

**Special  
edition**



# BARENTZ Newsletter

October 2005

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## Better Ingredients for Better Living™

As a recent study by AC Nielsen confirmed, wellness is at the top of consumer's minds. Wherever the consumer lives, health and well being are a first priority. If a single ingredient should be named the epitome of a healthy ingredient, surely soya would qualify. Today's health minded consumers are well aware that soya protein is of equivalent quality to meat, milk and egg protein and it's production requires substantially less natural resources. Many clinical studies and scientific research have confirmed the potential role of soya protein in heart health and cholesterol reduction, weight management, bone health, menopausal symptom relief, cancer prevention, performance nutrition etc. Already since 1999 the US Food and Drug Administration released a statement claiming: "25 grams of soya protein per day, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease." A similar claim was later acknowledged by the Joint Health Claim Initiative (JHCI) in the United Kingdom.

Soya may well be healthy, but food should in the first place be tasty. Some 10 years ago soya products were primarily found in niche segments, health food stores and health food sections of supermarkets. Innovations have led to new great tasting soya proteins. Today soya is found in mainstream consumer products. Great taste and fun soya products are now part of lifestyle over and above being healthy choices.

For the food industry soya is not only a very well perceived ingredient by consumers but offers equally superb functionality when it comes to texture and mouth feel properties. Whether applied in drinks, meat, meat analogues, energy and sports bars or ethnic food, there is always great tasting, very functional soya protein available today.

*The Solae  
Company.*



The Solae  
Company.

# Company appoints Barentz key European Distributor

The Solae Company was formed as an alliance between two global leaders, Dupont and Bunge Limited in April 2003. Dupont is known worldwide for innovative research and technology and Bunge Limited is one of the worlds leading oilseed processors.

Today The Solae Company is a leading researcher, manufacturer and marketer of high quality soya ingredients, including soya protein isolates and concentrates, textured vegetable proteins and specialty lecithins. Over 3000 customers are being served with more than 1000 different products including many brands that are widely recognised in the food industry. With the accumulated experience of its parents in agronomic, production, product development and market research, The Solae Company offers in-depth, sophisticated insight into what consumers want and how to get to them.

### “Solae inside”

With the launch of its’ Solae™ co-branding programme, the company is taking its’ message directly to the consumers with the aim of making “Solae inside” as much a selling point for foods as “Intel inside” has become for computers. The company wants to convince people not only to look for the Solae™ label on foods, but also think of as synonymous for great taste and healthy nutrition.

Being the global leader in soya protein, The Solae Company is constantly striving to improve its performance towards its customers. Combining global efficiency with local action is a top priority for The Solae Company. On October 1<sup>st</sup>, 2005 The Solae Company and Barentz have announced their European Partnership. The Solae Company has chosen Barentz to create a flexible and effective distribution system in Europe in order, to even better serve its customers.

It is a logical step in the consolidation of the soya protein industry that started with the creation of The Solae Company.

### Leading European distributor

Barentz being present throughout Europe with 17 offices and 280 people offers food and feed customers in Europe an improved access to Solae products. Being a leading European speciality ingredient distributor reaching over 15.000 customers, Barentz acts locally in every market where it is operating. We speak your language and know your market conditions. Hence Barentz offers a more localised approach and service using Solae protein products, with one point of contact for order and sample requests in every market and the broad and complementary product offering, which allows “one-stop-shopping”. Barentz like Solae is keen to provide customers with solutions thereby adding value and a superior service. With the full offering of Solae products, Barentz is truly committed to “Business made simple”.



