

THE OFFICIAL MAGAZINE OF THE PORT OF HAMBURG | SEPTEMBER 2017

FOOD STUFFS

PORT OF HAMBURG
MAGAZINE



Dear Readers,



Anybody finding themselves in one of the Port of Hamburg's innumerable warehouses will gain an immediate feeling for the transshipment hub's central role in the daily life of each and every one of us. The scent of coffee, tea and exotic spices hangs in the air. The lines of cartons of fruit and vegetables from all sorts of countries seem endless. All over the place, samples are being taken, and quality checked. Sorting and packing never cease. Here one sees at once just how monotonous a menu confined to local foods would be.

Yet the Port of Hamburg is not simply of tremendous importance as a gateway for food imports for the German market. Germany's largest seaport serves the country's food and agribusiness as a central hub for its thriving exports. Nor should one forget the transshipment cargo feeding the whole of Northern & Eastern Europe via the Port of Hamburg.

Last year alone, the Port of Hamburg handled almost 25.5 million tons of foodstuffs and agricultural products. That represented about 18.5 percent of its total throughput. Specialist companies in this segment are correspondingly thick on the ground. The added-value chain consists of raw material producers, food & beverage and further processing companies, and a concentration around the Port of Hamburg of wholesale and retail food groups, right down to local supermarkets. No wonder, then, that estimates put the total food & agriculture workforce in the Hamburg Metropolitan Region at between roughly 50,000 and 60,000.

This latest Port of Hamburg Magazine provides a glimpse of this exciting sector, and of the Port of Hamburg's importance as a vital food hub. Our editorial planning has indicated just how varied the world of coffee, bananas, fish and steak actually is. Barely any other issue has made the job of selecting topics so challenging for us.

I trust that we have found the right mix for you and wish you enjoyable reading.

A handwritten signature in blue ink that reads 'Ingo Egloff'.

Ingo Egloff

Joint CEO, Port of Hamburg Marketing e.V.



A top-down view of a diverse collection of food items. In the center, there are several slices of whole-grain bread. To the right, a block of yellow cheese and a carton of brown eggs are visible. Below the eggs is a small glass of olive oil. In the bottom right corner, two whole red fish are shown. To the left of the bread, there is a pile of yellow tubular pasta and a single red tomato. Above the bread, a white bowl is filled with red, spiral-shaped pasta. In the top right, there is a whole ear of yellow corn, a bunch of green leeks, and two red bell peppers. A small glass of white milk sits near the center. The background is a plain, light color, making the various textures and colors of the food stand out.

**LAST YEAR ALONE, THE PORT OF HAMBURG
HANDLED ALMOST 25.5 MILLION TONS OF
FOODSTUFFS AND AGRICULTURAL PRODUCTS.
THAT REPRESENTED ABOUT 18.5 PERCENT
OF ITS TOTAL THROUGHPUT.**

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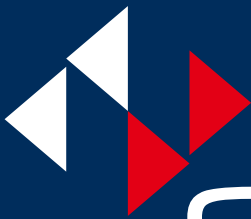
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Ports & Logistics

"EIN STARKER VERBUND VON NORDDEUTSCHEN HÄFEN UND LOGISTIKSTANDORTEN IN DER METROPOLREGION HAMBURG"



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RENSBURG PORT

German food and drink industry: A tremendously important sector

With over 580,000 staff in a total of 5,940 companies and turnover in excess of 171 billion euros in 2016, the food industry is the third largest in the country. The German food range is primarily notable for quality and safety, competitive prices and incomparable variety: the country's food industry offers over 170,000 products for its 81 million customers in Germany alone.

EXPORTS HELP POWER THE FOOD INDUSTRY

These qualities create unprecedented demand abroad too for food and beverages 'Made in Germany'. In 2016 the German food industry exported food for 56.7 billion euros, 3.6 percent more than in the previous year. The strongest exporters in the food sector are the meat & meat processing, dairy and confectionary industries. These export almost 50 percent of their production. Alcoholic beverages and instant meals are also gaining ground among German exports.

Growing demand internationally for quality foods presents German food manufacturers with important opportunities for growth. The business environment in their domestic market is tough, however: Rising production costs, severe competition, heavy concentration in the retail grocery



trade, stagnant population growth and intense sensitivity on price pose constantly growing challenges for products and manufacturers alike. In this tense situation, companies in the food and beverages industry can often only gain ground with greater added value or higher prices. After inland distribution channels, exporting has become an essential sales strategy for companies in the German food industry. Additional demand permits not only volume growth, but markets with keen consumers and buyers breed greater willingness to pay over the odds for German products. For many small and medium-sized companies, exporting can therefore be an important growth stimulus – one euro in three of the food industry's takings comes from outside Germany. Exporting not only ensures stability and employment at its German base, but also guarantees variety and favourable prices for German consumers.

CHALLENGES IN GLOBAL COMPETITION

The advantages of the single market, short distances and similarity of consumer preferences mean that the bulk – 78 percent – of German food exports are still sold in the EU, yet markets there are saturated and competition is tough. Manufacturers are increasingly dependent on opening up markets outside the EU that offer strong purchasing power and enthusiastic

consumers, for example in Asia and America. Demand for imported high-grade products is on the up and up. In 2016 food and beverages worth a total of 12.3 billion euros were sold outside the EU.

However, even there insufficient market access, more competition, ever-higher trade barriers plus bureaucracy, economic and political crises, inadequate legal certainty, but also fluctuation on exchange rates and trading partners impeded further growth. Small and medium-sized companies, especially, often lack the time and the means to handle sometimes elaborate formalities involved in exporting outside the EU.

To be able to continue to assert itself in worldwide competition and expanded its market shares, the industry depends on reliable and stable trade policy rules and also specific export promotion tailor-made for the industry in the form of expert and financial support. The food industry is engaged here in active dialogue with the world of politics responsible and is championing liberalization of trade policy.

MEGATRENDS ON THE GLOBAL FOOD MARKET

Both qualitatively and quantitatively, demand for food is changing worldwide. World population and economic prosperity are constantly growing. That will cause greater demand for food in the long term. After the demand boom caused by growth, many industrial and threshold countries usually experience a reversal of the trend, of the kind most recently seen in Europe and America. In saturated markets, the global trend eventually switches from mere increasing growth to a contest on quality. Growing urbanization, higher employment levels and incomes, as well as an improved supply infrastructure, are altering consumers' living conditions and



tastes. Such circumstances boost demand for personalized and innovative foods. At the same time, climate change and distribution problems are altering the food range. In high-income and saturated markets, consumer awareness is growing. Consumers are paying increasing attention to what they eat, how much they consume, and where their food comes from. In addition, in the next few years an increase in international division of labour will become apparent. Only that will enable emphatically local food production to be efficiently organized. Over the past decade, the volume of food traded worldwide has already tripled – and is still tending to grow. More competition here means

not only greater variety and stronger pressure on prices, but also growing calls for safety, quality and innovations. For food manufacturers worldwide, access to new markets therefore promises continuously fresh potential for development and added value. ■

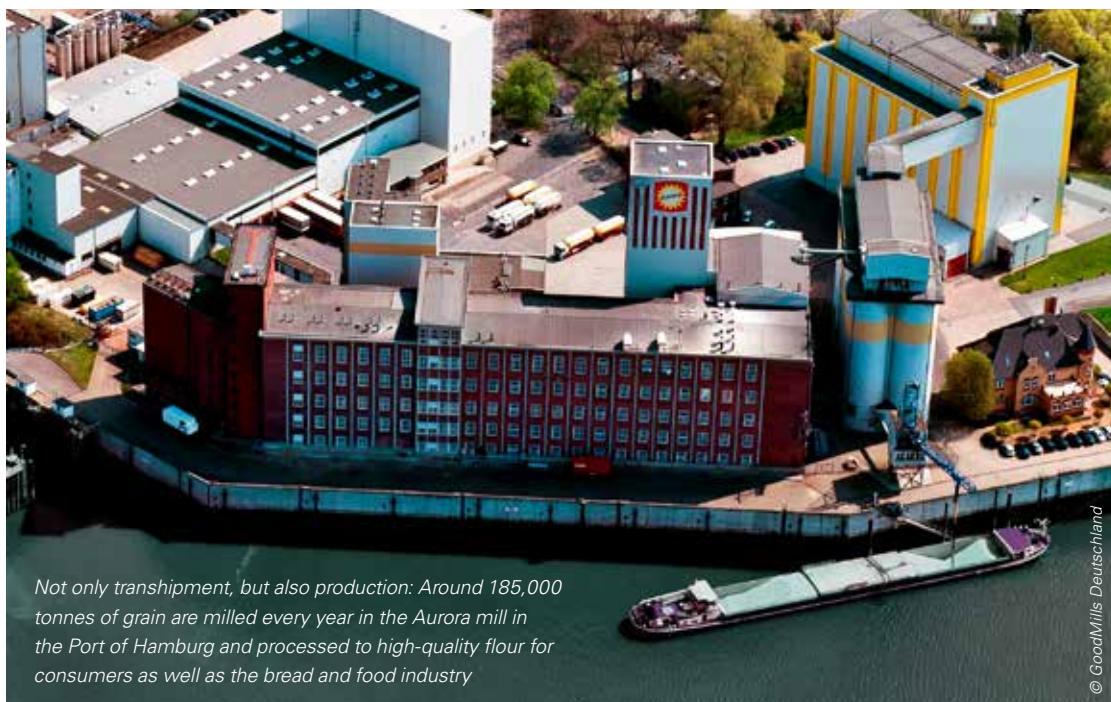
➔ Guest article from the Federation of German Food and Drink Industries – Bundesvereinigung der Deutschen Ernährungsindustrie (BVE). With its trade association and corporate members, the BVE represents around 90 percent of the German food industry. www.bve-online.de

Food-Hub Port of Hamburg

The food industry is one of the Port of Hamburg's most important customers. In 2016 alone, nearly 25.5 million tons of food and agricultural products were handled via Hamburg. This represented about 18.5 percent of total port throughput. Part of that was generated by the local food industry in the Hamburg Metropolitan Region, where it is the second industry, with more than 400 companies employing over 42,000 people and generating turnover of approx. 16 billion euros in 2016. Of Germany's 30 largest food groups, six have their headquarters in Hamburg, and six others, production facilities in the Hamburg Metropolitan Region. These include such household names as Unilever, Kellogg's, Mars and Nestlé. Edeka Group, Germany's largest retailer, is also based in Hamburg. The Hanseatic City has always been a top address too for wholesalers and foreign traders. Trading in wheat, coffee, tea and spices laid the foundations centuries ago for

the success of Hamburg merchants and the wealth of the city.

