

ANUGA fair opens doors to new export markets

Estonian food industry companies participating in the ANUGA fair with joint stands of the Estonian Chamber of Agriculture and Commerce acknowledge that the desire to participate is driven by the goal of expanding their existing export opportunities and introducing their new products at the fair in addition to the existing assortment.

The export managers of Saaremaa Dairy Industry and Estover Dairy Industry say that although they want to meet existing export partners, the longer-term goal is to expand to new markets.

Helen Aruoja, sales and export manager of Estover Dairy Industry, said that the ANUGA fair is being participated in for the first time, and therefore the main goal is first of all to introduce the company to new markets. The most common and popular classic assortment of products in Estonia and loved by consumers will be brought to the fair: natural cheeses, ricotta, cream cheese and processed cheeses. In addition, novel acidified milk products will be introduced.

"Estover Piimatööstus is unique in the entire Baltic region because the milk is processed in the same industry from start to finish and in the process important attention is paid to saving the environment. In 2022, a new biogas plant was completed next to the industry, where biogas is produced from all the wastewater and whey residues generated in the dairy industry. This allows us to work almost entirely on self-produced energy, which is obtained both from biogas and from solar parks built on the roofs and grounds of the industry," said Aruoja.

The peculiarity of the island

Ruta Kallaspoolik, marketing and purchasing manager of Saaremaa Dairy Industry, said that they will bring their new product, cheese sauce, which has been well received in Estonia, to the fair. "We hope that it will become a favorite of many consumers in Europe as well. Since a new automatic cheese line was installed last year, in 2022, we can produce and offer Gouda, Edam and Tilsiter type cheeses. For more demanding tastes, there are high-fat whole milk cheeses, low-fat cheese and long-aged cheese, which we age in separate cellars at higher temperatures for more than six months. This makes it possible to bring out a stronger aftertaste of the cheese, compared to normal sandwich cheese," said the sales manager. Adding that an important part of their cheese production is the unique smoked cheeses typical of Saaremaa, which are made using natural alder and juniper chip smoke. "For the fair, we will add butter, kisselle and curd to the aforementioned selection, as they are our main products and we have sufficient volume for export," said Kallaspoolik.

Although the Saaremaa Dairy Industry people will meet existing export partners at the ANUGA fair, they want to get feedback on the interest and expectations of customers and look outside of Europe. "We delivered our first quantity of cheese to Japan this summer and we are ready to enter other markets as well," said the sales manager.

The owner of Saaremaa Piimatööstus AS from Estonia is the Saaremaa Piimaühistu of the largest islands of the Baltic Sea: Saare and Hiiumaa farmers. "Since Saaremaa Piimatööstus is owned by farmers living on the islands, we control the entire chain, from the pastures where the cows eat to the quality of the finished product. The raw material comes from very close to the production, therefore the milk is fresh and "slightly shaken", in other words - it has not been driven around for a long time. The advantage of our products is the use of raw materials produced in a naturally species-rich and ecologically clean environment. If we add here the long-term experience of qualified specialists and the observance of good production practices in production, we get products that we can only be proud of," said Kallaspoolik.

New packaging

Salvest AS export sales manager Ingrid Grünvald said that they are out with ready meals, organic baby food and smoothies. "Previous fair experiences have shown that there is a lot of interest in ready-to-eat meals in soft packaging, i.e. pouches, and Private Label manufacturers are being sought, so we invest a lot in this category," explained Grünvald. He also stated that they expect new contacts of dealers and importers from the fair. "There is also a plan to meet with existing customers and contacts with whom there is communication regarding new projects. Of course, we have a desire to expand our horizons and familiarize ourselves with various new products in the baby and ready-to-eat food category," said Salvest's sales manager.

16 companies from Estonia are represented at the ANUGA fair, they are divided according to the stands of the fields of activity: BREAD&BAKERY: AS Balsnack International Holding, DAIRY: Farmi Piimatööstus AS, Saaremaa Piimatööstus AS, Saaremaa DeliFood OÜ, Estover Piimatööstus OÜ; DRINKS: Peenjoogivabrik Nudist OÜ, Saku Õlletehase AS, Punch Club OÜ; FINE FOOD: Artisan Honey OÜ, Polven Foods OÜ; MEAT: Bolton OÜ, Puljong OÜ (Foodstudio), AS Linnamäe Lihatööstus; ORGANIC: MÕM Organic Honey OÜ, Salvest AS, YOOK Production AS.

Additional information about the companies participating in the fair with contacts can be found on the tasteestonia.ee page.

The Estonian agricultural and food industry sector has contributed to the sustainable food production process. In agriculture, we have been able to reduce the usage standards of plant protection products and fertilizers to very small amounts. Therefore, Estonian milk, meat and cereal products are among the cleanest in the European Union. It is important for us to continue in the current direction and keep a clean nature and living environment around us. We believe that clean food provides a good foundation for strong health.