Summary of Czech Food Industry

Organisations and companies associated in the Czech Technology Platform for Food and the Federation of the Food and Drink Industries of the Czech Republic

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Dear Readers,

You are holding in your hands the first edition of a summary of entities active in the Czech food industry associated in the Czech Technology Platform for Food and the Czech Federation of the Food and Drink Industries of the Czech Republic.

We were encouraged to publish this brochure due to a shortage of any information material on the Czech food sector, which would provide information on individual entities involved in food production. Since the staff of the Federation of the Food and Drink Industries of the CR and the Czech Technology Platform for Food at professional events, trade fairs and exhibitions both in the CR and abroad encounter with multiple enquiries concerning not only particular producers but also a group of producers of a certain product, an idea was born to provide this information in a concise form in a single document. The outcome of this activity is this brochure comprising a list of individual food producers with a description of their core production and contacts.

Naturally, the food sector has been evolving just like all the sectors of economy – the entities are merged, renamed, or in a worst case scenario even cease to exist. For that reason, this overview is not static, but rather dynamic, periodically updated, to reflect the latest development and needs of the sector.

I strongly believe that this brochure will become a useful source of information and an appreciated assistant in the quest for contacts.

Ing. Miroslav Toman, CSc.
President of the FFDI CR
Food industry of the CR by its nature has always belonged to the core branches of the processing industry. Its strategic importance lies in fulfilling the nutritional needs of the population through processing the agricultural products and marketing the produced food. One of the fundamental goals of food industry of the CR is therefore not only to produce sufficient volume of safe and quality food, but also to increase the competitiveness and effectiveness of food companies for the sake of its further development.

The rate of development of the Czech food industry is, contrary to other processing industries, considerably influenced not only by the development of global economy and the degree of its globalisation, but also by internal economic conditions in the domestic market (development of effective demand, conditions of competition, not always fittingly set support programmes...). The long-term negative impact of these factors slows down the dynamics of its development, reduces the potential of its growth and causes decline of its performance in competition vis-à-vis its foreign competitors. Compared to substantial investments in other branches of processing industry resulting in considerable increase in sales, the food industry in CR in 2007 reported a decreased rate of growth, achieved only thanks to higher prices especially in the last month of the year. The employment development also shows a downward trend, since due to the attempts to reduce costs and increase productivity the number of employees has been on a continuous decline ever since 2000, as compared with other branches of the processing industry. All the branches of the food industry continue to report a negative development, though to a different extent, which cannot be coped with by individual companies themselves without consistent and stable food policy pursued by the state.

The share of food industry in the processing industry in 2007 at current prices in sales generated by the sale of own products and services amounted to 8.6 %, in book value added 7.9 % and in employment 9.1 %. Compared to the year 2000, when its share in sales generated by the sale of won products and services equalled 13.4 %, in book value added 10.7 % and in the number of persons employed 10.6 %, it means a steady drop in all the evaluation indicators.

Another negative factor is the fact that for a number of reasons there was a significant reduction in the state aid granted to small and medium-sized enterprises, which had been one of the significant tools helping stabilise the food industry, increase its performance and competitiveness. In 2007, the aid channelled to food enterprises accounted for CZK 20.2 million, i.e. by CZK 23 million less than in 2006 (1.2 % of the total support for SMEs) and as against the year 2005 by CZK 167.5 million less (4.9 % of the total support for SMEs). There was a similar trend in other forms of support, too. Namely the supported granted under the OP Agriculture Measure 1.2 for the modernisation and reconstruction of production facilities, for the introduction of new technologies, improvement and rationalisation of procedures of processing the agricultural products. The aid awarded in the framework of this measure amounted to CZK 126 million in 2007 (of which CZK 38 million from the Czech national budget and CZK 88 million from the EU). The support from the SGFFF through subsidized interest on loans granted for investments equalled CZK 24 million in 2007. There was a major interest expressed in the MoA aid scheme – 13 – support for processing of agricultural products and increase of competitiveness. There were 239 applications submitted in 2007 which competed for the total volume of funds in the amount CZK 310 million. During the implementation of projects a total of 25.8 % of costs were recognised as eligible expenditure. The aid granted to the food processing industry was also used to cover the costs of publicity of KLASA programme, which even though lower by CZK 89 million as against 2006, still amounted to CZK 186 million. The referred to downward trend is in contradiction with trends in other EU Member States. This trend erodes our future competitiveness in a long-term horizon.

The total amount of aid for the food industry
Introduction to the Czech Food Industry

drawn under the MoA CR and MIT programmes are unquestionably inadequate and incomparable. Alarming is the fact that the amount of support drawdown in the course of 2007 continued to be affected by restructuring of the relevant state authorities and in a number of cases by a lack of competence of civil servants concerned. The MoA CR, the authority responsible for the food industry as a whole, failed to pay sufficient attention to matters related to the non-annex food companies applying for support with the MIT CR.