Today there's barely a single type of food or agricultural product that is not shipped via the Port of Hamburg. The port fulfils a major role, not just as a food handling centre, but as a production base. More than 100 hectares of land of the total of 4,300 in the port are used for the production of edible oils and fats, for example, as well as chocolate and cake glazing, refining of coffee and tea, storage of raw and finished products in chilled and deep-freeze warehouses, treatment of fruits, and production of feedstuffs. So the Port of Hamburg is now Northern Europe's leading food hub and a vital centre of expertise for the food industry. The port makes a crucial contribution towards provisioning the Metropolitan Region's 5.3 million consumers as well as those in its European hinterland, extending from Scandinavia via Eastern Europe as far as the Alps.



Not only transshipment, but also production: Around 185,000 tonnes of grain are milled every year in the Aurora mill in the Port of Hamburg and processed to high-quality flour for consumers as well as the bread and food industry

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BOX- TRAORDI- NARY

HAMBURG

POZNAN

WARSZAWA

PRAGUE

CESKA
TREBOVA

KOSICE

DUNAJSKA
STREDA

KREMS

BUDAPEST

○→ The container terminals of Hamburger Hafen und Logistik AG (HHLA) are the hubs of a network that connects ports with economic regions in the hinterland. As a leading European port and transport logistics company, HHLA offers highly efficient container handling for the world's largest ships and high-performance container transport from a single source – in Hamburg, Odessa, Central and Eastern Europe, between the North Sea, Baltic Sea and the Mediterranean.



Germany's Food and beverages industry

The food industry is the third largest in Germany

- 580,000 employees**
- 5,940 companies**
- € 171 bn turnover**

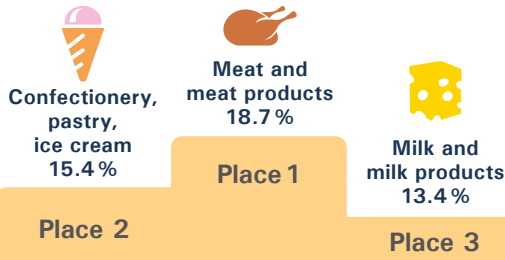
Top 3 Employers

- Bakeries (30.3%)**
- Meat and meat products (19.6%)**
- Confectionery & dry baked goods and ice cream (9.3%)**

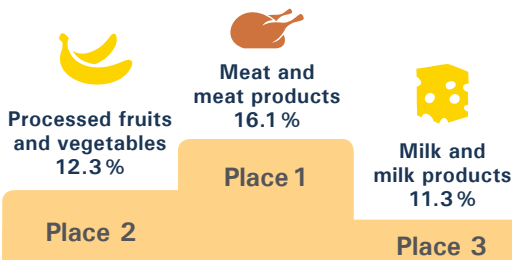
Food imports / exports

Top 3 product groups in Germany (processed foods only)

Export



Import



Germany is one of the leading food export nations. Exports account for 33% of sector turnover.

German food industry

EU

€ 44 bn = 78.3%

- 1) Netherlands (€ 7.4 bn)
- 2) France (€ 5.1 bn)
- 3) Italy (€ 4.7 bn)

€ 56.6 bn = 68.5%

- 1) Netherlands (€ 15.3 bn)
- 2) Italy (€ 6.4 bn)
- 3) France (€ 6.2 bn)

Americas

€ 2.3 bn = 4.2%

- 1) USA (€ 1.6 bn)
- 2) Canada (€ 0.3 bn)
- 3) Brazil (€ 0.1 bn)

€ 10.4 bn = 12.6%

- 1) Brazil (€ 3.0 bn)
- 2) USA (€ 2.6 bn)
- 3) Argentina (€ 0.8 bn)

Africa

€ 0.9 bn = 1.6%

- 1) South Africa (€ 0.2 bn)
- 2) Morocco (€ 0.2 bn)
- 3) Egypt (€ 0.1 bn)

€ 3.3 bn = 3.9%

- 1) Ivory Coast (€ 0.8 bn)
- 2) South Africa (€ 0.5 bn)
- 3) Morocco (€ 0.3 bn)

Infographic HHM, Source: HHM, BVE, Destatis, foodactive

Export █ Import █

In 2016 food worth 56.7 billion euros was exported. Over the same period the value of food imported was 82.7 billion euros.

Import & exports 2016

The Markets Germany Hamburg

Rest of Europe

€ 3.5 bn = 6.2 %

- 1) Switzerland (€ 1.5 bn)
- 2) Russia (€ 0.7 bn)
- 3) Norway (€ 0.5 bn)

€ 4.9 bn = 5.9 %

- 1) Turkey (€ 1.5 bn)
- 2) Switzerland (€ 1.5 bn)
- 3) Norway (€ 0.7 bn)

Asia

€ 4.9 bn = 8.8 %

- 1) China (€ 2.1 bn)
- 2) South Korea (€ 0.5 bn)
- 3) Japan (€ 0.4 bn)

€ 6.4 bn = 7.8 %

- 1) China (€ 1.7 bn)
- 2) Vietnam (€ 1.0 bn)
- 3) Indonesia (€ 0.9 bn)

Oceania

€ 0.3 bn = 0.6 %

- 1) Australia (€ 0.3 bn)




€ 1.1 bn 1.3 %

- 1) New Zealand (€ 0.5 bn)
- 2) Australia (€ 0.4 bn)
- 3) Papua-New Guinea (€ 0.2 bn)

The food and drink industry in the Hamburg Metropolitan Region




(including Hamburg)

The food industry is the second most important economic sector in the Metropolitan Region of Hamburg




-  **42,100 employees** (8,800)
-  **411 companies** (71)
-  **€ 16 bn turnover** (€ 8 bn)

Food throughput via the Port of Hamburg

EXPORTS Total: 7.6 m tons




-  Grain mill products, starches and starch products (2 m tons)
-  Drinks (1.4 m tons)
-  Fish and fish products (1 m tons)

IMPORTS Total: 5.5 m tons




-  Processed fruit and vegetables (1.1 m tons)
-  Grain mill products, starches and starch products (0.8 m tons)
-  Other foods (0.8 m tons)

Agricultural products handled via Port of Hamburg

EXPORTS Total: 4.8 m tons

-  Grain (3.5 m tons)
-  Other plant products (0.7 m tons)
-  Other fresh fruits & vegetables (0.5 m tons)

IMPORTS Total: 7.7 m tons

-  Other plant products (5.4 m tons)
-  Other fresh fruits & vegetables (1.4 m tons)
-  Grain (0.7 m tons)

The secret of the perfect banana



AFTER SPENDING THE SEA JOURNEY IN A KIND OF SLUMBER, THE BANANAS ARE THEN SLOWLY AND GENTLY BROUGHT INTO THE RIPENING PROCESS

Germany is literally a banana republic. In barely any other country in Europe is the sweet, yellow fruit rated so highly. Annual per-head consumption of about 17 kilograms puts the banana in second place among favourite types of fruit – behind the native apple. The country annually imports round 1.4 million tons, with the Port of Hamburg the top hub.

Globally, the banana is a business worth billions. On exports, it is the unchallenged champion. Around a quarter of total annual production of over 100 million tons is exported overseas by the producing countries. That triggered development of a meticulously organized chain of processes – from production to trading to transport & logistics – of a kind otherwise only familiar in the automotive industry. Yet what makes the banana so special?

Stefan Worm, Managing Director of Edeka Fruchtkontor Nord in Hamburg, has an answer: “In retailing the banana is the most important single fruit in the range. It needs to be on the shelves at all costs.” Not the least reason for that is that it has a strong identity.

The banana was one of the first tropical fruits imported into Germany in bulk. Everybody is familiar with its taste and smell. We link childhood memories with the banana. It’s always been there. And although it has been constantly joined by other tropical fruits down the years, the banana has never lost its status or allure.

“It is simply unique,” says Worm, who himself eats at least two bananas a day. “That starts with the production of the banana, which needs a lot of care and cannot be compared with any other fruit.” The gigantic logistics apparatus required to bring the yellow fruit to the end consumers is equally complex. Bananas are extremely sensitive – and totally unforgiving. Every step in the process and every detail need to be optimized.

