



www.mefmag.com

Middle East Food

مأكولات الشرق الأوسط

February 2011 / Vol. XXVII - Issue 02
شباط (فبراير) ٢٠١١ / مجلد ٢٧ - عدد رقم ٠٢

Serving the Food Processing, Ingredients, Packaging & Catering Sectors in the Middle East & North Africa - Since 1985
تخدم قطاعات تصنيع المأكولات والمكونات والتوزيع والتعبئة في الشرق الأوسط وشمال أفريقيا - منذ ١٩٨٥

Middle East Retail Sector:
A Continuous Evolution
(P. 30)

UAE : The Definitive Route into MENA & South Asian Region
(P. 54)



The MENA Region

Remains One Of the

Best Growing Confectionery Markets

(P. 24)

Start Up of Indonesian Cinnamon Plant

ForesTrade, Inc. built Indonesia's first state-of-the-art organic cinnamon-processing plant and an associated essential oils plant in Padang, West Sumatra. The two plants were officially opened in March 2007, but the spice plant, for cinnamon and cloves, did not become fully operational until March of 2008.

One of the biggest problems that delayed the built of these plants was the procurement of equipment but ForesTrade received assistance with the plant design from a large local spice processor. "One of their engineers worked with us as a consultant to design our production line and he recommended equipment from **Munson Machinery Company** in the U.S.," says *Mary Porter*, manager of ForesTrade's Indonesian operations. Munson subsequently delivered a high-speed screen classifying cutter that cuts the cinnamon sticks to the desired length, and a rotary continuous mixer that blend various grades of material to customer specifications.

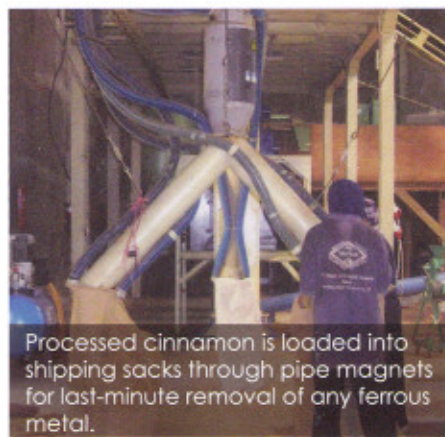
Today the plants are running smoothly and "we are exporting high-quality products," says Porter. The plants have HACCP (Hazard Analysis Critical Control Points) and ISO 9000 certification and meet international standards for organic products. Headquartered in Brattleboro, Vermont, ForesTrade is

a producer and distributor of tropical, organically grown spices, coffee and essential oils, with offices in The Netherlands, Guatemala and Indonesia. The company buys the raw products from certified organic farmers, including more than 5,000 farmers in Indonesia.

Today, the plant is considered a model for cassia processing and has received praise from visitors, many of them customers, for its efficiency and cleanliness. "Above all, people are impressed by how clean the place is because cassia plants are notorious for dust," says Porter. Other companies have expressed interest in following ForesTrade's example, she adds, and the consultant who designed the plant has had many inquiries from companies that would like to duplicate the entire system.

Padang might well be called the cinnamon capital of the world, located as it is in the middle of a major production area for cinnamon and other spices. The popular type of cinnamon in the region is cassia vera, which has a hot and sweet flavor. Bark from the trunk of the tree has the highest volatile oil content, which gives it a spicy flavor.

Cinnamon is received at the spice plant in bags as rolled sticks, known as quills that range in length from 7.5 cm to 1 m. Samples of bark from each in-



Processed cinnamon is loaded into shipping sacks through pipe magnets for last-minute removal of any ferrous metal.

coming bag are checked by distillation and by a water-activity meter to determine the content of water and volatile oil. The bags are then manually emptied onto a belt conveyor, along which workers remove stones, and arrange the quills inline for the cutting operation. Soil and any other extraneous material are removed by a vibratory separator, and a magnet extracts ferrous metals.

From the conveyor line the quills are discharged into a rotary knife cutter and rough-cut to a maximum length of 15 cm. The quills are then fed via a pneumatic conveyor into a high-speed, screen classifying cutter (Munson model SCC-15-MS). The unit's horizontal rotor contains dozens of cutter blades, attached to a helical array of staggered holders called "interconnected parallelograms." The blades are chisel-shaped, with replaceable carbon tips. ■

Al Rabie Delivers Lecture on Nutrition to Students Visiting its Riyadh Headquarters

Al Rabie Saudi Foods Co., a pioneering producer of juices dairy products in the Kingdom of Saudi Arabia and the largest juice manufacturer in the Middle East, recently invited students to a lecture on the importance of nutrition and the consumption of health foods in addition to future working opportunities. Al Rabie is encouraging other schools to make similar trips to its Riyadh headquarters.

Abdul Mohsen Abu Harba, Manager of PR & Communications and CSR Department, received the delegation and gave the students a tour of the company's factory to show

the basics of production lines and manufacturing methods. He pointed out that the visit aimed to introduce school children to the importance of healthy nutritional products and highlight Al Rabie Saudi Foods Co.'s achievements along with its notable contributions to the industrial boom witnessed in KSA.

Abu Harba said that such initiatives raise awareness among school students and visitors on future working opportunities. This, he explained, promotes hard work and interest in scientific and business innovation. He added that the tours emphasize the



Al Rabie Saudi Foods Co. logo

growth of various fields, particularly the industrial sector, under the wise leadership of the Kingdom. He concluded that the company's goal through these visits is to reinforce social, cultural and educational awareness and collaboration among all community members as well as to promote and support social activities in general. ■