Just like in previous years, also in 2007 the food industry showed a lower ability of self-funded investment development. The reason behind is first and foremost the existing financial burden of companies caused by the necessity to spend funds to meet the hygiene and other requirements laid down by the Community legislation. Moreover, the changes in the ownership structure of retailers and their concentration are frequently accompanied by further rise in fees for various services and ever stronger pressure on price squeeze. This is further aggravated by inactivity of the state which fails to create the level playing field for the players in the competition, with the food industry faced with unequal position and conditions between the producer and the retailer. The economic results of some food companies have been to a considerable degree also affected by drop in demand for domestic products on the part of some retailers due to the shift in their orientation to merchandise originating from their home countries, and all that despite the state aid to KLASA programme. In order to promote local products in the Czech market it is essential to preserve the KLASA local quality food label. This label is already well established among the consumers, many buyers prefer to purchase products bearing this label. It is, however, necessary for both the institutions – The Ministry of Agriculture and the State Agriculture Intervention Fund, to change their approach to KLASA label and to use all the possibilities for its publicity.

If this trend continues to prevail and the state does not consistently support the development of food industry in the CR, the growth of development investments will stall as well as the funds for development and introduction of new technologies leading to the preservation of nutritionally significant components in food, increase in food chain safety and reduction of negative impact on the environment. Hand in hand therewith, the competitiveness of food industry shall decline, which will bring about negative consequences to the individual areas of agricultural production.

The total food industry output in 2007 reached CZK 287 billion. When compared to 2006 it is an increase in production by approximately CZK 13 billion. As against fairly extensive investments in other branches of processing industry resulting in remarkable growth in sales in the Czech food industry, the dynamics of the rate of growth of production relied predominantly on the increased prices. In reality it means that in the course of recent years there has been a gradual drop in share of food industry in the total sales of the processing sector, namely to 8.9 % of its sales. This slower rate of growth, in comparison with other branches of processing industry, has been consistently caused by the saturated domestic market and the inflow of foreign merchandise to multinational retail chains in particular. The economics of certain food companies was also effected considerably by the strong Czech currency in the first half of the year, which had an adverse impact on the competitiveness and consequently the sales of food made of local raw materials, both in the domestic and foreign markets.

In 2007 the food industry employed altogether 122 thousand employees, which represent 8.9 % of employees of the processing industry in the Czech Republic. The number of persons employed in the Czech food industry thus in comparison with the processing industry dropped again. This was most likely due to the continuing restructuring of companies in this branch associated with the mergers of companies into larger units and the closure of unprofitable capacities caused induced especially by economic reasons (saturated market,
foreign competitors, price pressures...). As to the category of enterprises, the highest share in the volume of sales for the sale of own products and services at current prices, book value added at current prices and the number of employees have the medium-sized enterprises, i.e. companies with 50-249 employees. A fairly high book added value at current prices is reported by the category of enterprises with more than 250 and 1000 employees. The lowest share in production characteristics has the category of micro enterprises with 0-10 employees. These companies, however, show a higher employment rate in relation to sales and value added and thus contribute significantly to the creation of job opportunities in areas with poor public transport accessibility and the highest unemployment rate.

From the regional point of view, as against the previous years, the highest share in food production is represented by the City of Prague with its 17.7 % in sales and 14.6 % in the number of employees. It is followed by the Central Bohemian and Plzeň regions. The referred to changes in the position of individual regions in comparison with the previous years are closely connected especially with the changes in locations of large food companies. On the other hand, the lowest share have the Liberec and Karlovy Vary regions with the traditional lower production of food.

In 2007, the export of agrarian commodities amounted to CZK 69.753 billion. The largest share in the export to EU Member States was represented by exports to Slovakia (29%), Germany (20%) and Poland (10%). The largest volume of exports in 2007 was again achieved by the group of other food products, particularly chocolate and various types of sweets, etc. Another group, which considerably contributes to exports, is just like in the year before, the group of milk processing, dairy products and ice cream. The imports in the amount of CZK 94.145 billion were held to a large extent by Germany (25%), Poland (15%) and Slovakia (10%). The group with the largest share of imports is the production of other food produ-
Introduction to the Czech Food Industry

directed at innovation of products and technologies and broadening the portfolio of branded products is highly desirable. An important role in this respect shall be played by the successfully growing Czech Technology Platform for Food, which should encourage establishing the necessary partnerships facilitating the linkage between research and development base with the relevant industries, while reflecting the market needs.

