

UPDATE

sormac 

Processing equipment for
POTATOES CARROTS ONIONS LEAFY VEGETABLES CUCUMBERS BELL PEPPERS

Hartung Brothers Inc.: Hard work, the foundation for growth

If you rate as one of the top five vegetable producing and processing companies in a country as huge and prosperous as the USA, then you have to be something pretty special. Hartung Brothers Inc. with branches in Madison and Arena (WI), Muncie (IL), Bowling Green (OH), Uvalde (TX) and Chatham (ON), has that special factor. This extremely well organised family owned and operated company continues to evolve. What started with 40 acres in 1974 is now, after 35 years, one of the five largest vegetable producing enterprises in the USA. The American dream still exists! There are now six brothers, a brother-in-law and two sisters active within Hartung Brothers in managerial positions, but often to be found on the workfloor. Even President Dan Hartung, who knows exactly what is going on in all the echelons of the company, regularly rolls up his sleeves and pitches in if needed.

Cucumber grading line

In the past, Sormac has already supplied various grading lines to Hartung Brothers for pickles. All of course, after negotiations by Sormac's pickle specialist in America Billy Mims, the 'Pickleman' from Lynchburg (SC). A new line has recently been added to the grading lines at Hartung. It was installed in Bowling Green (OH). On this site,



Flashback

The name Sormac – **SOR-MAC** – is derived from **SORTingMACHines**. Sorting, or grading, machines for cucumbers were namely the very first product to be launched on the market. Venlo, where Sormac was founded and where it is still based, is a major region of horticultural production, where originally many cucumbers were cultivated.

Hartung Brothers Inc. in a nutshell

- > HBI has various divisions – vegetable production (cucumbers for pickling, snap beans, peas / lima beans, sweet corn, carrots, beets) and seed corn. HBI also have their own logistics division.
- > HBI offers agriculture contracts for vegetables and seed corn production. Hartung supplies the seeds to the contract



farmers, field scouting and crop management, IPM services and then harvests the crop and transports the harvested produce to its processing customer.



- > HBI grows seed corn on fields in Wisconsin and Illinois. The seed corn is dried and packaged in the Hartung facilities in Madison (WI) and Muncie (IL) and distributed to its customers dealers.

In the last months of 2009, Sormac will be attending the following trade fairs:

PACK EXPO

5th – 7th October, Las Vegas, USA

AGROPRODASH

12th – 16th October Moscow, Russia

PROPAK AFRICA

20th – 23rd October, Johannesburg, South Africa

PPI ANNUAL MEETING

27th – 29th October, Chicago, USA

CIBUSTEC

27th – 30th October, Parma, Italy

EXPOAGRO ALMERIA TRADE FAIR

25th – 27th November, Almeria, Spain

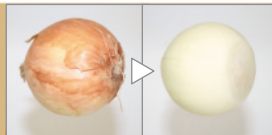
Hartung Brothers have expanded the production capacity from two to three lines. The new line includes a pre-grading unit, two main graders and an entire inspection zone with platforms. The new line is now up and running perfectly.

Alva Verse Vruchten: ten years of peeling onions with Sormac

Alva Verse Vruchten in Hasselt, Belgium is a wholesaler in fruit and vegetables, and includes an integrated vegetable cutting facility operating under the name Fresja.

Alva is both a distributor and a fruit and vegetable processor. Thanks to excellent cooperation with local growers and with the major Belgian auctions, fresh produce is supplied seven days a week. Their customer base includes retail organisations, care institutes and the processing industry. The produce is supplied unprocessed and processed. Pre-sliced vegetables are produced daily in the company's own, modern 2,000 m² cutting plant, which operates fully according to HACCP and BRC standards.

Alva processes a lot of onions, namely aromatic Spanish onions. The company already had a Sormac line dating from 1999 with a USM-1 for this purpose.



Onion peeler
USM-X100



After 10 years of faithful service, the company wanted to replace this machine by one with more possibilities and greater ease of operation. Thanks to years of experience in peeling onions, the

directors Vanstraelen at Alva knew exactly what they wanted. It gives us great pleasure to see that practically all their ideas have been incorporated in the USM-X100.

