



# EUROPATAT CONGRESS 2019

Innovation in the Norwegian potato sector

Ingeborg Flønes

# ABOUT HOFF SA



HOFF have a total revenue of **538,3 mill NOK**.

HOFF produces and sells a wide range of potato based products to retail, foodservice and industry customers.



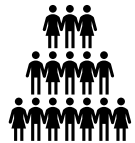
HOFF is a co-operative with **519** owners. Of those, **235** are active potato farmers.

HOFF has a long tradition, originating back to **1844** and a potato distillery near Trondheim.



HOFF utilises **1/3** of all potatoes grown in Norway yearly and we have more than 30 different varieties of potatoes.

Approximately 90% of the potatoes are produced in Norway.



**149** headcounts.

Sick leave 4,5%.



# LOCATIONS



1

## Gjøvik (headquarter)

Fries, coated products, individual quick frozen, ethanol, flakes



3

## Klepp, Jæren

Sous-vide, starch



2

## Brumunddal

Glycose, starch



4

## Sundnes, Inderøy

Hash-brown, shaped potatoes, flakes, granules, starch



# PURPOSE OF HOFF SA

The purpose of HOFF SA is to create and sell attractive products to the market by industrial processing of the potatoes grown by our owners and thereby increase the value of the potatoes.

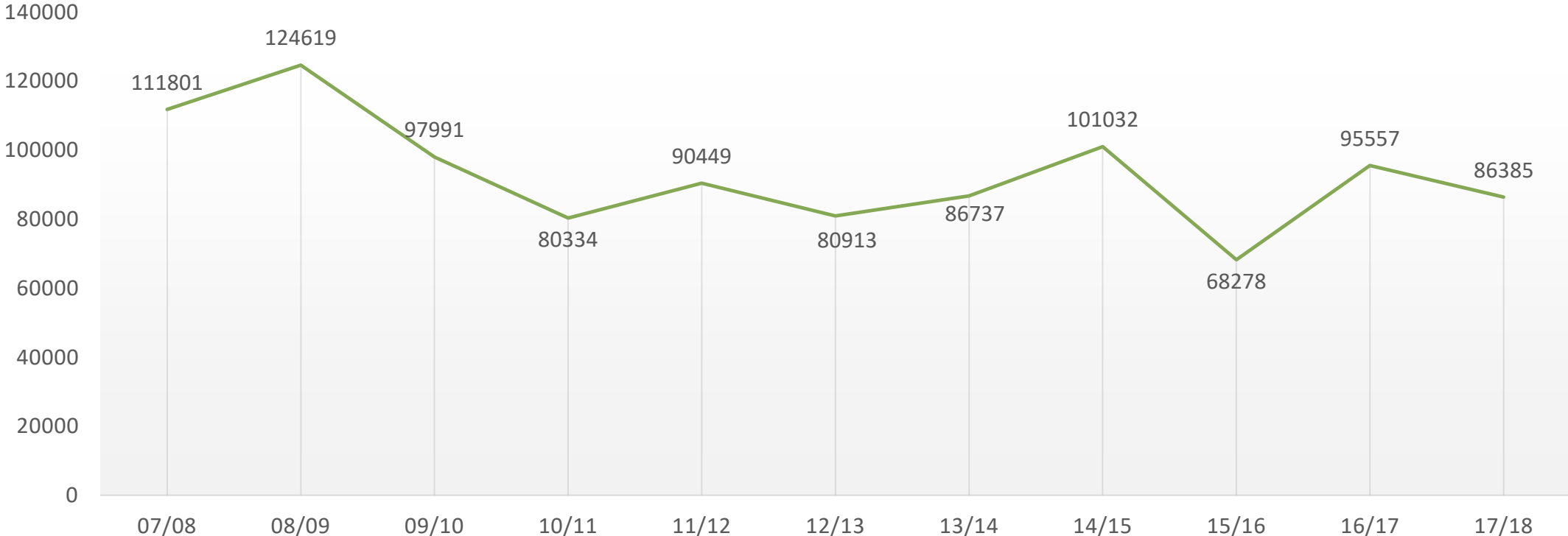


Thor Johannes Rogneby, potato farmer for HOFF SA



# TONS OF POTATOES RECEIVED EACH SEASON

Number of tons received each season



# HOFF SA PRODUCTS

## Grocery market



## Foodservice



## Industry





# SUSTAINABILITY AT HOFF SA

Our ambition is that consumers, customers, employees, farmers and the general public shall look at HOFF as a responsible business with high focus on the environment we operate in.



# CONSUMER MEGA TRENDS



Flexican food



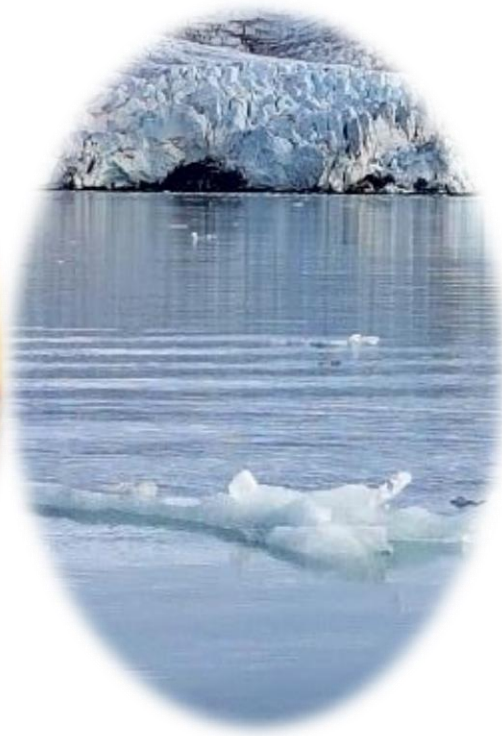
Convenience



Health



Comfort food



Sustainability



# FLEXICAN FOOD

- POTATOES ARE VEGETARIAN, VEGAN...