In the framework of programmes aimed at strengthening the competitiveness of Czech food production, it shall be taken into account that the position of the Czech food industry within Europe will be in the mid- and long-term horizon strongly jeopardized by external factors (growth of new economies – China, India, growing competition of low cost countries, increasing globalization, etc.). Unless effective measures for improving its innovative ability are adopted, the conditions for doing business in this industry will further deteriorate.

With regard to the size and significance of this industry, this fact shall have serious implications for the Czech economy. The experience gained in the EU countries suggest that substantial support of the state for the area of research and development and nutrition policy together with the support for improved quality of life and the focus on products with higher added value can help prevent such a situation. That is the reason why the Federation of the Food and Drink Industries of the CR strongly supports this trend not only in the framework of its day-to-day activities, but through the establishment and support for the Czech Technology Platform for Food in particular.

### Production of selected products

<table>
<thead>
<tr>
<th>Food products and beverages</th>
<th>Unit of measure</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
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<tr>
<td>Beef meat, fresh or chilled</td>
<td>t</td>
<td>78 680</td>
<td>69 653</td>
<td>62 884</td>
<td>66 036</td>
<td>54 594</td>
</tr>
<tr>
<td>Pork meat, fresh or chilled</td>
<td>t</td>
<td>227 789</td>
<td>301 585</td>
<td>284 456</td>
<td>312 355</td>
<td>251 279</td>
</tr>
<tr>
<td>Poultry, fresh or chilled</td>
<td>t</td>
<td>74 208</td>
<td>78 121</td>
<td>84 550</td>
<td>82 112</td>
<td>87 766</td>
</tr>
<tr>
<td>Poultry, frozen</td>
<td>t</td>
<td>38 133</td>
<td>30 102</td>
<td>28 316</td>
<td>27 325</td>
<td>21 623</td>
</tr>
<tr>
<td>Potatoes prepared or preserved</td>
<td>t</td>
<td>54 814</td>
<td>51 974</td>
<td>53 984</td>
<td>54 985</td>
<td>48 235</td>
</tr>
<tr>
<td>Vegetable, frozen</td>
<td>t</td>
<td>-</td>
<td>22 514</td>
<td>18 282</td>
<td>17 042</td>
<td>28 409</td>
</tr>
<tr>
<td>Jams, fruit jellies, pastes</td>
<td>t</td>
<td>-</td>
<td>28 608</td>
<td>29 113</td>
<td>31 695</td>
<td>31 894</td>
</tr>
<tr>
<td>Milk and cream up to 6% in fat</td>
<td>000s l</td>
<td>496 772</td>
<td>570 682</td>
<td>635 877</td>
<td>683 272</td>
<td>699 808</td>
</tr>
<tr>
<td>Milk and cream over 6% in fat</td>
<td>000s l</td>
<td>27 113</td>
<td>35 246</td>
<td>44 429</td>
<td>36 590</td>
<td>36 877</td>
</tr>
<tr>
<td>Butter</td>
<td>000s l</td>
<td>58 108</td>
<td>61 362</td>
<td>55 575</td>
<td>51 983</td>
<td>52 516</td>
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<tr>
<td>Cheese and curd</td>
<td>t</td>
<td>149 112</td>
<td>151 573</td>
<td>147 668</td>
<td>136 105</td>
<td>145 438</td>
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<tr>
<td>Yoghurt and other fermented or acidified milk or cream</td>
<td>t</td>
<td>131 677</td>
<td>149 899</td>
<td>169 218</td>
<td>199 414</td>
<td>221 399</td>
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<tr>
<td>Wheat flour</td>
<td>t</td>
<td>760 576</td>
<td>829 150</td>
<td>856 531</td>
<td>821 802</td>
<td>764 122</td>
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<tr>
<td>Fresh bread</td>
<td>t</td>
<td>345 828</td>
<td>346 561</td>
<td>349 452</td>
<td>338 016</td>
<td>251 291</td>
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<tr>
<td>Fresh white bread and similar products</td>
<td>t</td>
<td>279 440</td>
<td>275 169</td>
<td>289 087</td>
<td>285 752</td>
<td>222 286</td>
</tr>
<tr>
<td>Fresh pastry goods and cakes</td>
<td>t</td>
<td>52 496</td>
<td>56 540</td>
<td>58 087</td>
<td>61 191</td>
<td>53 252</td>
</tr>
<tr>
<td>Refined sugar</td>
<td>000s t</td>
<td>514</td>
<td>558</td>
<td>559</td>
<td>471</td>
<td>362</td>
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<tr>
<td>Pasta, not cooked or stuffed</td>
<td>t</td>
<td>51 248</td>
<td>50 895</td>
<td>52 268</td>
<td>48 474</td>
<td>55 091</td>
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<tr>
<td>Destiláty, likéry a ostatní lihové nápoje</td>
<td>000s l</td>
<td>57 636</td>
<td>42 239</td>
<td>49 333</td>
<td>56 487</td>
<td>58 793</td>
</tr>
<tr>
<td>Wine of fresh grapes, except sparkling wine, grape must</td>
<td>000s l</td>
<td>73 978</td>
<td>66 206</td>
<td>66 107</td>
<td>56 733</td>
<td>59 819</td>
</tr>
<tr>
<td>Beer</td>
<td>000s hl</td>
<td>18 216</td>
<td>18 596</td>
<td>18 885</td>
<td>20 134</td>
<td>18 627</td>
</tr>
<tr>
<td>Mineral waters and aerated waters, not flavoured</td>
<td>000s l</td>
<td>849 702</td>
<td>818 878</td>
<td>812 998</td>
<td>799 527</td>
<td>755 582</td>
</tr>
<tr>
<td>Other non-alcoholic beverages</td>
<td>mil. l</td>
<td>1,620</td>
<td>1,632</td>
<td>1,702</td>
<td>2,001</td>
<td>1,354</td>
</tr>
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</table>
Czech Technology Platform for Food

