



Carve I – Dutch Design Week

Potato steampeels refining

26 Oct 2017



Seeing possibilities in potatoes

Always imagining. Always believing there's a better way. Consumers are at the heart and start of everything we do together. And we begin by looking **inside our customers' business.**



What we stand for



A simple manifesto

Channel approach. Being there every step of the way

We're here for the restaurant operators, chefs, menu developers and supermarket shoppers of the world. Together with distributors, wholesalers and retailers, we serve customers and consumers in hundreds of countries.



KEYFACTS

#2 global player

€700 MILLION = TURNOVER IN EMEA

52 MILLION PORTIONS

sold daily worldwide

22 FACTORIES worldwide



5 FACTORIES in europe

50 50

PARTNERSHIP
Lamb Weston Holdings Inc.
and Meijer Frozen Foods

3,2 MILLION TONS produced worldwide



0,7 MILLION TONS produced in europe



7.300 EMPLOYEES WORLDWIDE
1.300 EMEA

12 MILLION PORTIONS

sold daily in EMEA

5,5 MILLION TONS of potatoes used worldwide, every year



1,2 MILLION TONS of potatoes used in europe, every year



Sustainability



Watch video

Seeing possibilities to serve a sustainable world

We believe in creating shared value,
which goes beyond our corporate responsibility.
We focus on six area's: **The Sustainable Six.**



Water



Energy &
Emissions



Potato &
Waste



Employees



Food Safety &
Quality



Nutrition &
Health

Steampeels

For french fries potatoes are peeled industrially

1. Lamb Weston / Meijer has got (much) more than x tonnes of steampeels yearly
2. Currently the peels are sold as cattle-feed
3. As long as customers want fries without peel, this by-product is unavoidable
4. Steampeels contain a lot of water (~85%), but also valuable protein, starch, fibers and suberin

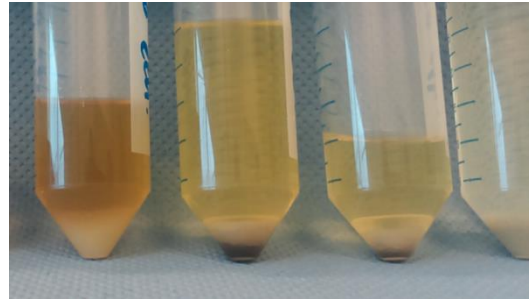
Carve I

Can we refine steampeels in such a way that we use as much of the potato steampeels as food?

1. Can we separate components from a complex mix?
2. Can we use gentle processing?
3. Which fractions are economically interesting to valorize?

Results Carve I

- Different fractions
- Unanswered: economy



Next steps (CARVE II)

- Improving yields of fractions
 - More physical methods, less (bio)chemistry
- Removal of unwanted components
- Basic economical assessment

Potato heroes

On a mission to save more than 100.000.000 kilo of potatoes

Thank you