



Aviko Feature Response for Caterer & Hotelkeeper - Potatoes

Only the Very Best Growers Grow the Best Potatoes

As provenance becomes more important to the discerning consumer, so caterers have to choose suppliers who know how to deliver potatoes of excellent quality. And an excellent potato is only the starting point.

Good quality raw materials depend to a large extent on the quality of the grower and **Aviko** selects only the very best growers. The **Aviko** grower is professional, loves their work, uses as few pesticides as possible and cherishes craftsmanship. **Aviko's** quality standard describes a potato as 'excellent' only if it satisfies stringent criteria prior to being considered suitable for processing into a pre-fried potato product. Take the French fry standard:

- 1) Tuber shape and length - The best potatoes for French fries are oval to elongated in shape and of a certain size
- 2) Dry matter content - On average, potatoes contain 80% water and 20% dry matter, which is mainly starch. High dry matter content improves a French fry on the inside and gives it a crisper crust
- 3) Sugars that brown – So called 'reducing' sugars; glucose and fructose, cause browning and a sugar content of more than 0.5% will make a French fry too brown when it is fried, giving it a bitter taste and an unattractive appearance
- 4) If a potato is susceptible to grey discoloration, a pre-fried French fry may turn light grey. This gives it an unattractive and thus undesirable appearance
- 5) Diseases and flaws will automatically disqualify a potato from being processed. Changing weather conditions and the fact that the tubers are grown underground, makes the potato susceptible to various potato diseases, particularly fungal diseases like Phytophthora (potato blight). Some potato varieties are also susceptible to growth cracks if the tubers grow too quickly and potatoes can also be easily damaged or bruised during harvesting if adequate care isn't taken with handling.

Spreading the Risk

Aviko has invested heavily in various geographic areas across Europe to ensure its raw material requirements are met. More than 2,000 of Europe's top growers, in the Netherlands, Germany, France, Belgium and Poland, supply this most important raw material to **Aviko's** high quality standards. The potato is a natural product and its availability and quality can vary

from year to year and area to area. This spread of cultivation ensures only the best potatoes are used and availability can be maintained.

Field to Fork – Managing Cultivation

Best practise right from the start is the only way to ensure the best raw materials. As well as making great potato products, **Aviko's** cultivation programmes for registered, controlled and certified potato cultivation have been central to their activities for many years. Their proactive approach ensures the highest standards of quality and food safety.

Dealing with Mother Nature

Changing weather conditions during the growing season require combined efforts by everyone in the chain of production to ensure a consistent quality. **Aviko's** knowledge in the field enables them to constantly review and develop their process in areas such as:

- Spreading crop growing areas and varieties across various climatic zones
- Using state-of-the-art lifting and storage techniques
- Monitoring development of the potato during cultivation and storage
- Knowledge sharing between **Aviko** and its growers
- Enhancing relations with farms across Europe
- Testing new varieties in the field and during processing

Favourite for Fries?

- The varieties called 'Agria' and 'Victoria' are both yellow-fleshed varieties. They have long tubers with reasonably good dry matter content. Both have low quantities of reducing sugars so they stay golden when fried; ideal for the best French fries!
- Asterix is a red-skinned variety with long tubers. The flesh is a light-yellow colour with a high dry matter content, but forms more reducing sugars than other varieties. Asterix has a robust structure that makes it suitable for fries in high volume, fast food outlets

To find out more on Aviko's extensive range of potato products call 01442 239 536, email ukdesk@aviko.com or visit www.aviko.com/uk/outofhome.

Ends



Press Office Contact Details:

Elke Dawkins | Jellybean Creative Solutions, 4 Bridge Street,
Leatherhead, Surrey KT22 8BZ

Tel: 01372 227 950 | Fax: 01372 383392 | email: elke@jellybeancreative.co.uk

Notes to Editors:

- **Aviko** is ranked amongst the largest producers of potato products in the world, with a market share in Europe of 20%