# HEALTH

- POTATOES ARE A GOOD ALTERNATIVE...



- Less fat
- 0% salt
- Sunflower oil
- Less acrylamide
- New technology e.g. air fryers





# CONVIENIENCE

- POTATO PRODUCTS ARE «READY TO COOK»

- Quick and easy
- Already pre-pared
- Family friendly



# COMFORT FOOD

- POTATOES ARE «YUMMY»

- Treat yourself
- Need something special
- Weekend





# SUSTAINABILITY

## - POTATOES GIVE A LOW CARBON FOOTPRINT



Source: Nibio report «Klimavennlig mat i sykehjem», 2012

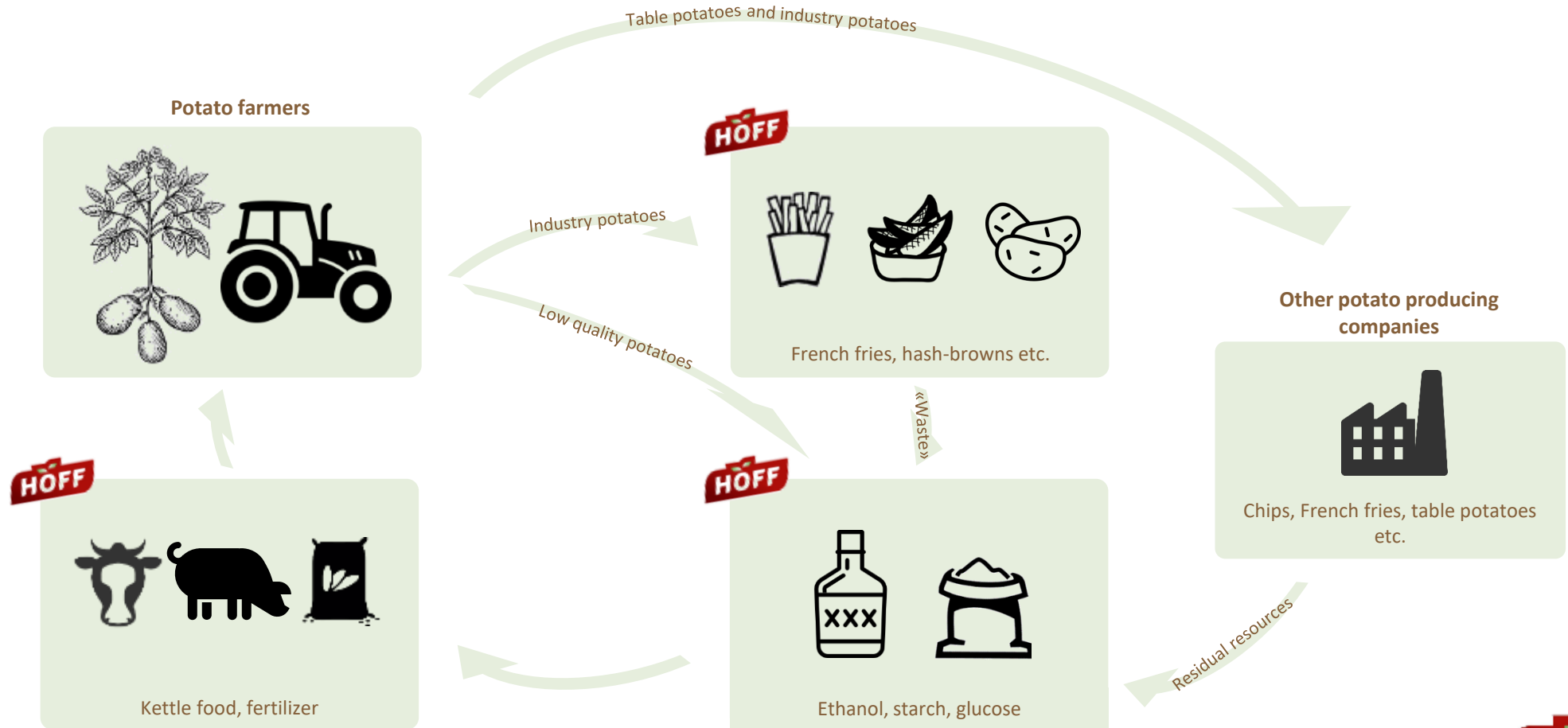
«Potatoes give the lowest carbon footprint per kilo finished produce»



Source: Danske Kartoffler, 1st of May 2019

# SUSTAINABILITY

## - POTATOES ARE CIRCULAR ECONOMY



# SUSTAINABILITY

## - «THE POTATO WASTE SCHEME»

- Implemented in 1994
- Purpose is two-fold:
  - Improve the quality of table potatoes
  - Avoid spreading of plant diseases
- Subsidies given from the government to producers for spirit, glucose and starch
- Subsidies are necessary in order to make the products competitive in the market
- The price for the “waste” potato to the farmer and the size of the subsidies are decided through the yearly agreement between the Norwegian government and the farmers unions
- “The potato waste scheme” has it’s own regulation
- The Norwegian Agriculture Agency approves who can deliver “waste” potatoes to HOFF
- Commitment on volume of “waste” potatoes for a three year period (volume varies a lot from year to year)
- Cooperation between the authorities, the potato farmers, the potato industry and the customers buying spirit, glucose and starch



# SUSTAINABILITY

## - END USER COMMUNICATION



Best before date  
Added: Often good after



«The air stays at HOFF»  
- We use perforated packaging







**THANKS**

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