Stefan Worm should know. At Edeka Fruchtkontor Nord on Kleiner Grasbrook in the middle of the Port of Hamburg, he supervises one of Europe’s largest and cutting-edge banana ripening plants. As the Edeka retail alliance’s purchasing organization, Edeka Fruchtkontor operates four banana ripening plants in Germany and annually handles 2.8 million tons of fruit, vegetables and flowers. At its Hamburg base alone, approx. 75,000 cartons of bananas are handled weekly, corresponding to about 75 truckloads.

When the bananas are delivered there, they are still inedible and green as grass. They have spent the long sea journey at an ideal temperature of below 13.2 °C in a kind of slumber. At Edeka Fruchtkontor, they are then slowly and gently brought into the ripening process. “We have 58 ripening chambers. In these, we remove the oxygen and press an ethylene-nitrogen mixture into the chambers,” explains Worm. Ethylene is a natural gas that most fruits contain and is responsible for ripening them. “At the same time the temperature is gradually raised to between 15° and 16 °C. After four to six days, the starch has been transformed into sugar and the banana has reached the ideal degree of ripeness for delivery.”

In handling and ripening, nothing is left to chance.

Arrival and departure checks, supervision and fine adjustment by highly specialized banana ripening experts – a truly exotic job – plus digital control of gassing and temperature restrict discards to just a handful per thousand. This is an unbelievably low loss rate, proving what care and exactitude go into banana handling.

After ripening, the bananas are delivered direct to one of the Edeka logistics centres that supply Edeka supermarkets throughout Northern and Eastern Germany. There is no warehousing for bananas at the Fruchtkontor in Hamburg. Everything is scheduled on a just-in-time basis. It is all the more fatal if one of the cogs in the sequence fails. Fruit services may be among shipping’s most punctual. They meet schedules as reliably as a Swiss clock. Yet there’s no cure for an Atlantic storm. “We can still make up for one day’s delay. With two days, it’s very tight,” says Worm. However, flexibility is part of daily routine here. The banana may be an all-the-year-round fruit, but demand fluctuates seasonally. “As a rule, consumption falls in the summer. People wish to eat melons and other seasonal fruit then. We need to adjust to that. We plan our imports three to four months in advance, while



“In retailing the banana is the most important single fruit in the range. It needs to be on the shelves at all costs.”

supermarkets place their orders practically daily. Our experience enables us to forecast this pretty accurately.” Some of the bananas ripening in Edeka Fruchtkontor’s chambers are landed only a few hundred metres away at the HHLA Frucht- und Kühl-Zentrum, a subsidiary of Hafen Hamburg und Logistik AG (HHLA) and SEA-invest Group of Belgium. Every Tuesday – barring storms – a conventional reefer vessel loaded with fruit and vegetables from Latin America berths there. Today it’s the MV “Luzon Strait”, a side-loader owned by Seatrade, the world’s largest reefer shipowner. She’s transported at least 80 reefer containers of pineapple and other fruit on deck, plus more than 4,000 pallets of bananas below

“No pallet of bananas remains with us more than a week. We turn over about 10,000 pallets weekly.”

deck. Bananas dominate business for HHLA’s Frucht- und Kühl-Zentrum and account for 80 percent of handling there.

Ten years ago or more, every week five conventional reefer vessels were still calling at the HHLA Frucht- und Kühl-Zentrum, reports managing director Axel Hoeckrich. “We were handling at least one million tons of fruit per year. But containerization has reduced our conventional cargo business.” This caused a far-reaching and sometimes painful restructuring process. Nevertheless, this is now paying off. “We now handle 550,000 tons, of which 410,000 tons consist of bananas. But in addition, we now receive a large number of containers. We have secured two regular fully containerized services. Those bring reefer containers from South & Central America on Sundays and Mondays. We handle them in cooperation with our sister company, Unikai. In addition, we are meanwhile receiving part of the cargo from the big container terminals by truck. Up to four times a week, barges also berth here that have transported reefer containers to us from HHLA

Container Terminals Altenwerder or Burchardkai in an environment-friendly way.”

From the reefer vessel or container, bananas go direct to HHLA Frucht- und Kühl-Zentrum. Pallets are transferred on carrier-pallets fitted with RFID chips. They are then taken to a gigantic high-rack warehouse with four cooling chambers and 8,200 pallet slots solely for bananas. Everything is full automated, and numerous quality checks are among the few manual tasks.

“No pallet of bananas remains with us more than a week. We turn over about 10,000 pallets weekly,” says Hoeckrich. The delivery hall illustrates what that entails in live operation. As if on a conveyor belt, the automatic storage system expels banana pallets from the cooling shed. Up to 17 trucks are loaded here per hour, then feeding the ripening chambers with reinforcements. This creates a regular shuttle service with neighbouring Edeka Fruchtkontor. But not only that: “From here we serve almost the whole of the Port of Hamburg’s natural hinterland,” says Hoeckrich, meaning Northern and Eastern Germany, Czechia, Denmark... “Here at O’Swaldkai, every week we handle three reefer container trains bound for Poland,” says the HHLA manager. Especially in Eastern Europe, Hoeckrich still sees great potential. The market there is not yet so saturated as in the West. “Hamburg is outstandingly suitable as a gateway for fruit imports for Eastern Europe,” runs his forecast. Hoeckrich is proud that his customers are satisfied and harbour no thoughts of transferring their custom. On the contrary: “We are working urgently at attracting additional clients, especially for waterside handling. My vision is that this facility should be expanded into a highly specialized reefer terminal.”

Stefan Worm of Edeka Fruchtkontor also speaks of expansion: “Hamburg as a base plus the port location are of tremendous value to us. Here we have logistics that offers short distances. We aim to exploit this cost advantage even more and to expand our capacities.” Business in the Port of Hamburg gladly hears statements like that. ■

Stefan Worm (left),
Managing Director of
Edeka Fruchtkontor
Nord in Hamburg

Axel Hoeckrich (right),
Managing Director
of HHLA Frucht- und
Kühl-Zentrum



MV "Luzon Strait" of reefer shipowner Seatrade discharges reefer containers and conventional pallets of bananas at HHLA Frucht- und Kühl-Zentrum



COFFEE IS ONE OF THE MOST
COMPLEX NATURAL PRODUCTS
AND CONTAINS MORE THAN 800
AROMAS – MORE THAN WINE



© Deutscher Kaffeeverband / Bente Stachowiske

Coffee facts & figures



of coffee consumed
per head in Germany
in 2016



of (non-decaffeinated)
roasted coffee
exported from
Germany in 2016



increase in turnover
for 'whole beans'
in 2016



increase in turnover
for coffee capsules
in 2016



increase in turnover
for coffee powder in
2006-2016



increase in turnover
for 'Coffee to go'
in 2016

Source: Deutscher Kaffeeverband

Germany's biggest coffee shop

What better way to start the day than with a lovely cup of hot coffee? Almost sixty percent of Germans drink the aromatic infusion several times a day, as set out in the 2017 Tchibo Coffee Report. That is about 162 litres per head per year. In Germany, coffee is more loved than its beer, dating back to time immemorial, at 104 litres and even mineral water at 148 litres. This makes Germany the third biggest consumer market in the world. And Hamburg plays a decisive role in it.

The city on the Elbe is the dominant port worldwide for the green coffee imports. Every year some 700,000 tons of still unroasted coffee beans are imported through Hamburg. At the same time 400,000 tons of green coffee leave the port to supply neighbouring countries in Scandinavia and Eastern Europe.

However, Hamburg is not only the transshipment point, but above all one of the most important trading places for green coffee and the leading processing centre for coffee products of all shades. Famous coffee companies such as Tchibo and Darboven have their headquarters in the Hanseatic city. Not forgetting the many small newcomers in the roasting business that have sprung up from nowhere in recent years, triggering a new boom surrounding the lifestyle product – coffee.

The Neumann Kaffee Gruppe (NKG), the leading green coffee service group worldwide, operates from its Hamburg base. The Group includes Bernhard

Rothfos, the number one in green coffee trading. Because of its trading volume, the company plays a key role in the worldwide green coffee supply chain. In the Hamburg district of Wilhelmsburg, NKG operates Europe's biggest "state of the art" silo and processing facility for green coffee. Add to this the dealers, coffee agents and of course "quartermen", who are special-

ized in the storage and processing of coffee. The local transport industry, too, profits from the brown gold. Hamburg shipping lines such as Hapag-Lloyd and Hamburg Süd are considered experts in the shipping of green coffee. Hapag-Lloyd's own figures show that there is coffee in every hundredth container on board its ships. The container line runs an "import coffee desk" for the sensitive commodity and its demanding customers, advertising with special steel-base containers, said to be optimal for transporting coffee.

Given this diversity of producers and service providers, it is no surprise that Hamburg is considered as the coffee capital. This position is based on a very long tradition. As early as 1687, the first coffee house opened here. Along with sugar and tobacco, coffee quickly developed into a profitable colonial commodity. Hamburg merchants nurtured relationships with Latin America and invested in warehousing operations, even running their own planta-

tions overseas. The trade boomed and was additionally boosted by the construction of the Speicherstadt warehousing quarter at the end of the Nineteenth century. This housed not only coffee storage and a special block for coffee dealers – Sandtorkaihof, where today Port of Hamburg Marketing is located – but also one of the first coffee exchanges in the world.

The German state profits considerably from its population's love of coffee. Every year the coffee tax pours a billion Euros into the public coffers.

