HEALY NEWS

Issue 26, April 2021



It would be an understatement to say that the past 12 months have brought about a number of changes in the food industry and, more profoundly, our consumer behaviour. Social isolation has made the job of responding to market pressures more difficult; eating and drinking habits are often linked with social interaction or events, and lockdowns continue to bring with them their own trend microclimate.

Such trends are likely transient; more time at home means more time to cook and experiment, including the use of meal kits to recreate much-missed restaurant experiences. Although a number of consumers have found a new passion for cooking, it is not expected that the overall uptick will remain when foodservice resumes.

There have also been contradictions; both a rise in the number of consumers looking to eat healthier to stave off illness as well as a rise in sales of comfort foods that are high in salt, sugar or fat. This necessitates continual market monitoring and a deeper understanding of what is driving the data. From the seemingly unstoppable force that is plant-based to the more subtle trend of targeting immune support through fortification, Healy Group have been working hard to stay informed. Our team has been keeping abreast of the latest trends in order to better support customers, and we recently launched the first in our series of ingredient training videos to improve usability.

Reflecting on this turbulent year during March's lockdown anniversary, it is inspiring to see the advancement of science and technology across all fields - food and nutrition included. However tempting it may have been to batten down the hatches on NPD, innovators in the food industry have continued to rise to the occasion. We can't wait to see what 2021 will bring, and look forward to meeting new challenges with you.



Hannah Rackham,
Group Marketing Director

FEATURED SUPPLIER: EMSLAND GROUP®
using nature to create

- MARK POWELL, COMMERCIAL DIRECTOR



> Processing over 3 million tonnes of raw material PA, Emsland Group are Germany's biggest starch producer and the largest globally for Potato Flakes and Granules



In this newsletter we are proud to have our joint venture partners, Emsland Group, as our featured supplier. Emsland have 6 factories spread across Germany producing a wide range of products from Potatoes and Peas which includes Starch, Flakes, Granules, Fibres and Protein; nothing goes to waste!



They continue to lead the market in supplying established products and in creating the next generation of innovative solutions.

If anyone has further interest in the products, infrastructure, innovation and sustainability then please visit www.emsland-group.de

MARKET CONDITIONS IN BRIEF

The potato crop in 2020 was the best in 4 years and, combined with sectorised falls in demand during Covid lockdowns, there was a downwards price correction in Q4 2020 and Q1 2021. However, demand is increasing, and costs are inflating! Freight, energy, chemicals and pallets are among the key drivers with specific post-Brexit costs affecting the UK market.



Grain prices are high, and Tapioca-based products are massively affected by extortionate sea freight costs – this all adds to the inflationary pressure across all alternatives.

The message is clear – prices will rise in the coming months!

Healy Group will continue to do our best to mitigate any potential increase for your specific needs with continued high levels of communication where we can discuss the best options available.



PEA PROTEIN DEMAND

In regard to our pea-based products, demand is growing dramatically as the meat protein substitution market expands exponentially, which is leading to higher and higher pea prices.

Add this to the above “other” factors and you can start to see the challenges we all face in the coming period.

INTRODUCING EMWAXY® WAXY POTATO STARCHES

Emwaxy® is a new generation of waxy potato-based starches offering alternatives to the Eliane types from Avebe as well as Waxy Maize types from many other suppliers.

Emwaxy® Features & Benefits:

- Greater process stability against market alternatives
- Clean flavour profile and enhanced clarity in solution
- Lower gelatinisation temperatures for improved efficiency
- High viscosity: >99% Amylopectin
- Allergen-free and non-GMO for broad market appeal



If you are looking to improve texture with this high viscosity, GMO-free, clean tasting, highly process-stable alternative then do let us know.

Thanks for reading this far... stay safe and we look forward to servicing your needs in the future.

HEALY TWO MINUTE TRAINING

PRODUCT & RECIPE VIDEOS FROM OUR NPD TEAM TO YOURS!

Over this period it has been a challenge to offer technical assistance and show the best ways to get the most from our ingredients. Some ingredients are better hydrated before use, others may require specific processes to activate. To overcome this we have been working hard on training and recipe videos.



PLANT-BASED SOLUTIONS

To coincide with growing technical requests, a number of our videos concentrate on our plant-based solutions. Including egg-free cupcakes, vegan cream and a textured pea protein burger (pictured left), many videos showcase tried-and-tested recipes from our technical team.

Each video in the series either follows the format of “Two Minute Training”, centering around a particular ingredient, or a How-To where we demonstrate a recipe. At no longer than 3 minutes each, they are easy to find time for, even with a busy schedule!



You can access the videos by clicking the relevant thumbnail below.



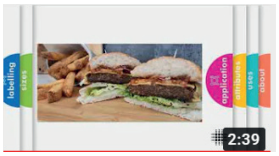
PrimaPro®:

Micronised Pea Protein benefits - shown as an emulsifier in vegan mayonnaise



SenseFi®:

Cellulose fibre used in fat and calorie reduction. High-shear activation technique shown.



PrimaTex®:

UK-produced Textured Plant Protein shown in vegan burger application



Vegan Cream:

How to make a vegan cream with the same functional and organoleptic properties



Egg Removal:

How to remove eggs in baked goods, featuring cupcake recipes against a control

For further product information or to request the full recipes for any of the above solutions, please contact us now. We look forward to sharing our upcoming videos on flavour and salt reduction!

MEET THE TEAM: VICKY HADLAND, BUSINESS DEVELOPMENT MANAGER





Vicky is the one of the longest-standing members of our sales team with an incredible 15 years in the Healy Group! In just five questions we discuss labelling, education, post-lockdown plans and more.