The foodstuffs belong to basic material needs of a man without which he cannot live. Their production ranks among the oldest activities of man. The foodstuffs have always been and will continue to be an indispensable component of life of a society as well as an individual regardless of the level of technological advancement of the world population. Their production and consumption not only satisfy the basic human needs but also largely effect the health of an individual or the population. In the globalized world the abundance of quality food is not only essential for the survival of respective civilizations, but also constitutes a source of business opportunities and possibilities for humanitarian aid to those civilizations which are not self-sufficient in meeting their production needs. Hence, the foodstuffs often become a political tool.

With respect to traditions and the real short-term and medium-term potential of the Czech food industry and in the light of the globalized world trade in food, the only appropriate and rational direction seems to be the so-called substitution approach to food consumption. This approach builds on the assumption that the volume of consumption of a food consumer cannot be increased significantly or in steps, but that it can be modified according to the consumer’s lifestyle with the view to increase his satisfaction and to improve his health. When taking into account the consumer in advanced economies, who from the nutritional point of view lives in energy and nutritional abundance, the substitution of food consumption is the way out for the whole Czech agri-food industry. Focusing on demanding and educated consumers in an advanced economy is a necessity and an opportunity for the economic success of this sector.

Potential of the existence and growth of the Czech food industry is naturally linked to an intensive research and development of new types of food with high added value. This added value brings benefits for the consumer with respect to health, convenience during consumption, and fast preparation of meals, etc.
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<td>Agrární komora České republiky</td>
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<td>Fakulta veterinářské hygieny a ekologie - Brno</td>
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<td>FÓRUM PSR, zájmové sdružení zodpovědných výrobků lihovin</td>
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<td>KALMA, komanditní společnost</td>
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<td>Název</td>
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<tr>
<td><strong>KONTINUÁ, spol. s r.o.</strong></td>
<td>Miranova 148/10</td>
<td>102 00</td>
<td>Praha 10 - Hostivař</td>
</tr>
<tr>
<td><strong>MVDr. Pavel Mikuláš, Akreditovaná laboratoř pro vyšetřování potravin</strong></td>
<td>Sokolova 1b</td>
<td>619 00</td>
<td>Brno</td>
</tr>
<tr>
<td><strong>MAKRO Cash &amp; Carry ČR s.r.o.</strong></td>
<td>Jeremiášova 1249/7</td>
<td>155 00</td>
<td>Praha 13 - Stodůlky</td>
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<tr>
<td><strong>Mendelova zemědělská univerzita v Brně</strong></td>
<td>Zemědělská 1</td>
<td>613 00</td>
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<td><strong>Milom, a.s.</strong></td>
<td>Ke Dvore 12a</td>
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<td><strong>Mlékárna Klatovy, a.s.</strong></td>
<td>Za trati 640</td>
<td>339 53</td>
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<tr>
<td><strong>Moravskoslezské cukrovary, a.s.</strong></td>
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<td>671 67</td>
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<td>Jevišovkou</td>
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<td><strong>Pivovar HOLBA, a.s.</strong></td>
<td>ul. Pivovarská 261</td>
<td>788 33</td>
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<tr>
<td><strong>Plzeňský Prazdroj, a.s.</strong></td>
<td>Palác Myslibek, Ovocný trh 8</td>
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<td><strong>Podnikatelský svaz pekařů a cukrářů v ČR</strong></td>
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<td><strong>POLABSKÝ MLÉKÁRNY a.s.</strong></td>
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<td>290 16</td>
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<td><strong>ROMILL, spol. s r.o.</strong></td>
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<td><strong>Sdružení Biotrin, občanské sdružení</strong></td>
<td>Viničná 5</td>
<td>128 44</td>
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<td><strong>Sdružení českých spotřebitelů</strong></td>
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<td><strong>Státní rostlinolékařská správa</strong></td>
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<td>** Svaz minerálních vod**</td>
<td>Horova 3</td>
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<td><strong>Svaz výrobů nealkoholických nápojů</strong></td>
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<td><strong>Technologické centrum akademie věd České republiky</strong></td>
<td>Rozvojová 135/1</td>
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<td><strong>UNITED BAKERIES, a.s.</strong></td>
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<tr>
<td><strong>Univerzita Tomáše Bati ve Zlíně</strong></td>
<td>Mostní 5139</td>
<td>760 01</td>
<td>Zlín</td>