World trade with coffee



Coffee is one of the most important world trade commodities



25 MILLION PEOPLE worldwide are active in growing, processing and trading coffee



150 MILLION SACKS OF GREEN COFFEE are harvested annually worldwide on average



Brazil is the biggest grower and consumer of coffee worldwide



70% of green coffee grown worldwide is exported



1,14 MILLION TONS OF GREEN COFFEE were imported into Germany in 2016



Germany is the biggest exporter of coffee products worldwide



THE PRICE OF BROWN GOLD

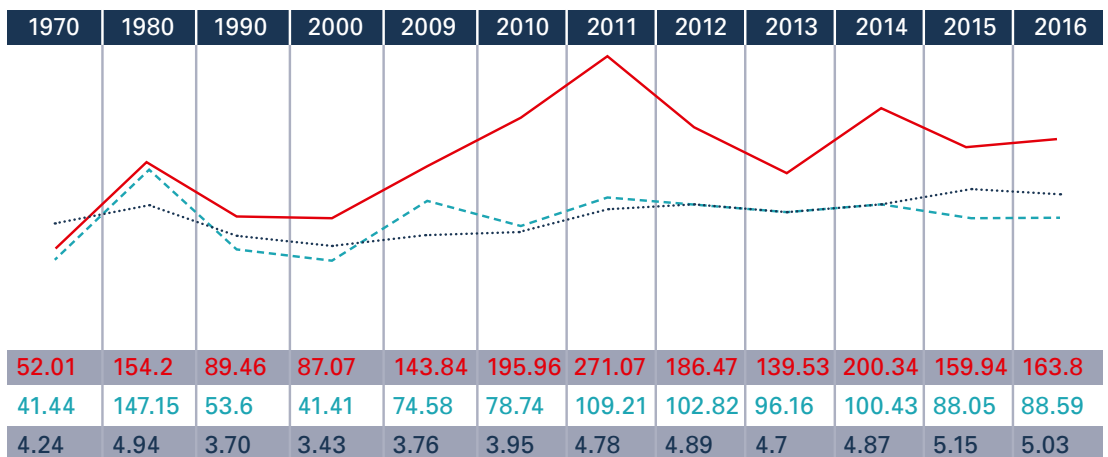
Coffee is an enormous business and one of the most important world trading commodities. Some nine million tons were consumed worldwide last year. The coffee trade is complex, controlled by many players and influenced by many factors. The stock exchange quote is one of the most important factors in fixing the price of coffee. Coffee is traded as a future on the New York Exchange (Arabica) or London Exchange (Robusta). For non-specialists these commodity futures are not that easy to grasp. The buyer acquires a certain quantity of standard green coffee electronically for a specific delivery date, frequently months in advance, without knowing what the coffee quality will finally be like, or where he will receive it. That could be Rio de Janeiro or just as easily in Hamburg. Worldwide there are stock exchange warehouses certified by each coffee exchange, where thousands of tons of coffee are stored. In Hamburg “quartermen” such as Vollers, Schwarze & Consort. and C. Steinweg (Süd-West-Terminal) run licenced stock exchange coffee warehouses. Sometimes the green coffee is only stored for a few weeks, but some will remain for months before finally being delivered to the ultimate buyer. Prior to this it may have been traded umpteen times, changing owner many times before finally landing in the roaster.

Since commodities exchange coffee is neither defined for quality or point of delivery, it is not of

great interest to roasters. They require reliable, calculable supply chains and quality standards, to meet the requirements of their customers. This is why stock exchange coffee only makes up a fraction - about two percent - of the coffee effectively moved worldwide. However, it has great influence, since it is the price barometer for closing physical coffee contracts. When a roaster and a trader or importer close a contract on the future delivery of green coffee, they do so on the basis of the commodities exchange quotation with a supplement or deduction based on quality. This differential is the difference between the price for standard stock exchange coffee and the price for the actual product traded. The final price is not stated since this depends on the future stock exchange price, plus or minus the agreed differential. Now the contractual partners need to safeguard against the risks of price fluctuations for coffee on the commodities market. This they do with forward contracts on the coffee exchange. This means that parallel to the physical transaction, a countertrade is made on the stock exchange, with the purchase of green coffee counterbalanced by the sale of the same quantity. This means that whatever the price development, the loss can be counterbalanced by the profit from the other deal. This safeguarding principle, or hedging, means that every sack of coffee has been traded at least once on the stock exchange.

COMPARISON OF PRICE DEVELOPMENT FOR GREEN AND ROASTED COFFEE

— Other Mild Arabicas in US-cts/lb* — Robustas in US-cts/lb*Roasted coffee in Euro/500 g**



*ICO: Annual average for each price indicator

**Annual average price in food retailing for 500 g of roasted coffee

Source: ICO, German Coffee Association

Today, there is no longer a coffee exchange in Hamburg, and green coffee is no longer stored in Speicherstadt. Through structural change and the construction of HafenCity, the warehousing operations and “quartermen” have moved to other areas of the port. However, this has done Hamburg no harm as the worldwide leading coffee hub as Holger Preibisch, CEO of the German coffee association, based in Hamburg, confirms. “Certainly, the major coffee exchanges today are located in New York and London, but estimates show that the coffee traded adds up to only around two percent of green coffee effectively traded worldwide.” Even if commodity trading is decisive for fixing the price of green coffee, it has little influence on the volumes actually traded and volumes moved. For the most part, these continue to be controlled from the Port of Hamburg. Three-quarters of the coffee drunk in Germany has passed through Hamburg hands. So, those who drink a cup of coffee, almost always savour a little bit of Hamburg. ■



MORE THAN 1 MILLION TONS OF GREEN COFFEE ARE HANDLED EVERY YEAR VIA PORT OF HAMBURG

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IN GERMANY, THE RAINY SUMMER MADE FOR ONLY A VERY MODEST WHEAT HARVEST, MUCH SMALLER THAN LAST YEAR'S, AND DEPRESSED RETURNS FOR THE FARMERS

A great hub for the grain trade

In the 1980s world population totalled around five billion; and it should already have reached nine billion by 2050. Over 60 percent of the total will live in cities. Instead of being able to grow their own foodstuffs, they will need to be supplied with meat and vegetables, rice, bread, and dairy products. Over the coming decades, worldwide trade in agricultural products will therefore increase substantially.

That means fine prospects for Hamburg. Even now, Germany's largest seaport is already Northern Europe's most important hub for agricultural products such as grain, oilseeds and feedstuffs. Port experts call these "suction cargoes" since they are loaded or transhipped with the aid of suction lifters that resemble gigantic vacuum cleaners.

A major part is played by export of grain, mainly grown in Germany and neighbouring countries. Through interim traders, this is brought by inland waterway craft, rail or road to one of the big Hamburg terminals, temporarily stored there, and finally loaded into bulkers for transport overseas.

The dominant category among Hamburg grain exports is wheat, which worldwide ranks third after maize and rice. "Over the next few years, wheat will be of steeply growing importance," of that Christof Buchholz is convinced. He is CEO of the Verein der Getreidehändler der Hamburger Börse (VdG), or Association of Grain Traders on the Hamburg Stock Exchange. For almost 150 years, this has seen itself as representing the interests of the international wholesale and foreign

trade in grain, oilseeds and feedstuffs. There are currently around 110 members. The reason for Buchholz's optimism: "With growing prosperity, primarily in China but also in India and Indonesia, bread and bakery products are becoming increasingly attractive in comparison to their traditional rice." Yet for that, these countries will have to import large quantities of high-grade wheat. "Unfortunately, volumes on that scale are not yet passing through German ports," Buchholz regrets, since: "The necessary trade agreements, for example with China, first need to be concluded with Germany – and as an association we are applying massive pressure for this. Other European countries such as France, Denmark and even Britain have acted more quickly, and are already exporting larger quantities to Asia."

Just now, for example, North Africa, the Near East and South Africa are excellent customers for high-quality bread making wheat, says Buchholz. "Yet volumes fluctuate a lot, and depend on the harvests in both the exporting and importing," stresses Buchholz. "Longer-term statistics are therefore always of only limited relevance." In Germany, for instance, the rainy summer



made for only a very modest wheat harvest, much smaller than last year's. Drenched fields caused heavy moisture in the wheat and lower quality that also depressed returns for the farmers. "Worldwide, though, this year looks quite different," Buchholz realizes. "Good harvests have produced a fine yield, while the strength of the euro is hampering exports, also reducing the price level for German producers."

Even if German export volumes should turn out to be lower this year, Buchholz sees the Port of Hamburg as very well placed for grain handling: "Its strengths are its excellent hinterland links – even if inland waterway shipping and rail in particular could both do with more backing from politicians," he cautions. So when block trains from Czechia carrying thousands of tons of wheat arrive in Hamburg and their loads are readied for despatch within a very short time, the port is exploiting its advantages to perfection. The quantities arriving by land call for perfect logistics and sufficient capacities, since samples initially need to be taken before shipment. The cargo is then stored in towering silos.

"With growing prosperity, primarily in China but also in India and Indonesia, bread and bakery products are becoming increasingly attractive in comparison to their traditional rice."

