

Introduction to HPFI bv
(Health & Performance
Food International bv)



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2. Historical review

2.1 Review

In 2002 HPFI bv (under the name Soil and Crop) started to grow Teff in Europe (The Netherlands). The first contacts with potential customers showed a strong interest in the grain.



End 2002 it became clear that Teff would be an excellent alternative grain for the western food industry. It showed that best baking results were achieved by a mix of Ethiopian/USA- and European Teff-grain.



The amazing qualities proved to be also exceeding for consumers who are looking for more healthy food. The concept of the ancient grains (Eragrain) was introduced.

Trend watchers in the USA and the UK now predict that the ancient grains, like millet, spelt, teff, amaranth and quinoa will go mainstream to help consumers to keep their body fit and to control weight.

2.2 HPFI bv business objective

HPFI bv is a company which sells Teff-seeds to the industry (Business to Business). Furthermore the organisation promotes the grain and organises the chain of business partners around the production of seeds up to the sales of products which contain Teff.

3. Market and focus

HPFI bv focuses on the following market segments:

1. Gluten free – gluten intolerance and no gluten no wheat market;
2. Market of natural sport food;
3. good for you market: Teff as an ingredient as an alternative to the modern grains.

3.1 *Gluten free*

Gluten free flour is used for the production of food for consumers with a gluten-intolerance. The market in Western Europe and the USA is some 0,2% of the population. At this moment only a part of the gluten intolerant patients have been diagnosed as such.

3.2 *Food for sportsmen*

A second focus in Europe is on the market of Food for functional food, especially for **sportsmen**. It is a fact that Teff has excellent attributes for sportsmen and is recognised to be one of the drivers behind the successes of East African runners on the 5 km, 10 km and the marathon. In this market a solid movement is seen from supplementary food to natural food to perform better and faster and improved recovery.

3.3 *good for you*



The **good for you** market (ancient grains market) is an important target for HPFI bv. Teff as a natural ingredient, produced in a environmental correct way and with benefits for the originating country Ethiopia in Africa is the vital concept to find industrial partners and retailer through Europe.



4. Teff product description



HPFI bv sells teff-grain to the industry. Please find below a selection of successful products which the industry has made with teff as ingredient.

1. bread mix brown and white, totally gluten free;
2. white and brown teff in consumer bags (brand Eragrain),
3. one of the eldest German distributors to the German reform houses, a number of gluten free products have been, like brownies and cake.
4. a number of sport-products sold under the brand Sporteff,
5. a gluten free beer under the brand Glutaner is successfully sold in 14 European countries as well as in the USA,
6. Breakfast cereals are developed



Op je gezondheid. Proost!

Glutaner is een premium met een percentage van 5,2 % alcohol. Bovendien een gezond product. Glutaner is wat betreft smaak en uitstraling te vergelijken met een premium pilsener. Glutaner is gebrouwen op basis van sorghum. Teff is een belangrijk ingrediënt. Glutaner is 100 % glutenvrij. Gebruikmakend van uitsluitend glutenvrije ingrediënten en gebrouwen in een glutenvrije omgeving. Na elk brouwsel wordt het product o.a. gecontroleerd op de aanwezigheid van gluten.

Binnenkort zal op deze site uitgebreide info worden gegeven over dit product.

To your health. Cheers!

Glutaner is a premium beer with an alcohol content of 5.2 %. It is, above all, a healthy product. In terms of taste and appearance Glutaner can be compared to a premium lager. Glutaner is a brew based on sorghum. Teff is an important ingredient. Glutaner is 100 % gluten-free. It is brewed in a gluten-free environment using only gluten-free ingredients. After each batch of beer is brewed, one of the things the product is checked for is the presence of gluten.

More detailed information about this product will be available on this website soon.

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The typical quality of teff is that it is extremely valuable in:

1. minerals like iron, magnesium, calcium,
2. the right kind of fibres which contribute to fat reduction and makes our body fit for life;
3. the right kind of natural energy which is slowly released into the blood;
4. the composition of protein (no gluten and full of the right kind of amino acids).

5. Teff and Ethiopia

HPFI bv would like to import Teff from Ethiopia. To get best results for modern baking products a mix of high elevation teff like teff from Ethiopia (now coming from Idaho, USA) and European teff is prepared according to exact industrial quality specifications .

HPFI's will only export (if the government allows such a practice) Teff from Ethiopia under the following constraints:

1. Ethiopian farmer societies should find a good income from this export;
2. the Ethiopian farmer will grow more crop then before and only export part of the additional yield;
3. producing teff should be done in good harmony with the environment in Ethiopia and not reduce the quality of the growing fields.



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