Q1. What do you like most about working for Healy Group?

I like to see the work we've been doing eventually hit the supermarket shelves or appear in food service products. I think to myself "I had some involvement in that!"



Q2. What does a typical day in your job look like?

It can vary so much. One minute you can be working on some new innovation in food for a major retailer or manufacturer, next minute you can be looking at glue for rolls of paper.





Pre-lockdown it could have meant getting a train, starting the day off at 6.30am ready for a long day of meeting one or two customers. Since lockdown I am now sometimes fitting in four meetings a day, which would normally be impossible due to logistics.

I spend the rest of my time organising meetings, prices, quotes and samples for customers. There have been some very challenging times for everybody recently but fingers crossed we are coming out of it positively.

Q3. What Healy product do you find most interesting?

I find the fact that there are so many starches out there that all perform differently fascinating. When I talk to people outside work and they sometimes discuss ingredients on labels in a bad way. I try to tell them that without those ingredients there would be none of their favourite foods.





I think there can be a lot of bad education around food labelling. Some of the new and more unique products in our portfolio are hard to explain verbally. With certain technical ingredients, their benefits don't come across as well unless demonstrated - once the customers see them in action they are normally blown away.

Q4. What is your favourite food or dish?



Anyone that knows me knows I love any food - there isn't anything I won't try. Some of the ideas that come out I'm really not on board with at first but once I try them I can easily change my mind. I love Italian food, but unfortunately it doesn't do much for my waistline.

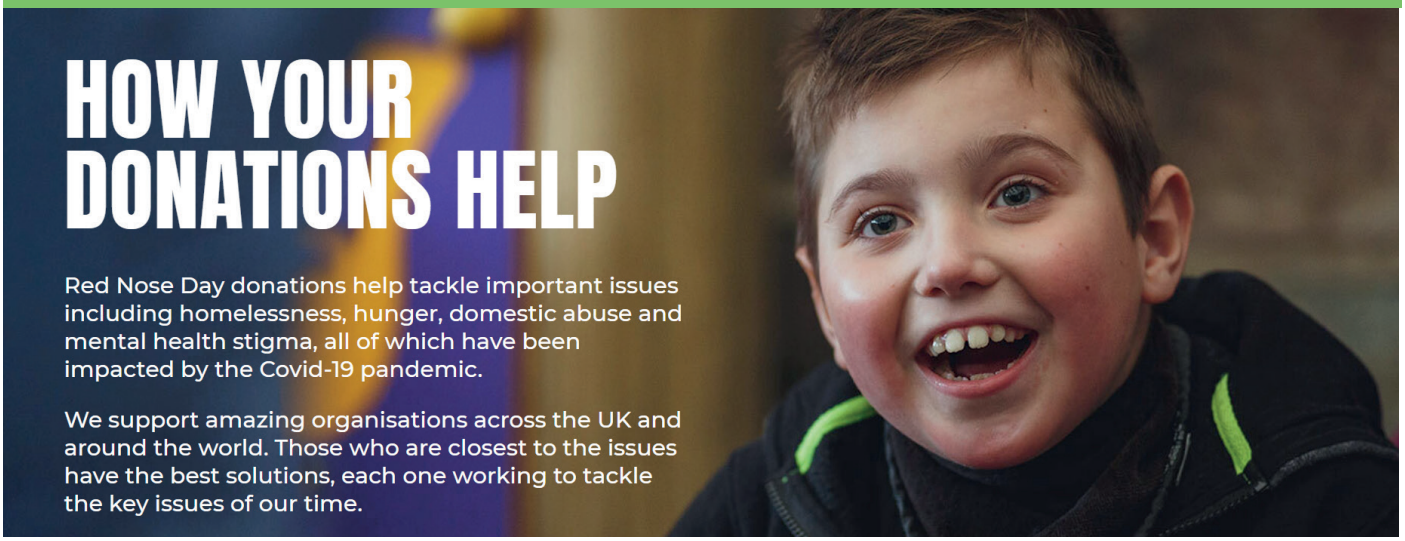
Q5. What are your hobbies and interests?

At the moment I have a love for walking and cycling. Once the pandemic is over I am looking forward to a meal in a restaurant - I am so over cooking every night!

GROUP NEWS



Ethan Beales (pictured below), the son of our Group Quality Manager Samuel Beales, has been the famous face of Comic Relief's 2021 Red Nose Day! Thanks to the help of Comic Relief and the tireless efforts from the STEPS Conductive Education Centre, Ethan's journey with cerebal palsy has gone from strength to strength!





With funding from initiatives like Comic Relief, STEPS provides specialist support to children with motor disorders. Their holistic approach is designed to aid in the development of a child's physical, social, emotional and cognitive wellbeing. Their sessions are based around structured play that is aimed at giving children a variety of skills tailored to their specific needs. Healy Group are proud to have supported them for a number of years and delighted to see them recieve national attention!

PrimaFi cocoa THE ART OF UPCYCLING

Finally, our Group Application and Technical Director Paul Sheldrake recently delivered a webinar presentation about our micronised cocoa fibre, PrimaFi Cocoa.

In his presentation Paul detailed how this unique sugar reduction solution is upcycled from cocoa husks, a byproduct from chocolate production. The husks are ordinarily discarded or sometimes burned for energy, and we were eager to find an alternative solution for them.

PrimaFi Cocoa reduces sugar by as much as 45% in chocolate applications whilst maintaining solids. As it is micronised, it offers a smooth texture with minimal fat absorption, further enhancing creaminess and indulgence. If you missed the presentation but would like further information, please email us.



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