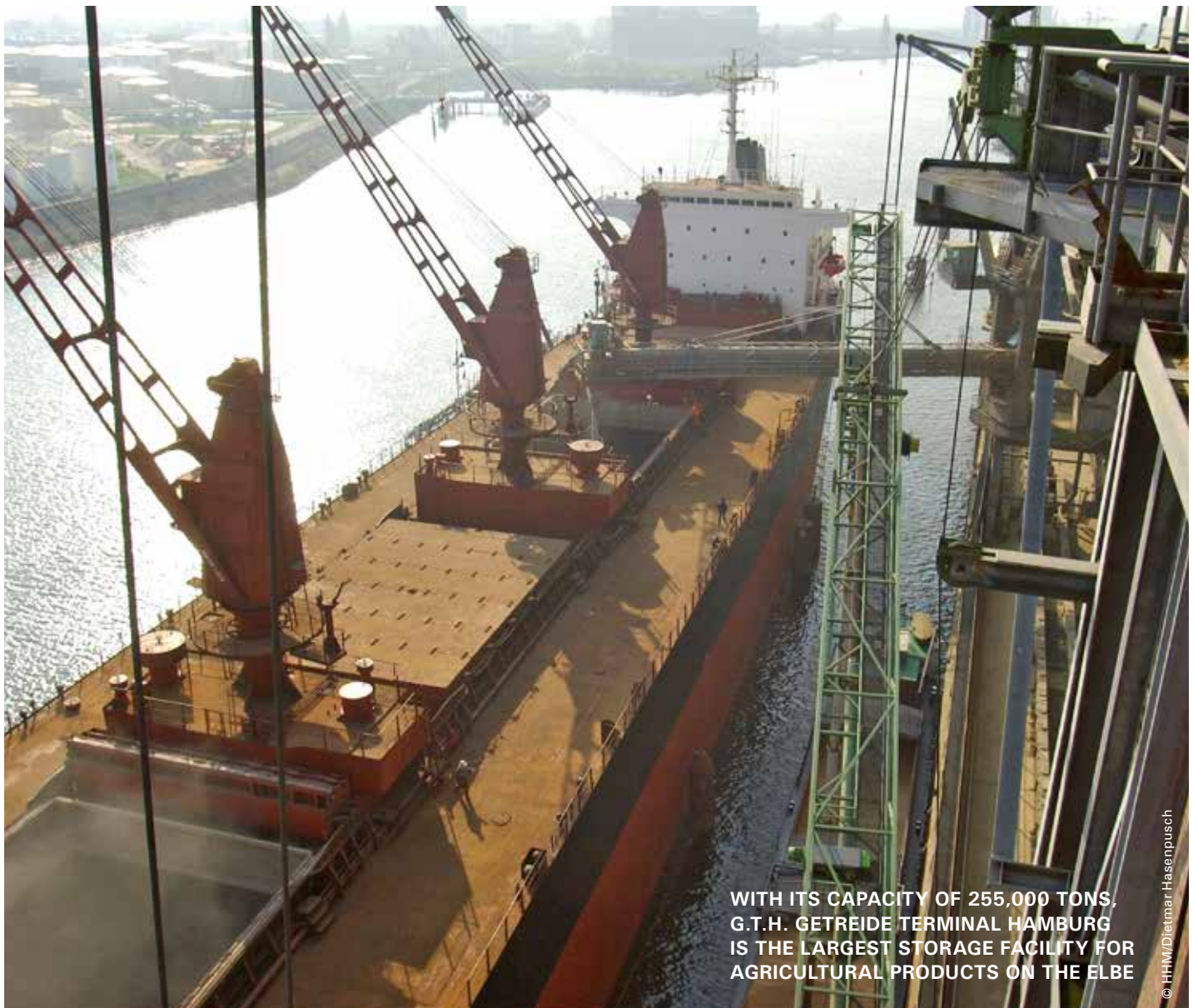


Three big terminals here are designed to handle, process and store grain or other agricultural products. With its capacity of 255,000 tons, G.T.H. Getreide Terminal Hamburg is the largest storage facility for agricultural products on the Elbe. ADM Hamburg offers silo capacities for 180,000 tons of feedstuffs, grain and oilseeds, plus tank storage for 25,000 tons of sweet oils. Europe's largest oilseed processing and refining complex is located there. This processes and refines rapeseed and soya beans as ingredients of margarines and vegetable oils, bakery products, cooking requisites, pharmaceutical glycerine and bio-diesel. Along with bulkers, special products tankers will also frequently be found berthed at ADM on the River Köhlbrand.

Silo P. Kruse, in which ADM owns a 51 percent stake, offers storage capacities for around 80,000 tons. According to the company, theirs is the only agricultural terminal in Europe where seagoing vessels with a capacity of up to 20,000 tons can be simultaneously loaded and discharged within

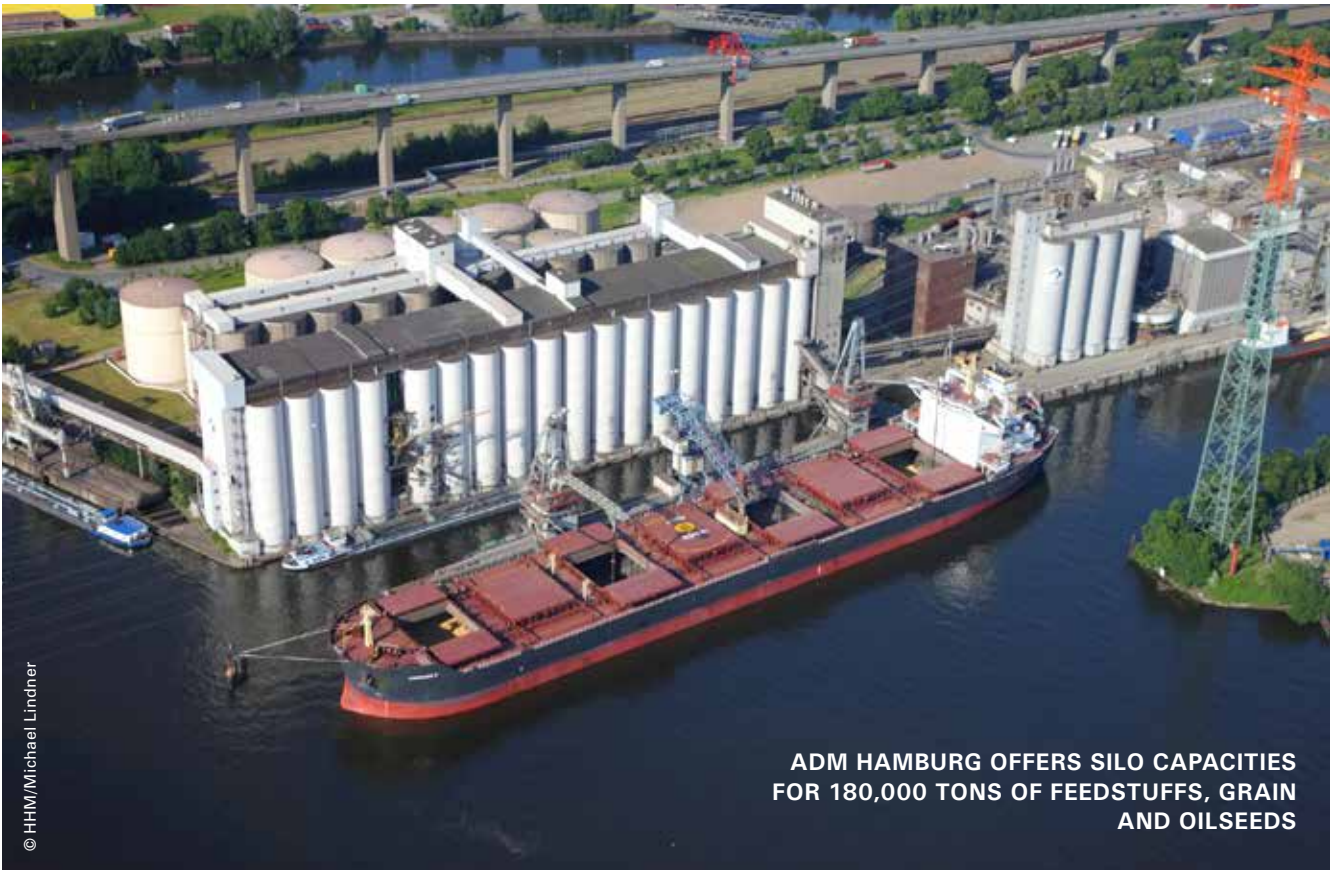
24 hours. In addition, Silo P. Kruse has concluded a long-term agreement to cooperate on loading ships with K+S-Transport, the neighbouring terminal operator: Water sufficiently deep for seagoing craft enables additional vessels to be loaded there. The conveyor systems of the two companies are linked, together offering load capacity of 100,000 tons. Technically, Silo P. Kruse has equipped itself specially to handle block trains. The company profits from the proximity of Hohe Schaar rail freight station. Railcars with a daily capacity of 7,000 tons can be unloaded directly at the terminal in a covered reception siding. Block or mixed-freight trains can be loaded at a rate of up to 500 tons per hour.

"These shipments regularly prove to be gigantic," explains Bucholz: "The volumes involved vary between 25,000 and 60,000 tons." As with containerhips, bulkers are tending to be larger. Fully loaded Panamax mega-ships are leaving the port more and more often – and in isolated cases, the bulkers can be even bigger. ■



WITH ITS CAPACITY OF 255,000 TONS, G.T.H. GETREIDE TERMINAL HAMBURG IS THE LARGEST STORAGE FACILITY FOR AGRICULTURAL PRODUCTS ON THE ELBE

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As early as the end of the nineteenth century warehousemen were in great demand in the Port of Hamburg. They were experts in the storage of high-value goods from across the whole world. Their workplaces were on the floors of the Speicherstadt, or warehouse city. There the jute sacks, filled almost to overflowing with coffee, cocoa and nuts, were cleaned, refined and stored on behalf of Hamburg merchants. A typical working day was long and physically very demanding. The sacks weighing anything up to 100 kilos were frequently literally shouldered – up to 1,000 sacks per day. The warehouseman’s work now looks back over a 300-year tradition that despite increasing digital change still flourishes in the Port of Hamburg today.

