and Research & Development to interact. Separating the two departments in different countries would undo the synergy between the practical side (production) and the theoretical, innovative side (R&D). Moreover, employees can switch in their careers between different departments, taking with them valuable experience. All in all, staying at one location is essential for innovation.”



For Stork, innovation is not only pivotal to stay on top of the world market, it also improves return on investment of the systems. Special attention is being paid to food hygiene, food safety, maximizing the use

of by-products that arise at production and minimizing waste.

Numerous specialities are important when it comes to innovation. Take the processing lines for chicken nuggets, for instance. Think about food related specialities (how to make the meat paste, how to guarantee food safety, how can the consumer prepare the nuggets?), mechanical specialities (Can the moulds still be used after an hour production or do they have to be cleaned? How does the process influence the product quality?) and legal specialities (Stork supplies different countries with different laws and rules).

According to Domingo Loth, knowledge of the fields food, health and business is essential for companies like Stork. "Even though Stork operates in a business-to-business market, it has to act on trends in food and health, in order to translate them into business opportunities. Let's take the example again of the chicken nugget. In what way can this product be prepared for an optimal taste, while keeping it healthy? What kinds of oils help achieving this? When using Omega-3 fatty acids, does this limit temperatures or retention time?

More and more customers approach companies like Stork with the need to adapt their process line to make healthier food. The supplier's advisor needs to be a knowledgeable partner. Or even better: when Stork

perceives the development of the healthy food trend, it can pro-actively think about ways to adjust production systems to anticipate this trend. In the short run, small adaptation in systems can be sufficient. But on the long run, new technology has to be developed to produce healthier food."

Another important trend in this context, according to Domingo Loth, is to make healthy food recognizable. For example, when vegetarian meat substitutes contain black stripes, as if they had been grilled, they look more attractive to the customer and sales rise. When healthy food is recognizable, that is when consuming it, you can visually perceive that it is a healthy product, have higher sales than food where the healthy version looks the same as the regular product. This forms a challenge for, for instance, organic meats: once on a plate it looks the same as regular meat.

One of Stork's greatest advantages is their worldwide presence. They can observe trends in different regions, and bring together the best of different worlds. Customer orientated innovations are the result. "Stork Food Systems supplies 120 countries, so we invest in communication training" asserts Ruud van Berlo "Knowledge of languages and cultures is of vital importance".

Stork's human resource policy anticipates on these developments. According to Ruud van Berlo, education plays an important role. Not only to keep employees up-to-date about the latest technical and technological developments, but also to hold on to human capital. Staying on top is at least as defiant as getting on top of the world market.

Food Career Event, 31 May 2007, Amsterdam RAI



The Food Career Event is a meeting place for everyone who is active in Food & Nutrition. This unique interactive fair brings together (upcoming) talent with different parties who can play an important role in their career development, such as future employers, educational institutes and recruitment agencies.

You can meet us at stand 81. Visit www.foodcareer.nl for more information.

Masterclass “Business Creation in Food and Health”

On 29 March 2007 the Anton Jurgens Institute organised the Masterclass “Business Creation in Food and Health” in Den Bosch.

Twenty-two professionals and recent graduates in the fields of food, health and business took part in this workshop, which informed them about the master course of the same name. During the Masterclass, participants experienced the Anton Jurgens way of working and the concept Education & Development.



Participants were received in a food museum, especially designed for this occasion. In this environment, where food meets art, the Anton Jurgens Institute wanted to show innovation in food in a new perspective. Every object in the museum was eatable. Beside the unique experience to take for example a bite from the “Aardappeleters”, it confronted the participants with the pivotal role of creativity in innovation.

Kees de Gooijer, head of the Food & Nutrition Delta foundation, presented trends in food. Subsequently, Arjen Hemelaar, who is an entrepreneur, showed how he introduced a food product innovation into the market.

During the second part of the evening, participants worked in small groups on a business case. Arjen Hemelaar, who successfully introduced an innovation in beer, asked the groups to think about a possible line extension. While working on this topic, groups were facilitated by an expert in creativity techniques. The different backgrounds of the participants, the fresh ideas and enthusiastic group discussions also stimulated creativity. Every group presented their innovation and a jury rewarded the most feasible idea. The evening was closed with a drink in a refreshing setting.

Because of the great interest in this Masterclass, we unfortunately couldn't invite all those interested. A second Masterclass will be organised on Tuesday 8 May 2007. Join this Masterclass by sending an e-mail to info@antonjurgens.nl