

March 2008

# scanpronews

## U P D A T E S

### Adding resources to our pilot plant

Per Madsen has joined our team in the pilot plant. Per will assist the sales team in their preparations of customer seminars and take part in our application development.

### Find relevant product info

With your personal customer login you can find answers to a lot of your questions at [www.bhj.com](http://www.bhj.com) - Protein Foods - Products - Documentation:

- safety data sheets
- allergen information
- flow charts
- amino acid compositions

### Meet BHJ Romania at the Indagra exhibition

in Bucharest from 4-8 June

## Quality assurance - a competitive edge

*By Lise-Lotte Møhring Larsen, marketing manager*

It is our vision to be the preferred partner by striving for quality and value in everything we do.

“Quality creates value to our partners and gives a competitive strength in the market. Food safety is on the agenda everywhere in the food industry, and of course also at BHJ”, says Asger Jacobsen, senior vice president. “At BHJ Protein Foods, food safety is a daily issue for all employees – especially in the production.”

### An extra quality stamp

The HACCP principles comprise the foundation of our quality assurance system – with an extra dimension in the form of a real hygiene programme by the name of SSOP - (sanitation standard operating procedures).

“As a USDA-approved company, we have unique measures assuring that hygiene at our factories is given first priority” quality manager Benedicte Sandbæk tells.

The SSOP programme sets very high standards for cleaning and hygiene before starting up and

during production. “Safety for our customers is to be found in the fact that cleaning and hygiene is continuously supervised by our own specially educated SSOP-operators, by the production management, as well as by external veterinary authorities, as part of our USDA-approval. The SSOP programme is therefore a quality stamp our customers can have confidence in”, quality manager Benedicte Sandbæk tells.

### Quality - an essential competitive parameter

SCANPRO™ is marketed globally in more than 60 countries. “Quality is definitely an important parameter for our customers. In several of our export markets, Danish quality even has a special designation. There is a reason for Denmark having a leading role in the world meat market, and the special tradition for good quality in the meat business certainly also means something to our customers when we operate on e.g. the Asian markets,” tells Per Birk Mønsted, vice president for sales & marketing.



**SCANPRO™**

- when you are looking for real value

# Add value - add SCANPRO™

## C O N T A C T S



**Jens Grube Hansen**  
Area sales manager  
jgh@bhj.dk



**Annette Steen**  
Area sales manager  
ant@bhj.dk



**Eugenie Lamberty**  
Export manager  
eul@bhj.dk



**Jørgen Holst Therkildsen**  
Area sales manager  
jht@bhj.dk



**Larisa Faberté**  
Area sales manager  
laf@bhj.dk



**Constantin Hutuleac**  
General manager  
BHJ Romania SRL  
costi.hutuleac@bhj.ro



**Daiva Kazemekaityte**  
Sales manager  
BHJ Baltic UAB  
dak@bhj.lt



**Jan-Peter Näs**  
Sales manager  
BHJ Finland Oy AB  
jan.nas@bhj.fi



**Charsten Vinther**  
Sales manager  
Protell Foods AB  
chv@bhj.dk



**Carsten Rishøj**  
Pilot plant manager/  
Area sales manager  
car@bhj.dk



**Per Birk Mønsted**  
VP Sales & Marketing  
pemo@bhj.dk

## Huge Romanian seminar at BHJ Protein Foods pilot plant

*By Lise-Lotte Møhring Larsen, marketing manager*

14 managers and food technologists from 12 of Romania's leading meat processing companies and 3 from a German company made room in their calendars for a one-week participation in a product and application seminar at BHJ Protein Foods in Denmark.

During the seminar, they spent time on product presentations, tests with SCANPRO™

in a number of finished meat products that are typical for the Romanian market, discussions and evaluations of products.

"It was quite unique to have so many managers gathered in one place from a clientele representing approximately 30 per cent of the Romanian market for processed meat. And I am very satisfied with the course of the seminar, which was planned in



every detail. The overall response from the customers is very positive, and I look forward to developing our business together", says Costi Hutuleac, general manager, BHJ Romania."

## Visible in China with a strong impact

*By Jørgen Holst Therkildsen, area sales manager*

A first meeting at the China Meat Research Institute last year and a visit at IFFA 2007 has started an interesting cooperation with the privately owned Chinese company, Wenda Co. Ltd.

Today, Wenda is a Protein Foods distributor. Wenda has a significant foothold on the Chinese market, and with own R&D facilities they are able to provide

technical support on the sales of SCANPRO™. The Republic of China is a traditional soy country, and it demands quite an effort to introduce functional animal proteins. Nonetheless this is what is well under way.

CEO Mr. Xiong Wei of Wenda and Jørgen Holst Therkildsen of Protein Foods will meet soon again at the Food Ingredients, Shanghai and at the China Meat

Research Institute fair in Beijing.

The participation at these important fairs has been planned in close cooperation between Wenda and BHJ Protein Foods ensuring the best possible approach to the Chinese industry and the best possible profile of SCANPRO™.



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Edited by  
**Lise-Lotte M. Larsen**  
Marketing manager  
lml@bhj.dk

BHJ A/S  
PROTEIN FOODS  
Denmark  
Tel +45 74 35 35 35  
protein@bhj.dk  
www.bhj.com