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<td><strong>ÚZEJ, Ústav zemědělské ekonomiky a informací</strong></td>
<td>Slezská 7</td>
<td>120 56</td>
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<td><strong>Václavek Petr, Ing.</strong></td>
<td>U Blaženky 12</td>
<td>150 00</td>
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<tr>
<td><strong>Veletrhy Brno, a.s.</strong></td>
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<tr>
<td><strong>Veterinářská a farmaceutická univerzita</strong></td>
<td>Palackého 1 - 3</td>
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<td>Brno</td>
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<tr>
<td><strong>VŠCHT Praha, Fakulta potravinové a biochemické technologie</strong></td>
<td>Technická 5</td>
<td>166 28</td>
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<td><strong>Výzkumný ústav cukrovarnický</strong></td>
<td>U Jednoty 270/7</td>
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<td>Radiová 7</td>
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<td>Zemědělský svaz České republiky</td>
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<td><strong>MASOKOMBINÁT PÍSEK CZ, a.s.</strong></td>
<td>Samoty 1533</td>
<td>397 18</td>
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Presentation of Members
The Agrarian Chamber of the Czech Republic was established by Act No 301/1992 Coll., as amended by Act No 121/1993 Coll. and Act No 223/1994 Coll.. Within its national scope it associates the majority of entrepreneurs in agriculture, forestry and food industry. It promotes and advocates the interests of its members, it provides consultancy and information services across the Czech Republic in the following areas:
- legal and legislative issues, drafting and amending legislation governing the business in agri-food sector;
- consultancy services in relation to everyday matters as well as long-term strategies and business plans;
- advisory services, vocational training and information science with the view to support the development of human resources and life-long education;
- foreign relations, within the remit and in cooperation with non-governmental agrarian organisations of Visegrad 4 countries, new and old EU Member States and other parts of the world in order to create optimum conditions for competitive primary production as well as processing industry and development of Czech rural areas;
- customs and certification related issues for the purpose of facilitating and simplifying the conditions of trade.

The Agrarian Chamber of the CR is a non-governmental agrarian organisation of supreme importance promoting the interests of 103 thousand of its members from among farmers, forest managers, food producers but also bee keepers, fishermen, gardeners and forest nursery managers, etc. regardless of the size and the form of business.

The Agrarian Chamber of the CR is a member of the COPA/COGECA association of non-governmental organisations of EU Member States, in which it joins the other partner organisations in defining and promoting the interests of its members at the European level.

It is an organisation the ambition of which is to play its role not only as a traditional producer of raw materials for food production and with respect to the landscape maintenance, but it also wishes to promote the new modern concept of rural development. It acts as a partner to municipalities and all other entities in rural areas since agriculture has always been an integral part of rural areas and it will remain to be one in the future, too.

Selected topical objectives and themes to be addressed:
- To initiate and support changes in the EU Common Agricultural Policy in order to make use of the world demand for agricultural raw materials and food, not only now but also in the period after 2013.
- To promote changes in the EU Common Agricultural Policy which could lead to better utilisation of the potential of agrarian sector.
- To increase the competitiveness of domestic agricultural primary production and processing industry and to fully use their production potential. Thus to prevent further phase down of the Czech agriculture and to tackle the crisis faced especially in the field of animal production.
- In the coming years to provide adequate volume of funds for the chapter of agriculture from national and EU sources.
- To draw up a comprehensive and system solution for mitigating risks associated with doing business in agriculture both in the CR and EU.
- To introduce a common approach of the Common Agricultural Policy to the old and new EU Member States, to provide support to agricultural holdings regardless of their size and farming practices, not to limit the support for primary production, to reduce the administrative burden both at the national and Community level.
- To address the issues related to the sale of state-owned land, land consolidation and protection of agricultural land resources.
- To eliminate unequal position of suppliers in trade relations and the dominant position of retailers, e.g. by adoption of the law on significant market power...
CONTACTS:

Seat:
Agrární komora České republiky
Blanická 3
772 00 Olomouc

tel.: 585 228 530
fax: 585 222 517
www.agrocr.cz
Portal: www.apic-ak.cz

Prague office:
Agrární komora České republiky
Štěpánská 63
110 00 Praha 1
Tel.: 224 215 946
e-mail: sekretariat@akcr.cz

The executive body of the Agrarian Chamber of the Czech Republic is the Board of Directors composed of 29 members.

