

# Food Export to Russia : Recent Experiences

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## Emsland Group – The Group

**Turnover:** ca. 550,000,000 €

**Employees:** ca. 1,000

**Number of plants :** 7

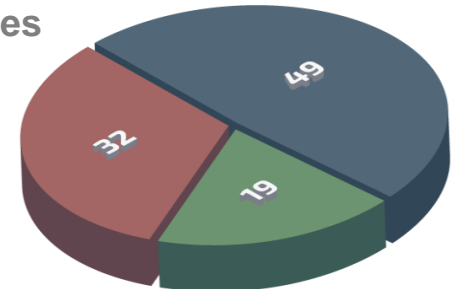
**Number of contract farmers:** 2,014

**Exportrate:** 85%

**Markets:** more than 120 countries world wide



**In Quantities**  
(in %)



## Plants

**Emlichheim** (head quarter)  
▪ native starch  
▪ potato flakes  
▪ Innovation-Center



**Cloppenburg plant**  
▪ potato flakes



**Wietzendorf plant**  
▪ starch products



**Wittingen plant**  
▪ granules



**Hagenow plant**  
▪ potato flakes  
▪ for retail and food service



**Kyritz plant**  
▪ modified starch

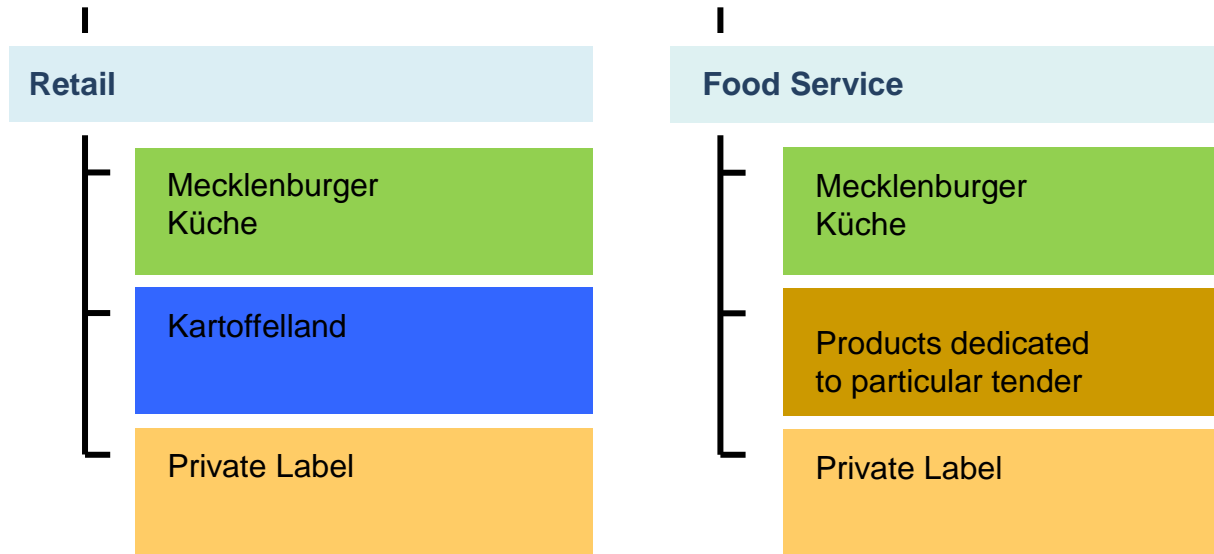


**Golßen plant**  
▪ starch products

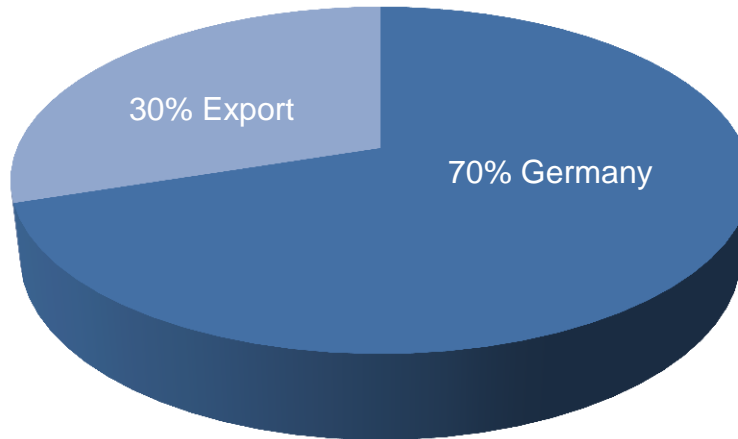
## History of the Hagenow plant

- Company was founded in 1969/1970
- This factory was the only factory for French fries in the former GDR
- 1975 starting flake production
- Management buy-out 1991
- Investment of more than 45 Mio € in equipment
- 2007 starting collaboration with Emsland (EG became a stake holder)
- 2013 became a member of the Emsland Group