Sormac Improvement System

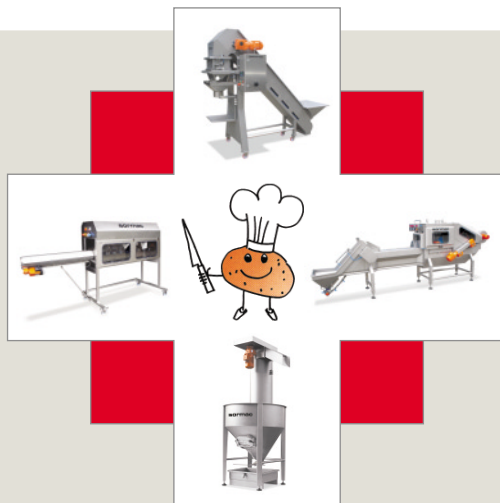
For machinery construction companies there is no better or more reliable development partner than their own customers. This fact has been recognised by Sormac for years – which is why the Sormac Improvement System (SIS) has been set up. This is a databank which accurately registers all the remarks and suggestions from customers (and also

from own employees) about Sormac machines and analyses the information so it can be used to improve the features of machines in the future. This system means that Sormac machines are partly the result of the experience and input of numerous users. Sormac is grateful to its customers for their positive criticism and suggestions for improvements!

Neutral Swiss take Sormac's side

Brunner KA-GE in Bassersdorf, Switzerland has been a customer of Sormac since 1998. This company from the strictly neutral Alpine country has very clearly declared its partiality in this case! Brunner is a real family-run company, as each of its three divisions is headed by a Brunner.

Brunner KA-GE, under the management of Martin Brunner, processes fresh vegetables, chiefly potatoes, carrots and onions, into ready products and markets them. The company supplies direct to a number of major customers in Zürich. The majority of the produce is grown by Brunner Agro-Bau. Brunner Agro-Bau has its own farm that is managed by



Stefan Brunner, and there is another division run by Daniel Brunner that is active in the storage and processing of the produce post-harvest. Since 1998, Brunner has been using a de-stoner and a weigher from Sormac. These have been joined by a KP-60/HS knife peeler for carrots and a USM-X100

to peel onions. The KP-60/HS was specifically designed to peel elongated vegetables such as carrots and salad cucumbers. The waste percentage is low and the peeled surface is perfectly smooth, giving the advantage of less white discoloration and a product with a longer shelf life.

The USM-X100 is the most highly advanced onion peeler in Sormac's range. The most important parameters are easy to set so onions of other sizes can be processed quickly and easily – even if the machine is in operation. The neutral Swiss must have a good reason to take sides...



Green pastures and picturesque villages, interspersed by forests and gently rolling hills with panoramic views of the countryside. This more or less describes the landscape in the 'Weinviertel, the 'Wine Quarter'.

This area is one of the four quarters of Lower Austria, with the other three being Waldviertel, Mostviertel and Industrieviertel.

Near the small town of Hollabrunn, on the western limit of Weinviertel, about 40 kilometres to the north west of Vienna, is the village of Aspersdorf. This village is home to Biohof Niedermayer, a farm that grows potatoes organically. The farm is run by Martina Niedermayer: *"Successive generations of farmers have grown potatoes on our farm. We are located in the most important potato growing region of Austria. This status is emphasised by the concept of 'Genuss Region' (Region of Delight), a concept which firmly focuses on local and regional Austrian specialties."*

Biohof Niedermayer chooses a Sormac potato processing line



Processing line for potatoes



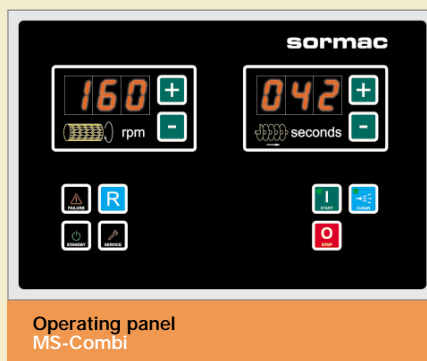
Tradition and technology

To ensure the quality of the carefully cultivated organic potatoes is maintained from the field, via storage and then to the kitchen – and ultimately the consumer's plate – modern technology is essential. *"On the one hand because consumers increasingly demand better quality, and on the other because there is a growing demand for peeled and processed potatoes"*, according to directors Martina and Johannes Niedermayer.

To meet this demand, Biohof Niedermayer has recently built a new hall, where their own potatoes are stored, pre-processed and processed. For this new production hall, Sormac supplied an entire peeling line consisting of a de-stoner SO, a MS-Combi knife peeler, a wet dosing hopper, an inspection table, a cutting table and an automatic weighing machine AFW-40/DB. The MS-Combi makes a separate pre-peeling and peeling machine superfluous. Plus, the potatoes do not have to be transported from one machine to another, which saves space and costs. In the first section of the MS-Combi the potatoes are pre-peeled by pre-peeling plates, before they are peeled in the peeling drum. The compact MS-Combi is particularly interesting for small and medium sized companies active in potato processing.