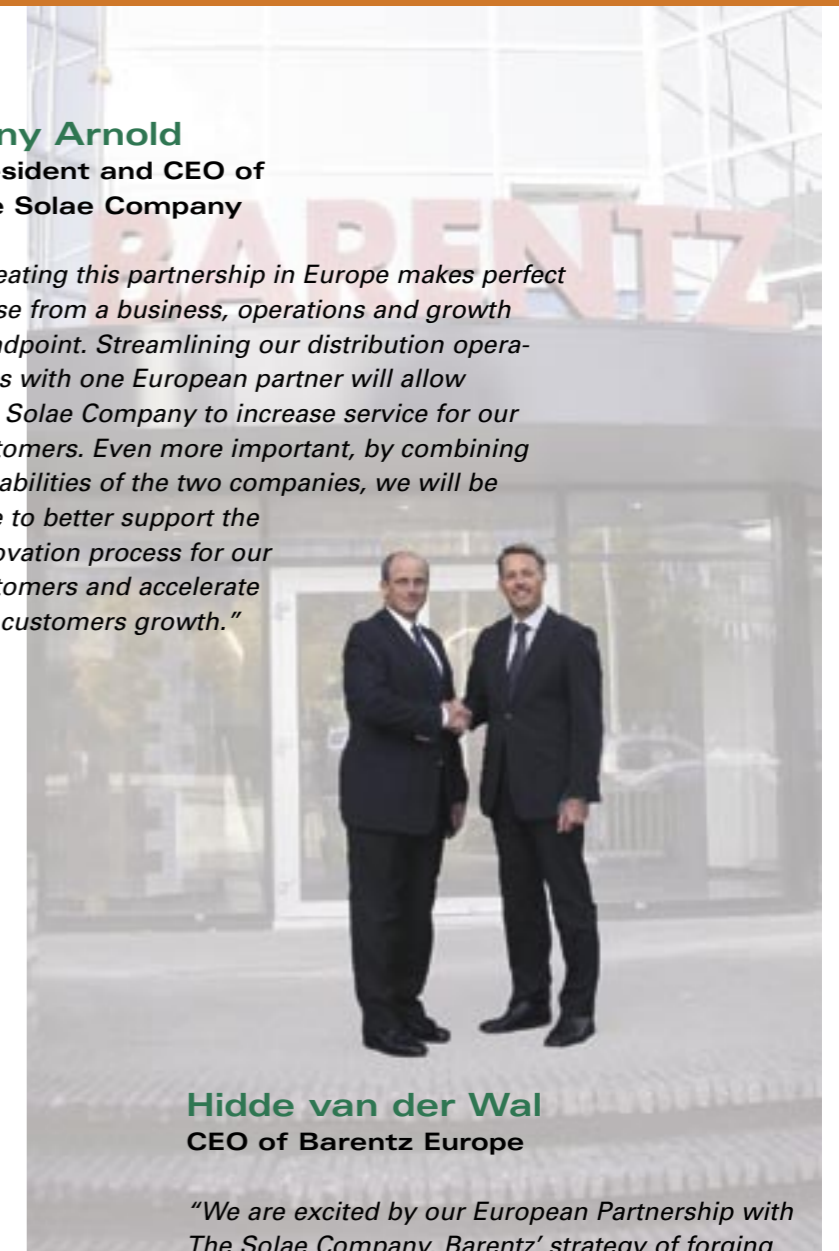
### Tony Arnold President and CEO of The Solae Company

*“Creating this partnership in Europe makes perfect sense from a business, operations and growth standpoint. Streamlining our distribution operations with one European partner will allow The Solae Company to increase service for our customers. Even more important, by combining the abilities of the two companies, we will be able to better support the innovation process for our customers and accelerate our customers growth.”*

### Hidde van der Wal CEO of Barentz Europe

*“We are excited by our European Partnership with The Solae Company. Barentz’ strategy of forging long term partnerships with its customers and principals will assure growth for everybody in the value added chain.*

*By bringing solutions together with the global industry leader we will assure our customers a constant flow of innovative and excellent tasting products. The pressures of today’s retail environment make product development more important than ever. Combining the resources of Barentz and The Solae Company is the best guarantee that we can offer to our customers for sustainable growth.”*





## The Solae IP Programme

Honesty about food is essential for gaining trust in food companies. Customers have the right to choose and obtain honest information about what they eat.

The Solae Company cherishes the trust it has built amongst its customers and the authorities on food safety, quality and product integrity.

If consumers do not prefer food derived from genetically modified origins, they should have assurances that their ingredients are produced from classical botanical origins.

The European Union has issued legislation (directives 1829/2003 and 1830/2003) to regulate all GMO Food and Feed products. This regulation specifies how these products should be labeled as well as threshold limits for adventitious contamination.

### IP Programme

The Solae Company, as a pioneer in the industry, has set up an elaborate Identity Preserved Programme for its non-GMO soya products. The programme includes:

- Non-GMO soyabean sources of origin, with preserved integrity from the seed throughout the farming, harvest, transport, storage and processing.

- Written and documented Identity Preservation Protocols throughout the supply chain
- 3rd Party audit of conformance to IP protocols
- Periodic testing of in-process samples and final products
- Meeting GMO labeling regulations.

By monitoring the entire chain and managing the entire process from farmer to fork, The Solae Company is able to meet the stringent demands from authorities, customers and final consumers. Third party auditing warrants independent and constant assurance that we can deliver what we promise.

The Solae Company was the first in the industry to provide an IP Programme for soya products and continues to invest in the area to meet our customer's needs for choice. If you want more information on Solae's IP Programme, please contact us.

*The Solae  
Company.*

[www.thesolaecompany.com](http://www.thesolaecompany.com)

### Barentz Newsletter

# BARENTZ

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