The profession of warehouseman surfaced for the first time in the 17th Century. It experienced a boom from 1888, when the Customs Union with the German Empire led to the formation of Hamburg Freeport, with warehouses being set up beyond the Customs stations. Speicherstadt came into being. Kept dry and at appropriate temperatures, in this massive warehouse complex, high value commodities including coffee, tea, cocoa, nuts, dry fruit and spices were stored and picked until the middle of the 20th century. The warehouseman’s job was wide-ranging. The independent warehouse keepers took on the complete handling of cargo imports

Today, just as previously for more than 130 years, the Hamburg warehousemen stand at an important interface of the import chain for food commodities.

on behalf of the merchants, from checking and judging quality, to processing, storage and on-carriage to the customer. At the end of the 1960s, with the onset of containerisation, the demands on this traditional group of professions changed increasingly. In the course of time, extensive warehouses replaced the cramped floors stacked vertically in the Speicherstadt’s

historic buildings. The cargo was now to be stored in modern, air-conditioned and partly automated premises: The physically very demanding work would now be handled using mechanical support.

Today, just as previously for more than 130 years, the Hamburg warehousemen stand at an important interface of the import chain for food commodities. They are modern port logistics specialists providing an even greater range of services for the food industry and import trade. Even today, they are mainly small to mid-sized companies, where customers often have direct contact to the owner, profiting from short decision-making paths and low administration costs.



© Heinrich Osse Lagerhaus GmbH

From traditional warehouseman to full-service provider

IN THE HISTORIC WAREHOUSES, EQUIPPED WITH "STATE OF THE ART" TEMPERATURE-CONTROLLED COLD STORAGE, BOTH FOODSTUFFS AND NON-FOOD ARTICLES ARE STORED



WHETHER FRESH, DRIED OR PROCESSED, THE CONDITION OF THE GOODS IS REGULARLY CHECKED AND DOCUMENTED BY WAREHOUSE STAFF

© Heinrich Osse Lagerhaus GmbH

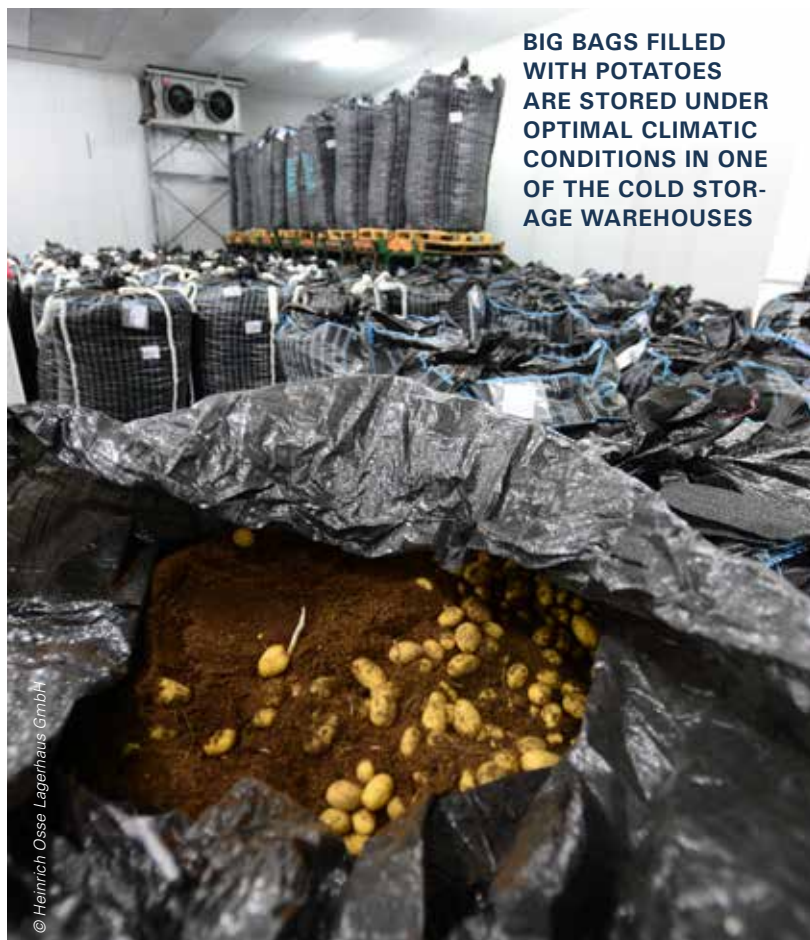
A perfect example is Heinrich Osse Lagerhaus warehousing. This family business started in 1879 with trading and transporting fruit from Altes Land on the River Elbe. In 1985, the company moved to the “Fifties sheds” in the heart of the Freeport. The quay sheds built in around 1910 towards the end of the Wilhelmine era are today listed buildings, providing a wonderful contrast to the modern temperature-controlled warehouses inside. “Many of our customers are perplexed when they see the old quay sheds for the first time,” says Peter Osse with a smile. He is head of the family business, the fourth generation in the trading, warehousing and logistics sectors. “Our customers from the food industry place very high demands on the storage of their commodities. From the temperature to humidity, every detail is prescribed. But, the moment they come into the warehouse, they know that their produce is in good hands.” Apart from goods from the non-food area that make up almost 80 percent of the business, in the 20,000 square metres of warehousing, food has always been stored and packed. “From the beginning my great-grandfather’s heart was in fruit: We continue the tradition with real enthusiasm.” Whether tropical fruit or home-grown fruit and vegetables, chocolate or nuts – dried or fresh food are stored under optimal climatic conditions between -1°C and +25°C on an area of 3,200 square metres, distributed across four temperature-controlled and cold storage warehouses.

For ten years, the company has been “Bio” and IFS certified. “That’s essential,” explains Osse. “The certificates entitle us to store ecological products from the agro-industry, certifying that we comply with diverse international guidelines for the warehousing of foodstuffs.” Food and product safety, coupled with transparency along the entire supply chain have been gaining ever more significance for both importers and end-consumers. “The increasing demands do have an impact on our administrative work,” states Osse, but the 32 company staff take this in their stride. Many of them have been in the game for over 20 years – Peter Osse affectionately calls them “old stagers” with excellent knowledge of their products. When it comes to manpower the CEO becomes thoughtful. Like him, many warehouse operators are fighting an increasing lack of skilled staff. Even though the company provides vocational training in forwarding, warehousing and port and warehouse logistics, interested applicants are hardly to be found. New blood is being desperately sought. “In the warehousing, logistics and forwarding sectors we offer our customers a comprehensive one-stop service,” explains Osse. “Our customers tell us what to do, and we do it.” This 50-year-old no longer sees himself as a classic warehouse keeper, but rather as a wide-ranging service provider in the distribution chain. But one

thing cannot be denied, the work processes are very much as they were 120 years ago. Diverse goods come into the warehouse daily in containers, on pallets, in sacks or barrels and big bags. "We immediately carry out a quality inspection. If the storage is longer-term, our skilled staff regularly inspect the condition of both the food and packaging. If, for example, apples show bruising, then they are removed. We call that 'healthy packing'," Osse adds. And, just as in the old days, the customers are offered a range of additional services, from new or outer packaging, labeling, sorting and picking, all the way to on-time delivery, but carried out "state of the art". ■

Hamburgs Speicherstadt museum

Dockers' hooks, coffee sacks, barrels, bails and sugar sack grabbers: In the authentic setting of a warehouse built in 1888, you can see just how the warehouse keepers of the time stored, sampled and processed their high value commodities such as coffee, cocoa and rubber. Further main topics are the tea and coffee trade that was located in the Speicherstadt counting houses, and the history of building the Speicherstadt, illustrated with numerous historic photos and construction plans. www.speicherstadtmuseum.de



BIG BAGS FILLED WITH POTATOES ARE STORED UNDER OPTIMAL CLIMATIC CONDITIONS IN ONE OF THE COLD STORAGE WAREHOUSES

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SINCE THE REMOVAL OF FRIGO COLDSTORE LOGISTICS TO HAMBURG ALTENWERDER IN 2005 THE STORAGE CAPACITIES HAS BEEN EXTENDED TWICE

Below-zero logistics

The employees of Frigo Coldstore Logistics probably have the coldest workplace in the Port of Hamburg: In the three cold-storage warehouses in close proximity to HHLA Container Terminal Altenwerder (CTA) the temperature goes down to minus 60 centigrade. Poultry, lamb and beef, seafood, fruit and vegetables from all over the world are stored there.

“Storage next to CTA is very valuable for us logistically, above all when the goods arrive at our door directly without long tours from the containership”, reports Jens Kobbenbring, the operations manager at Frigo Coldstore Logistics. In 2005, the family firm founded in 1996, had a completely new concept for refrigerated storage. Since that time the storage has been divided into two temperature zones at the Altenwerder base. Previously the company head office was in what is now HafenCity. This location had to be given up/vacated due to the increasing number of apartments and offices being built: With hindsight it was really a lucky break for Frigo. Due to high capacity utilization two new buildings were added to Altenwerder in 2008 and 2014. “Today we have over 34,000 pallet positions on a total area of 12,000 square metres, which can have different temperatures depending on the products,” added Kobbenbring. Depending on season, up to 80 percent of the storage capacity is used for imports from overseas, the rest for national and European services.