## Strategy and Business Areas of the Mecklenburger Kartoffelveredlung GmbH



**Turnover in %  
Financial Year  
2014/2015**



Markets in more than 30 countries world wide



## Quality-Philosophy



Our goal is to offer high-quality natural products for a good balance of performance and price.



## Russian market



- Distribution: mainly northern and eastern regions of Russia, in regional food store chains in Moscow and Kaliningrad
- Prices for similar products of main local competitors are about 18% lower
- Local producers offer goods in assortment with various additives and spices.
- Significant share of the market is mash potatoes in one portion cups



## Russian market



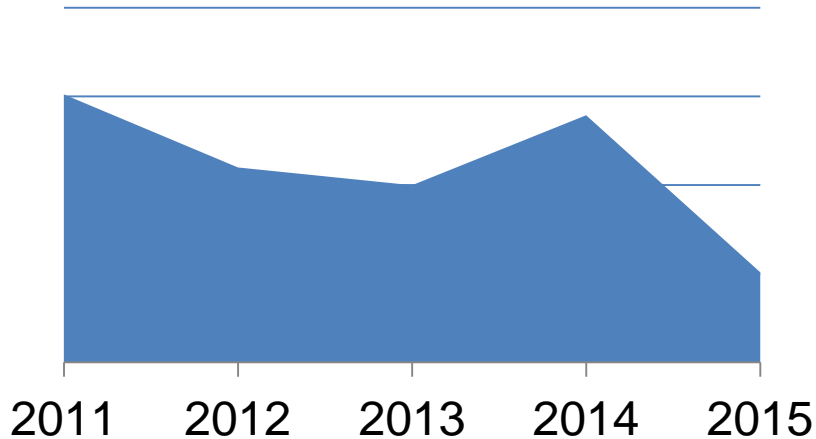
- In Russia are about twenty co-packer and
- some producer, the largest competitors are Rollton, Maggi, Knorr, Kartoshechka
- Our goal: we try to restore our position in the market!
- The doubts of customers in quality/safety and the high price of dry mashed potato do not contribute to increase this segment of market on a background of the low cost of raw potato in Russia.

## Products dedicated for Export to the Russian Federation



## Development of turnover from 2011 until 2015

**Even under  
complicated  
circumstances the  
business is still  
running.**



## General requirements for the Export to the Russian Federation

Declaration of the consumer unit has to be in Russian

Producer and import-company have to be printed on the consumer unit

Declaration guaranty has to be available (GMO free)

Payment in € (payment in advance and payment terms are workable )

Most of the payment risks can be covered by an insurance



## Requirements of documents for the Export to the Russian Federation

CMR (Convention relative au contrat de transport international de marchandises par route)

Delivery note/ packing list / invoice

Different confirmation and certification have to be available ( GMO-Free )

Export customs entry



## Our wishes to the political decision maker for the future

Harmonisation of labeling and declaration in the EU and the RF

Harmonisation of customs procedure ( acceptance of customs codes )

Harmonisation for the phytosanitary certification

Reduction of the exchange rate risk

Simplification of money transfer



## MONEY: IS PRINTED FREEDOM.

**(Fjodor Michailowitsch Dostojewski 11.11.1821 – 09.02.1881)**



VIELEN DANK FÜR IHRE AUFMERKSAMKEIT!  
СПАСИБО ЗА ВНИМАНИЕ!  
THANK YOU FOR YOUR ATTENTION!  
¡GRACIAS POR SU ATENCIÓN!  
感谢您的关注!  
İLGİNİZ İÇİN TEŞEKKÜR EDERİZ!  
ขอขอบคุณสำหรับความสนใจของคุณ!