# Steam vs.

# Food safety opportunities of new technologies

 $= \mathbb{B}$ 





### Portrait

- Marc-Remo Kündig (1980)
- Represent the 3<sup>rd</sup> generation
- Swissvax
  Kaladent
  Kündig DE
  Kündig Gruppe
  Marketing & Communication
- CBDO Kündig Group & MD Kündig Germany

### Kündig Group

"The Kündig Group is a 101 year old, family owned production and trading company with headquarters in Zurich/Switzerland"

#### **Our Mission:**

- r Mission: •
- Through the combination of 101 years of know-how and the cuttingedge technologies
- Dried vegetables, herbs, mushrooms phytopharmaka Cereals, pulses, oilseeds Frozen products



## Importance of Food Safety

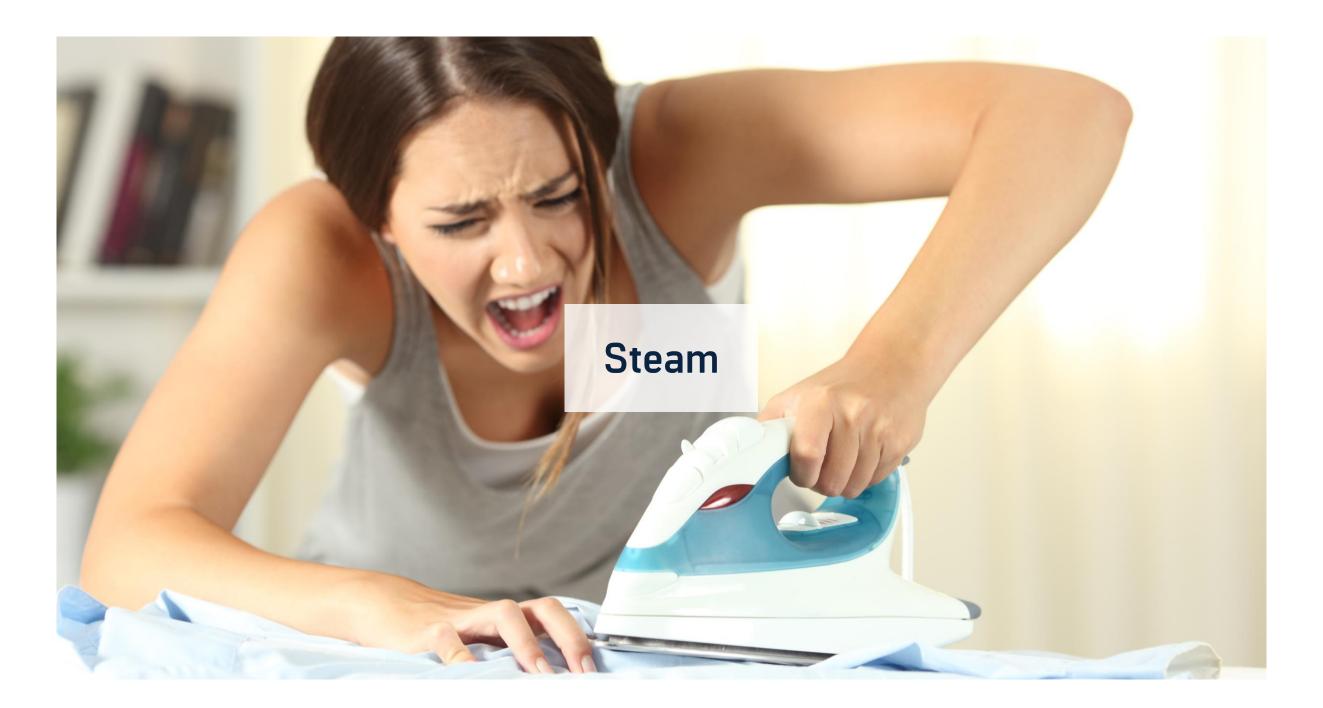
- Microbial contamination in dry food is a major global challenge
- 1 in 10 people fall ill after eating contaminated food
- Children and seniors affected most
- Exosing food companies to:
  expensive product recalls
  - damaged brand reputation
  - food waste



- Specialised in the gentle microbial reduction in foodstuffs and pharmaceutical raw goods.
- GMP-certified processes guarantee the highest degree of food safety and quality of conventional and organically grown produce
- Pioneer since 1994
- Using batch process // water & heat = referral to a "Natural Treatment"











# Natural & Highly Efficient

- Water and heat ar highly efficient
- Lable: "Natrual Steam Sterilization"
- Difficulties on an operational level:
- How much is to much?
- Impact to taste, quality, nutritional value
- Post treatment drying
- High cost due to batch process

# **Pilot Project with LEEB**

- In June 2017 we signed a contract with Bühler to test the LEEB technology
- Official technical partner during R&D
- A thorough look into a new "world"
- A game changer: no heat // no water// no chemicals // fast treatment // environmentally sustainable // easy & safe
- Clients were amazed especially phytoclients (Etherical Oils)





# Perception of Clients "clouded picture"

- Positive perception of results and product quality – love the fact that treatment is cheaper, no haptic change, efficient
- Highest intererst coming from Phyto Clients // "big" jobs // commodities
- Negative perception of catchword "irradiation"
- Negative perception of "lable Requirement"
- Negative perception much stronger with our healthy driven & organic customers

#### Conclusion

- Irradiation technology (in our case LEEB) is a big opportunity
- Ability to treat a product without heat and water / achieving top results
- Important: consumer trust
- Food Industry under the watch
- "What the health", "hungry for change", "GMO OMG" ", "rotten", etc
- Label requirement = deal breaker