President of the Agrarian Chamber of the CR
Ing. Jan Veleba

Vice-presidents of the Agrarian Chamber of the CR
Ing. Jindřich Šnejdrla
Ing. Bohumil Belada

Secretary of the Agrarian Chamber of the CR
Ing. Martin Fantyš
ALIMA značková potravina, a.s.

Company is a significant food producer not only in the Czech Republic.

It focuses primarily on the production and sale of food products in the field of chilled and deli products, namely: mayonnaise products, sauces and dressings, mustards, deli salads and spreads.

All the products are marketed under the BONECO® trademark the tradition of which dates back to early 1990s. One of the core products of BONECO® company is the traditional classic mayonnaise MAJOLKA® which has been produced ever since 1957.

CONTACTS:
Lopatecká 223/13, 147 00 Praha 4
Mailing address: Kutnohorská 474, 281 63, Kostelec nad Černými lesy
Ing. Zdeněk Štěpánek, Chairman of the Board of Directors and the CEO
www.alima.cz
The Association of Delicatessen Producers is a professional association of natural and legal persons active in the field of production of delicatessen and in other closely related branches. Since 2001 it has been representing its members in relation to suppliers, mass media, state administration authorities and supervisory bodies as well as other professional associations. It creates conditions for establishing professional as well as personal contacts among its members, thus helps improve relations within the sector.

Throughout its existence the Association of Delicatessen Producers has periodically addressed topical matters such as the good manufacturing practice, hot topics in legislation, protection of market environment, use of trademarks, conditions for supplying goods to retailers, cooperation with supervisory bodies, prevention of Listeriosis, etc. The Association of Delicatessen Producers is in close contact with the research institutes, it arranges for professional assistance ranging from consultations to solution of complex projects.

Despite its short existence it can boast a number of success stories such as the development of good hygiene and manufacturing practice for delicatessen production, participation in SALIMA trade fairs, organisation of regular technical seminars and consultations for its members, registration of the České lahůdky trademark, participation in European projects supporting activities of SMEs or membership in the Czech Technology Platform for Food.
Activities and services of the Association:
The Agricultural and Forestry Machinery Association ZeT is an association of legal persons established in 1990. Members of the Association are manufacturing, trade, research and service companies whose ambition was to develop a common platform for addressing issues in the field of development, manufacturing and sale of agricultural and forestry machinery. The Association has 40 members.

The core activity of the Association’s Secretariat is the rendering of information services to individual member companies. To that end an information system has been built with information on members of the Association and other manufacturers and dealers of agricultural and forestry machinery in the CR and abroad.

The main activities of A.ZeT also include:
• intermediation of business contacts, identifying and establishing cooperation between Czech companies on the one hand and foreign companies on the other hand for the purpose of cooperation in production and trade,
• publicity and provision of information on products and services of the members of the Association,
• cooperation during the organisation of training events for members (seminars, new machinery days, training programmes),
• active and passive participation in exhibitions and trade fairs (holding common exhibitions, negotiating favourable conditions of participation, organisation of trips to international exhibitions of agricultural and forestry machinery),
• facilitating the transfer of technologies, products and know-how,
• initiating legal regulations and technical standards,
• cooperation with governmental organisations as well as NGOs, the Agrarian Chamber, the Federation of the Food and Drink Industries and their interest and product unions, cooperation with the general public,
• acting in support of member companies in relation to foreign institutions and business entities.
The building of Lično bakery started as early as in 1960 in close vicinity of Lično municipality, near Kostelec nad Orlicí. The opening of Lično bakery in 1961 improved the regular daily deliveries of bread and bakery products in the given territory.

In 1991 the Lično bakery was bought in auction during the privatisation by BEAS joint stock company with the main office located in Hradec Králové. At that time only two sorts of bread were made in this plant by twenty-one employees working in two shifts. In 1993 the company extended its product range by pastry. Another substantial extension of the bakery took place in 1996 and 1997 when the premises underwent a total reconstruction. A new production hall was added, the dispatch area was built and a new bread line was installed. A year later a new bakery products line was added to the existing facilities, broadening the range of products substantially to 70 different sorts and increasing both the production capacity and labour productivity.

In 2002, a new hall was built fitted with the line for production of common sorts of bakery products with double the capacity. A new dispatch area, sanitary conveniences and washing facilities for employees were constructed. In the following years, additional technological improvements were made, gasification of the bakery was implemented, the hall for the production of artisanal bread was built and in 2005 a hall for the production of pastry was constructed. The company also takes into account the environmental aspects of production. Apart from gasification the so called ecoblocks were built, which facilitate the utilisation of waste heat thus solving the issues related to heating, water heating, production of technological steam, chilling and air-conditioning of the bakery premises.