Better control

A number of parameters can be set in the MS-Combi, including the dwell time of the potatoes in the machine and the revolution speed of the drum. To simplify operation, the operating panel of the MS-Combi features +/- keys, so these settings can be adjusted quickly. The display shows a readout of the dwell time in seconds, and the number of revolutions per minute, respectively. This new feature has been greeted with great enthusiasm by Sormac's customers, as it considerably enhances the ease of use of the machine. Sormac is now applying this operational system to other machines, including the



Operating panel MS-Combi

revolver peeler CRR and the rotating brush polisher BRR.

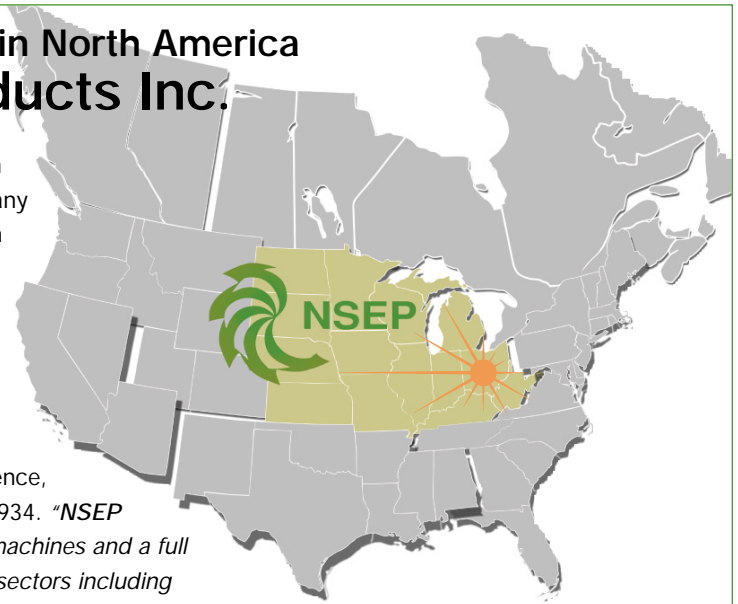
Dealer network provides full coverage in North America North Star Engineered Products Inc.

Sormac now has a dealer network that covers the United States and Canada. This means that Sormac representation stretches from the Mexican border to Alaska and from the Atlantic coast to the Pacific coast.

North Star Engineered Products Inc. (NSEP) represents Sormac's interests in the Mid West of the USA. This is an area as big as France and Germany together. This region consists of twelve states: North and South Dakota, Nebraska, Kansas, Minnesota, Iowa, Missouri, Wisconsin, Illinois, Michigan, Indiana, and Ohio.

NSEP is run by **John Clement**. The company operates with a team of eight employees and is based in Toledo (OH) on the western tip of Lake Erie. The company enjoys a long history and plenty of experience, as it dates back to 1934. *"NSEP supplies innovative machines and a full range of services to sectors including the food processing industry", says John Clement. "This includes centrifuges, complete vegetable processing lines, specialised peeling and cutting equipment and a complete range of products designed to boost productivity and efficiency."* A prominent place within this range is devoted to Sormac's processing machines.

Since the cooperation started in 2007, NSEP and Sormac have completed various projects in the Mid West. For **KB Speciality Foods** in Greensburg (IN) for example, a Sormac washing line and **SC-740** centrifuge combined with a system for water treatment from NSEP



was supplied. Supermarket chain **Meijer Central Kitchen** took delivery of a knife peeler **KP-60/HS** and a carrot topper / piece cutter **WOS-1A** and **Frisch's Restaurants** in Cincinnati use an onion peeler **USM-X100**. *"An onion peeler was also recently installed at Garden Fresh Gourmet in Ferndale (MI)", says John Clement proudly. "As Garden Fresh Gourmet is the largest salsa producer in the USA, we can justifiably label this a huge success".*



John Clement

Did you know ... that Sormac is indestructible?

It all boils down to choices.

If you manufacture low quality machines they have to be replaced quickly so you can manufacture another one. Though this entails an element of risk – your customer might go elsewhere...

If you manufacture high quality machines, then you get satisfied customers, but they might not need a new machine for a long time...

Sormac goes for option two. Maybe the customer might need a different type of machine, or the news about the incredibly solid Sormac machine might spread. Just imagine how much publicity the **Veiling de Kerseboom** auction in Mierlo has made for Sormac. Because they have been using a brussel sprout cleaning machine from Sormac for more than 30 years.

Typically Sormac: indestructible...