“We see ourselves as a buffer service provider for our customers,” stresses the operations manager, but we not only provide storage. We also weigh, pick, pack and label many of the goods. We are a full service provider.” Frigo has real handling space, where the work is carried out. They have a chilled atmosphere, so that the cold chain is not interrupted. For incoming and outgoing goods there are 28 ramps, which are also cooled.

Operating a refrigerated warehouse needs a lot of energy – and that is expensive. So many years ago Frigo installed a photovoltaic system on the roof. The energy generated goes directly to the refrigeration system. The latest new building has been designed especially energy efficiently and tops the highest reference values by another 20 percent. For example, installing LED lighting, which is activated by movement sensors when needed. This saves not only electricity but generates no heat, just as important in a refrigerated warehouse.

All refrigerated warehouses at Frigo are insulated so that they can operate without electricity for up to 48

hours. “Moreover we use air locks for ‘goods in/out’ so that as little warm air as possible enters the warehouse,” explains Kobbenbring.

For the warehousing, Frigo has all the relevant certification for food safety and quality standards: The international HACCP standard for example ensures the comprehensive hygiene regulations are adhered to, the company also fulfils the requirements for the German and European organic label. Since 2015 Frigo Coldstore Logistics has also fulfilled the strict criteria of the International Featured Standards Logistics, Version 2.1, for all logistics activities. This includes not only regular checks on, packaging, cold chain, hygiene and cleanliness, but also the qualification and

“Today we have over 34,000 pallet positions on a total area of 12,000 square metres, which can have different temperatures depending on the products.”

training of the employees, implementation of preventative measures and complete documentation of all procedures. Frigo has also been a member of Hamburg Environmental Partnership since 2006. An institution supporting voluntary operational environmental protection in the city.

The refrigeration logistics specialist employs almost 50 people, most of them in the commercial sector. At peak times “temps” join the staff. Most of them have been in the company for a long time, despite the “frosty atmosphere”. Apart from observing the legal requirements, for example warm up breaks, Frigo ensures the most pleasant working conditions possible: The fork-lift drivers have a heated cabin, and other employees have special thermal clothing, and hot tea and coffee are always available for free. ■

On the job for consumers

Papier-mâché in sausage, dioxin in fish, melamine in dairy products, just recently eggs polluted with insecticide from the Netherlands: Food scandals seem endless. Meat & fish arrives today from all conceivable countries. Globalization of foodstuffs has been a reality for quite some time. A great variety of them finds their way to Germany and into the European Union via the Port of Hamburg.

In 2016 alone, 1.6 million tons of fish and fish products, plus 1.5 million tons of meat and meat products, were imported through the Port of Hamburg. Even if importing food from all over the world peps up our menus, sometimes it can also involve risks. Other legal limits for pesticide residues often apply in Asia and elsewhere, for example, and catastrophes such as the reactor disaster in Fukushima can lastingly affect foodstuffs. Sometimes it is simply greed for profits that causes rotten, stinking meat to be re-processed and labelled once again.

To prevent unhealthy foodstuffs from reaching circulation, European border checkpoints oversee import

and passage of all shipments of products of animal origin – foodstuffs and non-foodstuffs – as well as some plant-based foodstuffs from non-EU countries. In Hamburg the 70 staff of the Veterinary and Import Agency, a branch of the city's Public Health & Consumer Protection Department, perform this task at two control centres in the port. "Last year we checked and cleared around 34,000 shipments of products subject to checking prior to import into the EU," says Dr Bettina Gerulat with some pride. "In addition we dealt with around 25,000 consignments transhipped in the Port of Hamburg that left here again on feeder services."



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Bettina Gerulat heads the Veterinary and Import Agency, which has certainly set the standards in Europe in recent years. Yet this veterinary specialist remains very modest about that. All the same, the frontier checkpoint in the Port of Hamburg is the leader for both equipment and in IT-based procedures. "The central Port Community System gives us a view of all manifest data and details and also enables us to cross-check whether all relevant shipments have duly been reported," says Gerulat. "Cooperation with the terminals is also superb and as far as possible based on automated processes. That is by no means standard practice internationally." The head office of the Veterinary and Import Agency, and also one of its two checkpoints, are located on Reiherdamm, in the centre of the 7,200 hectares of the port. A striking feature of the spacious site is a shed covering at least 1,000 square metres and containing six docking stations for trucks. These must reverse into the bays, so that inspectors can open containers to examine/check the goods inside, which may be skins from China, meat from New Zealand or pistachios from the

Near East. Stringent hygiene regulations apply in the checking centre: Clean protective clothing, overshoes and headgear are obligatory. Cartons of deep-frozen fish are stacked in the container on one truck in dock. The inspectors pull out several packets and open import documents on a monitor. One of them checks the temperature, and saws a piece off each of the blocks of frozen fish. In the inspection room, the samples are then thawed out. A vet smells these and eats a morsel of the raw fish. The sample that has been boiled is also absolutely normal. Everything is in order, and the packets are re-sealed. Testers only forward samples to a special laboratory at the next stage if these smell or taste peculiar, or if the computer indicates that a random sample is due.

Documents required for the checks must be submitted to the Reiherdamm head office at least one working day before arrival of the shipment. These are then examined to make sure that they meet the legal requirements for import clearance. "Meat, fish and other animal products generally always need to be shown to us. After successful



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DR BETTINA GERULAT SMELLS A CHEESE DIP FROM SOUTH AMERICA. THE TEST ALSO PROVES ABSOLUTELY NORMAL AND THE PRODUCT CAN THEREFORE BE IMPORTED

examination of the documents, an identity check follows – to see whether the shipment corresponds to the papers and required markings are showing. For a specific percentage, depending on EU rules, we examine the goods more closely and on occasion take samples,” explains Gerulat. The situation is different with plant-based products. Importers only need to present the necessary documents to the Veterinary and Import Agency for a few foodstuffs specified by the EU, for example rice, nuts and tea. Depending on the product group, such consignments are then checked and tested.

“Twenty years ago, 100 percent of meat imports from non-EU countries were checked, whereas nowadays only a maximum of 50 percent must be subjected to an examination. Europe-wide checks are meanwhile risk-based. If foodstuffs from a country of origin attract notice especially frequently, for a time we must check these more strictly,” explains the vet. “One example of this are deep-frozen strawberries: a few years ago, noroviruses were discovered in supposedly healthy fruit from China. For some months, we had containers of deep-frozen strawberries for checking in our yard almost daily. Meanwhile such products are barely checked at all, because no more pollution has been reported in them anywhere in Europe.”

Last year the Veterinary and Import Agency found infringements, mostly documentary errors, in 265 cases. “Even if by the end of the day we meanwhile peer into a few containers, consumers are well protected, at least in respect of third-country products,” says Gerulat. Yet even among colleagues at the Veterinary and Import Agency, the current scandal about eggs from the Netherlands containing Fipronil is causing much discussion. ■



European Rapid Alert System for Food and Feed

Rapid warnings on foodstuffs, as well as officially notified product recalls of foodstuffs and feed, are issued and copied to all member countries of the European Union via the European Commission’s Rapid Alert System for Food and Feed (RASFF). Such releases provide details of the type and origin of the product affected, the reason for the warning and the country of origin for the report. The German Office of Consumer Protection and Food Safety publishes these reports once a month.

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Passengers on board AIDA cruise ships can choose between 40 different varieties of bread



Perfect logistics guarantee fresh food and tasty meals on cruise ships

© AIDA Cruises

The cruise business is booming. The number of people spending their vacations on a cruise ship is still growing. In Hamburg alone, this year a total of 200 ship calls are anticipated, with around 800,000 passengers starting or finishing their voyages at Hamburg's three cruise terminals. These are people from many different countries, who expect a varied programme of catering and entertainment on board during the voyage. The essential logistics represent stiff challenges for the shipping companies and their logistics partners.

The vessels of the AIDA fleet are regular customers in the Port of Hamburg. They call at Hamburg on their North Europe cruises. With provisioning required for up to 2,200 passengers plus around 600 crew members, they constitute a logistics challenge. Sufficient food and drink needs to be taken on board in the Port of Hamburg for more than 10,000 meals per day during the voyage to come. On the ten-day cruise, the ship's seven restaurants must be adequately provisioned at all times.

TEN JUMBO TRUCKS BRING THE FOOD FOR TEN DAYS

Yet how on earth do fresh fruit, lobster, steaks and all kinds of other food plus drinks arrive punctually on board in the correct quality and quantity? Among other items, on one cruise four tons of pineapple, cruise passengers' favourite fruit, 25,200 eggs, 4,000 litres of beer per brand, and 4,900 litres of white and red wine will be consumed. One vital aspect for AIDA is the di-

versity of food and drink offered. That can include up to 95 different cheeses and 40 types of bread. A passenger can choose from 163 varieties of ham and salami, and is sure to find his or her favourite fruit in a choice of 65. For a perfect accompaniment to fish or meat, 125 varieties of fresh vegetable are available.