Current situation:
At present, more than 200 employees work in the bakery producing 230 sorts of bakery products, including hand-made and organic products. The company serves the territory of Hradec Králové and Pardubice regions.

One of the most popular products of Lično bakery is the Lično bread. It contains no preservatives and the water used for its production shows the parameters of water for infants. Moreover its production follows from more than forty seven years old tradition of local bread production. It was thanks to this bread that the Lično bakery has three times become the winner of the Potravinář a potravina roku (Food producer and food product) competition of Hradec Králové region in the category of milling and bakery products as well as the absolute winner of the competition.

The company has introduced a certified HACCP system. A number of Lično bakery products has been awarded the KLASA quality label.

Apart from the Lično bakery, the BEAS, a. s. company also runs a confectionary production in Letohrad. In addition, the company has also been developing a project for the construction of a new high-tech bakery located “in the green field” in Podkrkonoší region.

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It was founded in 1992 by the Moravian consumer cooperatives to safeguard an integrated purchase of foodstuffs and non-food products for wholesale warehouses and individual coop stores.

We offer the consumer cooperatives the integrated purchase of goods and services from approximately 360 suppliers of stock deliveries and fresh goods. We organise sales events and competitions as well as other marketing activities.

We also supply the consumer cooperatives with private label products, namely a series of products bearing the COOP Klasik label which was the first product line of the COOP label.

Currently it consists of approximately 90 products offered in the COOP group stores under the “Náš výrobek pro vás” (“Our product for you”) label. These products are intended for price conscious consumers.

The second group of private labels is the COOP Premium. It is an international label and the goods bearing such a label is of premium European quality, it is sold at a reasonable price and can therefore satisfy even the most demanding customers.

The latest product line is the COOP Quality Standard. Under this label consumers, who wish to get value for money and simultaneously demand products of well-known brands, are offered both food and non-food products. The COOP Morava furthers new directions and strategic decisions in its business policy. E.g. over a fairly short span of time (in cooperation with the COOP Centrum and the Association of Czech and Moravian Consumer Cooperatives) the sale of organic food was introduced. Currently, the cooperatives offer 50 items with long shelf-life and 20 fresh organic foodstuffs.

The product range has been continuously expanded and renewed by the purchasing centres – while they preferably purchase goods from the Czech producers.

The sale of organic food is foreseen to be introduced in up to one third of all the coop stores.

The COOP Morava s.r.o takes an active part in the implementation of other projects of the COOP group.

In 2008 the COOP Morava company generated the revenues in the total amount of CZK 3 300 000 thousand.

CONTACTS:
COOP Morava , s.r.o.
Sukova 2, 659 40 Brno, tel.: 542 216 122, Fax: 542 215 252
e-mail: coopmorava@coopmorava.cz, cep@coopmorava.cz, www.coopmorava.cz
Sales representative acting as the director: Josef Čep
The Cukrovary a lihovary TTD, a. s. company is one of the largest Czech sugar and spirit producer. In its five plants it annually produces approximately 210 tons of sugar from sugar beet (in Dobrovice and České Meziříčí sugar factories), 800 thousand hl of spirit (bioethanol in Dobrovice distillery and delicate and technical spirit in Chrudim distillery). The Mělník packaging centre annually packs more than 80 thousand tones of sugar in consumer packages. One of the key objectives of the company is to ensure the safety and required quality of its products. That is why in 1998 already the certification pursuant to ISO 9000 standard was done and the HACCP system was introduced in the company.

The sugar beet as a basic raw material not only for the production of foodstuffs (sugar) but newly also for the generation of energy (bioethanol) is supplied by approximately 420 sugar beet growers farming the area of 30 thousand ha.

Cukrovary a lihovary TTD company plants:

**Dobrovice Sugar Factory**
The sugar factory in Dobrovice has been continuously processing the sugar beet for 178 years. Its recent major modernisation has ranked the company among the largest sugar factories in the Central and Eastern Europe. During the sugar campaign it processes 14 000 tons of sugar beet daily. The quality of produced sugar meets the top European standards. In addition, pellets (the bulk feed for cattle) are produced in sugar factories from beet pulp.

**České Meziříčí Sugar Factory**
The sugar factory in České Meziříčí underwent a fairly vast reconstruction, just like the sugar factory in Dobrovice, aimed at increasing the processing capacity and improving the quality of produced sugar. Currently the sugar factory processes 7 000 tons of sugar beet per day. The total annual sugar production in České Meziříčí reaches 70 thousand tons. The newly installed dryer produces annually approximately 30 thousand tons of pelleted dried sugar pulp.

