

Contacto: Andrea Siebert
Marisol - Böer & Siebert Lda.
Telf (+351) 289793-601
Fax (+351) 289793-293

Lt 162 R19 Zona Industrial
8700-281 Olhão
www.marisol.info



NOTA DE IMPRENSA | PRESS RELEASE

Filling the gap between artisan salt gathering and a safe final food product

Marisol® Böer & Siebert Lda concluded their innovative project on processing artisanal sea salt

To innovate the processing of hand harvested sea salt and add commercial value to it – these were the objectives of Marisol® Böer & Siebert Lda for their project, co-financed by the PO Algarve 21 program and concluded in September 2011. The company built a specific transformation unit where both Flor de Sal (flower of sea salt) and sal marinho tradicional (traditional sea salt) are cleaned from impurities, processed and packed, complying with the legal standards for food safety, but without changing the salt's organoleptic qualities. The project also covered the certification of the newly introduced processing in accordance with the international standard ISO 22000:2005, based on the implementation of an HACCP system. A monitoring program was established for analysing physical, chemical and microbiological parameters of the salt, waters and soils where it originates.

Between 2010 and 2011, Marisol® Böer & Siebert Lda executed a project co-financed by PO Algarve 21 through the incentive system for innovation on production (SI Inovação; contract nr. 2010/7754). In total, 225.291 Euros were invested, of which 180.591 Euros were eligible costs. The project's financial executive phase was successfully concluded as scheduled in September 2011. The project budget was not exceeded, aside from a slight increase of 0.5% for the eligible cost.

Through the innovative design and mounting of their prototype for a processing unit for raw artisanal sea salt and through the certification of ISO 22000:2005, one of the strictest international food safety standards, Marisol successfully complied with the project's strategic objectives, as follows:

1.) Optimised salt processing and related operations:

Designed as a prototype, the new transformation line's objective was to optimise the processing of traditional sea salt and Flor de Sal. The unit bears 3 components, removal of impurities, milling (for traditional salt only) and packing. It was officially inaugurated on June 8, 2011, in the presence of representatives of various entities, among them CCDR Algarve, the city of Olhão, DRE, IAPMEI, IPIMAR and AMAL. The automatized salt processing allowed for the reduction of workers on the line from 4 to 2, all the while resulting in an increase in the quantity of raw salt processed. Both effects clearly reflect an optimised transformation process.

2.) Significantly increased production capacity:

Concluded in early 2011, the implementation of the new processing unit for artisanal sea salt soon bore positive results, with a gross increase of 85% of salt processed in 2011 in comparison with 2010. Daily production calculations showed that in 2011, 48% more salt was produced per day than in 2010, which is 23% above the estimated increase in the project's outline. These positive figures reflect the continuous production possible with the new line, as well as the reduction in staff, which freed workers for other tasks within the company.

3.) Maximised compliance with food quality and safety standards:

An HACCP system was successfully implemented as scheduled and served as a basis for establishing a food safety and quality management system. Implementing the system also implied a monitoring program for the production of raw salt in the company's partner salt flats, analysing the salt, brine, waters and soils, in order to guarantee the purchasing of raw salt in accordance with food quality and safety standards. Professional training on food safety was carried out for the staff members, with a specific, advanced program for the higher management level. In September 2011, the company certified its food quality management system with the norm NP EN ISO 22000:2005, thus complying with the strict standards for food safety.

4.) Increased turnover in total and per country:

As an after-effect of the project, Böer & Siebert Lda also counted on increased turnovers in total and especially for the national market. In general terms, the expected figures were exceeded: For 2009, the company billed in total, 19% more than estimated, with a significant increase in national sales of 111% – above twice the estimated value. This positive trend carried on to the following year of 2010, when the total turnover was 8% over the forecast, with again a specific impact on national sales, which was 185% above the estimated and led the Portuguese market to occupy rank 2nd in the

company's international sales ranking. Portugal maintained this position also in the 2011 ranking, right after Germany, and followed by Canada, the United States, Austria, Japan and the Netherlands, with Sweden, Spain and Finland on ranks eight, nine and ten, respectively.

5.) Expansion to new markets:

As the first post-project year, 2012 is crucial for the further diversification of international sales and for exploring non-food target markets. In this context, the consolidation and growth of exports to the U.S., Canada and Spain play an important role, which started by participating in 2 food trade fairs in the U.S. and in Spain. In order to further strengthen the possibilities of the company's international performance, consulting was obtained on industrial and intellectual property, namely on trademarks, designs and patents.

6.) Increased knowledge and know-how of employees:

In order to reinforce the staff's knowledge and know-how, several professional training programs were carried out along the project timeline, namely food safety and hygiene, health and safety at work, as well as software applications for production, all of which proved to be of practical use for the employees and helped them to improve their performance.

(74 lines – 878 palavras)

For further information:

Marisol® Böer & Siebert Lda
Quality Dept., Cécile Godinho
Tel. +351 289 793 601
cell +351 910 512 855
quality@marisol.biz