

Starting a
Potato Processing Industry

Organization of a New Potato Processing Industry in Regions with Little Know-How in Processing, Production and Marketing

On starting **potato processing** or potato refining, it is advisable to go ahead carefully, **step by step**.

Notwithstanding all support given by the suppliers of the plant, thorough experience has to be made, on the spot, during the first months or even years of production.

For example in the field of **raw goods**! Even if the investor knows the problems of potato cropping very well and is an expert regarding the potato itself, he will nevertheless have to constantly complete his knowledge! Sorts, cultivation, fertilization, reaping, storage must be in accordance with the **requirements for the refining of these goods**, if one wants to turn out high-quality products in a profitable way.

Although there are approximate values, every region has its own **soils**, its own **climate**...

Different refining products make **different demands** on the raw material.

A businessman who wants to be successful in the long run, would be ill-advised to erect - just at the beginning of a refining production - a high-capacity plant, but he will, first of all, handle the subject "**raw material**" (also as far as **quantities** are concerned).

Without suitable raw products one cannot be successful in the long run. At the beginning, the customers might not be very critical but with time their taste will refine, their power of judgment will increase, in particular if competitors appear on the market with good products.

The "**potato**" should, therefore, be paid **great attention**.

Various sorts should be cropped and tested. Consistent work on the "potato" will certainly yield good results.

It should also be taken into account the following: Potatoes that, during the first few weeks after reaping, prove suitable for making a certain potato product, might lose their good properties after some weeks or months of storage, in particular if storage is not properly performed.

You cannot dispense with some laboratory devices, by means of which you can determine the quality of both raw goods and final potato products. We have this equipment in our production program.

So far, however, there have been no problems, for the most part of the factories, to produce an acceptable quality in the long run. **Hardly any company can say that success fell directly into their lap, but much work had to be done for it.**

In Western Europe a lot of experience has been gathered. One should capitalize on it and try to find out whether it is possible to achieve good results on one's own soil, in the there climate, too.

Maybe even home-grown sorts are excellently suitable.

Economic and commercial aspects, too, would not suggest to erect large-scale plants just at the beginning: Experience has to be gathered in the marketing field and a **sales department** must be built up.

It costs time and money to organize an efficient sales department. **The sales department is as important as the production department!**

It will often occur that there is no adequate appreciation of the "salesman" or the "sales department". They are sometimes seen as sort of undesirable subordinate department. But in reality it is a matter of fact that the best and most efficient production department is useless if the sales personnel do not work well. The staff of the sales department must find many fast ways to many interesting customers. **The selling activities and the good organization of the sales department appear to be an art in itself!** You cannot get command of these things in one day's time. A lot of experience in the sales region has to be gathered in order to render the sales activities efficient and profitable. - Just for this reason you should not invest in a large-scale plant at the beginning of a processing production!

At the beginning of a potato refining production one **cannot** apply the equation: big investment = high profit!

First and foremost you have to establish a sound base of experience on which you can proceed!

Once this ground work has been implemented, you may invest in large-scale plants at a low financial risk. You will choose these plants, as far as their size is concerned, in a way they meet the requirements of the market. The new buildings, too, can be projected in appropriate dimensions.

The below listed products can be turned out in a relatively simple way by means of carefully chosen machinery, without the necessity of purchasing complicated and costly high-tech plants:

Dried potatoes and dried products made of other tubers and root vegetables (possibly of **fruit and vegetables**, too). Long durability.

Sterilised potatoes in plastic bags
(Processing method **also** suitable for the
sterilisation/pasteurisation **of other tubers/
root vegetables/fruit etc**). Long durability.
**(Potato) chips, potato sticks,
potato snacks made of pellets.**
Long durability.

**French fries, pommes parisiennes,
fried diced potatoes and fried potatoes.**
Cooled, from + 4° to + 8° C, 3 - 7 days,
deep-frozen, -18° C: Long durability.

**Peeled potatoes and other peeled root vegetables
as fresh products** for the catering section
(gastronomers, big canteens, e. g. in factories
and hospitals).
Cooled, from +4° C to +10° C, 2 - 3 days,
vacuum-sealed max. 7 days.

A list of interesting articles and essays regarding the topics of the preparation and processing of tubers and vegetables and associated specialist areas can be found at our Internet site at www.dornow.de, Treatises.

Review of your current peeling results or before the purchase of a peeling machine or system:

**Realistic test peelings with the most diverse peeling systems,
with the most diverse tubers and root vegetables, some fruit, with your raw
produce are possible in our Peeling Test Center!**

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