Ten jumbo trucks are required to deliver all the food for a ten-day cruise. Who supervises the logistics processes and ensures smooth supplies? For AIDA, this is Anne Albrecht, Senior Manager Logistics. Along with altogether 12 AIDA cruise ships, she also manages supply logistics for Costa's 15 cruise ships. She is backed up by seven AIDA colleagues in Rostock plus nine more for Costa in Genoa. At AIDA, Anne Albrecht's Logistics Department is part of the Procurement Division that controls all purchasing. A trained shipping manager, she has worked for the company since 2004. As a skilled business administrator, over the years she has accumulated the essential experience and know-how for supply logistics in the cruise sector. "Short lay times for ships in ports demand that our logistics processes

are planned down to the minute. And every planning step commences with Provisioning, or in other words, the provisions department on board one of our cruise vessels. In consultation with the Chef de Cuisine, its Provisions Master draws up a list of food and drink required for the proposed menu programme. The Procurement Division receives the list and after checking it, awards contracts to its chosen suppliers," explains Anne Albrecht. At this point, order data are also despatched to the relevant logistics providers.

CRUISE SHIPS NEVER WAIT IN PORT FOR DELIVERIES

Basté & Lange (B&L), a company of Hamburg-based Kloska Group, is AIDA's logistics provider. Anticipated transport volumes for the order are calculated there. After checking and coordination by Anne Albrecht's Logistics Department, transport orders are then placed at an early stage with selected transport companies. In close cooperation with B&L, delivery timetables and buffer times are determined. Along with looking after interim storage, quality checks, sorting and packing of the goods delivered, B&L prepares the required transport documents such as pack lists and proforma invoices for AIDA. In the process, all the data relevant for purchasing and handling transport flow into AIDA's transport management system. Anne Albrecht and her team plus the partners associated with them constantly retain an overview. Should schedules change, they can intervene at short notice and work out flexible solutions. Cruise ships simply do not hang around in port for late deliveries.

"WE ARE DELIGHTED WHEN OUR MASTER CHEF IS SATISFIED."

The sequence of truck deliveries in port is precisely planned and fixed. With seven colleagues, the Provisions Master on board sees to reception of deliveries, quality checks and careful stowage in the ship's special storage chambers. He determines when fresh fruit and when frozen foods must arrive, remaining in constant contact with Anne Albrecht and her team as well as B&L. Nothing can be left to chance. Very sensitive fresh produce should on no account be allowed to spoil. "On the logistics side, we are an extremely experienced team. We are very happy about the high quality level that we achieve together. If our Chef de Cuisine looks upbeat during the on-delivery checks that he personally undertakes, and seems happy with the results, all of us are delighted. That means that along with our logistics partners and all others involved in the supply chain, we have done a good job, and our cruise guests and the crew will be superbly fed and watered," stresses Anne Albrecht with some pride. ■

Ten jumbo trucks are required to deliver all the food for a ten-day cruise



© Kloska Group



Basté & Lange (B&L) belongs to the Kloska Group that was founded in 1981

- Exclusively for AIDA, in Hamburg B&L proceeds warehouse covering 18,000 square metres, of which 5,000 are refrigerated or cooled.
- 3,000 trucks and containers with a total of 40,000 tons of departing goods and 83,000 pallets were handled for AIDA in 2016.
- All companies in the Kloska Group are certified under DIN EN ISO 9001 (quality management), 14001 (environmental management), 50001 (energy management) and OHSAS 18001 (health and safety management). Group companies dealing with food are certified under DIN EN ISO 22000 (food safety).



© Kloska Group



Write to me at: facebook.com/ppickhuben

PETER PICKHUBEN'S PINBOARD

Definitely not for late-risers

When the gates open at Hamburg's wholesale market at two in the morning, its historic hall is filled with a vast array of aromas, colours and above all jostling life. It's rush hour. Goods are stacked up everywhere. Fork-lifts are driving along the gangways. Crates are being loaded onto trucks. Some 420 market firms with more than 2,400 staff sell fruit and vegetables, flowers and plants, even bakery products, gourmet food and international specialities. Hamburg wholesale market covers 27 hectares – roughly equivalent to 38 football pitches, making it the biggest fresh produce centre in North Germany. 1.5 million tons of goods are handled here annually. The traders and caterers who buy here come not only from Greater Hamburg. The neighbouring states of Mecklenburg-Vorpommern, Schleswig-Holstein and even parts of Scandinavia and Eastern Europe belong to the catchment area. Lying adjacent to the port, with the Autobahn on its door-step, Hamburg wholesale market has optimal connections. The pre-condition for buying here is a trader's licence: Those who do not have one can attend one of the many events, such as the annual Food Market Hamburg, to savour the quite unique atmosphere of the listed market hall with its wave-like roof.

www.grossmarkt-hamburg.de



© Großmarkt Hamburg

NATIONAL COFFEE DAY

Coffee is the favourite drink in Germany. Into the 12-13th Century it was still considered a remedy or cure: Today coffee is drunk because of its special taste and aroma. It is a natural stimulant and pick-me-up, boosts your circulation and has a positive effect on your mood. In 2006, in homage to coffee, the German coffee association called the National Coffee Day into being. Today, it is celebrated worldwide on 1 October. At numerous events on its day of honour, coffee lovers across Germany can discover the diversity of the aromatic bean. They can also take a look behind the scenes of the coffee world. Those not having the chance of taking part in the numerous events on 1 October, would do well to visit the Burg coffee museum in Hamburg's Speicherstadt. With more than 8,000 exhibits and 900 coffee mills, this unique museum provides the visitor with real insights into this natural stimulant and its history. Talks, tastings and guided tours are also in the programme.

www.tag-des-kaffees.de and www.kaffeemuseum-burg.de



AQUAVIVA CONTAINER: LUXURY CABINS FOR LOBSTERS

Lobsters are fascinating creatures. They are loners, staying in dark narrow hiding places in the depths of the sea. These animals, considered as a delicacy, have until today been shipped either frozen by sea or alive by airfreight in simple transport boxes to markets throughout the world. Since stress and frost negatively affect the quality of the meat, CMA CGM shipping line and logistics company has now introduced luxury cabins for lobsters. These provide for stress-free humane transport from capture to arrival with the major dealers or restaurants. The new generation of containers that have been developed in cooperation with EMYG Environnement & Aquaculture, facilitates transporting the lobsters in their natural seawater. This is cleaned using special technology, treated and held at the optimal temperature for the animals. There are always six lobsters in each special transport box that imitates their natural surroundings. In the dark interior of the box the lobster has sufficient space to move around and is separated from the others. Up to 3,000 lobsters fit into a 20-foot container – even up to 9,000 in a 40-foot container. After a test phase the Aquaviva Container was shipped for the first time in June from Canada to the Netherlands.



© CMA CGM

City of cocoa beans

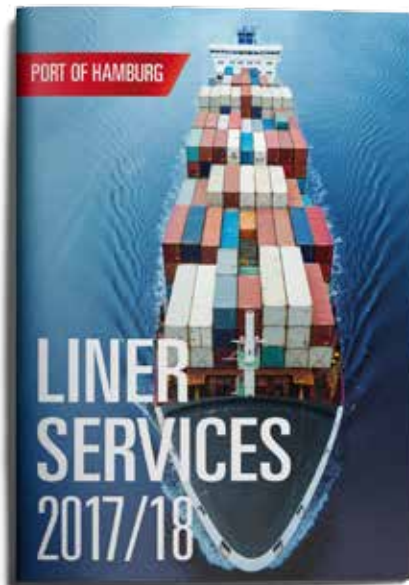
It is hard to believe that on average, every German consumes more than 100 chocolate bars per year. The raw material for this indulgence, dried cocoa beans, reaches Germany in containers from the Ivory Coast and South America via the River Elbe. Hamburg is Germany's largest cocoa-handling hub. H.D. Cotterell is one of the major players in the cocoa business. Raw cocoa and such semi-finished products as cocoa mass and cocoa butter reach here by the ton almost daily. The characteristic spicy-bitter aroma of cocoa already makes itself felt far from the storage warehouses. Here cocoa from 36 countries is stored on an area of 120,000 square metres. "Every day, hundreds of tons of cocoa beans leave our storage sheds for chocolate industry plants. 100 tons of cocoa beans suffice to manufacture 1.8 million chocolate bars," says Thomas Cotterell, Managing Director of this long-established company. The production sheds for melting cocoa mass and cocoa butter are just as impressive as the gigantic piles of cocoa beans in store. For several years, the trend has been for cocoa-growing countries to manufacture semi-finished cocoa products for export to Europe themselves. Around 150 tons of cocoa mass can be melted and sterilized daily in the sheds, and

100 tons of cocoa butter melted and deodorized. 17 heated tanks are available for storage of the liquid raw materials. The combined service of storage & melting has remained unique in Germany.

www.cotterell.de/en



© H.D. Cotterell



Port of Hamburg Liner Services

For all of those active in the field of sea freight “Port of Hamburg Liner Services”, issued by Port of Hamburg Marketing, provides a fast structured overview, by sea trade, of in excess of 120 liner services connecting Hamburg directly with 370 ports in more than 100 countries. On 56 pages the 2017/2018 issue delivers a comprehensive insight of liner, feeder and shortsea services from Germany’s biggest port throughout the world. You will find the publication in both English and German on our website under www.portofhamburg.com/press/media

Port of Hamburg Marketing Annual Report

During 2016 Port of Hamburg Marketing (HHM) positioned the port location very well in the marketplace. More than 6,500 decision-makers from the fields of logistics and port industry, as well as from trade, industry and transport took part in the diverse range of events during the reporting year. In addition the marketing organisation handled 115 visitor groups and represented the port at numerous exhibitions and conferences. The 2016 Annual Report provides a comprehensive overview of HHM’s projects and activities both internationally and in Germany. You will find the publication in both English and German on our website under www.portofhamburg.com/press/media



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