

## Customer Orientation in Food Packaging



Pivdenagropereobka Agricultural LLC is operating on 4,200 hectares in the Odessa region and has been growing a wide variety of winter and spring crops, oilseeds and vegetables since 2002. All produce is processed in-house and sold in various forms of cans and packaging. Concentrated tomato paste is one of the company's products. Most people who cook for a family know that a good tomato paste greatly enhances the flavour of many dishes, requiring just a small amount to achieve the desired result. For small households this often results in unused but opened tubes or jars of tomato paste turning bad before the paste is required again.

Pivdenagropereobka decided to cater for this market segment by investing in a new Tetra Pak packaging machine that produces 70gr packages that are perfect for the preparation of one meal. Furthermore, in an environment where low disposable income requires families to economize on their grocery bills, the lower cost small portion size is more affordable for a larger group of customers. In addition to the new packaging machine, the company also invested in a new pasteurizing line, enhancing the quality of its tomato paste.

Apart from improving its product quality and output capacity, the new equipment is also more efficient in its use of energy and materials. With the enhanced capacity, the company can also expand its exporting of products to European countries such as Germany, Romania, Poland, the UK, Bulgaria and others.

After the successful implementation and verification of this project, the company will receive 15% of the loan value as a grant incentive, funded under the EU4Business initiative of the European Union.

With the investment, the company now meets a wide variety of European standards, including:

- Directive 2006/42/EC on machinery, and amending Directive 95/16/EC (recast)
- Directive 2009/125/ establishing a framework for the setting of Eco-design requirements for energy-related products (recast)
- Regulation (EC) No 1935/2004 on materials and articles intended to come into contact with food

**Loan Amount** € 558,451

**Grant amount** € 83,768

**Invested in**

Packing machine TR A1 for TSA 65 S

Tetra Pak pasteurizer 930 h, 23-27 brix

**EU Directives met**

Product quality and safety, Health and Safety of workers and environmental protection

**Energy Savings,**

310.8 MWh/y

**GHG reduction**

17.4 tCO<sub>2</sub>/y

Implementation Consultants