**Mělník Packaging Centre**
The packaging centre in Mělník annually packs more than 80 000 tons of sugar (powder sugar, fine crystal, crystal, cube, bridge sugar), namely in more than 38 various types of packaging. The Mělník Packaging Centre has been granted the following certificates: BRC Global Standard Food Issue 3 – higher level, IFS. Thanks to the quality policy pursued by the company, it has succeeded in being awarded a few national certificates of quality – Klasa.

**Agroetanol TTD, a. s. – Dobrovice Distillery**
The distillery in Dobrovice, run by the Agroetanol TTD, a. s. subsidiary, is the first industrial distillery producing denaturated ethyl alcohol (bioethanol) in the Czech Republic. The production of renewable energy source – the bioethanol commenced in October 2006. At the end of 2008 the production of E85 – high concentration renewable environmental-friendly fuel was started in the distillery (a blend of 85 % of bioethanol and 15% of gas). The annual production capacity of the distillery is one million hectolitres.

**Chrudim Distillery**
The distillery in Chrudim is a part of the Cukrovary a lihovary TTD, a. s. company. The distillery produces a top quality ethyl alcohol for food processing and technical ethanol in the total amount of 200 thousand hectolitres.

**CONTACTS:**
Cukrovary a lihovary TTD a.s.
Palackého náměstí 1, 294 41 Dobrovice
tel.: +420 326 900 111, Fax: +420 326 900 103
www.cukrovaryttt.cz, e-mail: kontakt@ttdcukrovary.cz
The Czech and Moravian Association of Organisations of Agricultural Supply and Marketing is an interest association of 71 business entities. The majority of its member organisations are active in the purchasing of plant agricultural commodities, particularly grain crops, oilseeds and legumes. The purchased commodities are stored, partially processed and sold to both domestic and foreign customers. The member organisations associated in the Czech and Moravian Association of Organisations of Agricultural Supply and Marketing avail of the total storing capacity of 4.5 million tons. The storage structures are predominantly concrete silos which guarantee top quality of the given commodity during a long-term storage.

Apart from purchasing of agricultural commodities, some of the member organisations are also active in selling farming supplies, especially fertilizers, plant protection products and agricultural machinery. Some of its member organisations are also involved in agricultural production, namely in plant as well as animal production, focused particularly on broiler production.

One of the main activities carried out by the member organisations is the industrial production of premixes and compound feed for all farm animal species. The total annual production of compound feed totals approximately 2.4 million tons, which represents 75% of the total annual industrial production of compound feed produced in the CR. The membership of the association also encompasses a number of importers of specialty feeds, nutritional supplements and supplementary substances.

The production of quality and safe feed is an essential for the production of quality and safe food since the feed is one of the decisive input into the food chain. Requirements placed on feed and food safety by the latest EU legislation keep converging which only corroborates the reasons why the Czech and Moravian Association of Organisations of Agricultural Supply and Marketing is a member of the Federation of the Food and Drink Industries.

The Czech and Moravian Association of Organisations of Agricultural Supply and Marketing is also a member of the European Feed Manufacturers’ Federation – FEFAC. We rank among the active members of this Federation associating compound feed associations from 22 EU Member States.

CONTACTS:
Kancelář Českomoravského sdružení organizací zemědělského zásobování a nákupu
Opletalova 4, pošt.schránka 812, 113 76 Praha 1
tel./fax: 242 444 511, fax: 242 444 940, 724 120 162
e-mail: peskova@cmsozzn.cz, cmsozzn@cmsozzn.cz
The Czech and Moravian Dairy Association was founded in 1990 at the very onset of sweeping transformation of the whole Czech economy which was extremely difficult to push through not only in agriculture but also in the related sectors – including dairy industry.

The main mission of the founded professional organisation is to advocate the interests of the new structure of dairy industry when dealing with the state administration authorities and other organisations. Currently the Czech and Moravian Dairy Association has a total of 40 members and associates – measured by the volume of purchased milk – more than 80% of dairy sector. The membership of the union are includes other entities whose activities are in any way related to dairy industry. These are service organisations, trading companies, suppliers of machinery, spare parts, packaging and other auxiliary materials, etc.

The Czech and Moravian Dairy Association closely cooperates with the Research Institute of Dairy Industry, the Institute of Chemical Technology – Department of Dairy and Fat Technology, the Mendel University of Agriculture and Forestry in Brno and the Secondary Technical School of Dairy Industry in Kroměříž.

The Czech and Moravian Dairy Association is one of the founding members of the Federation of the Food and Drink Industries of the CR and the dairy industry, being one of the most important branches of food industry, is represented by officials acting in the top positions of all the elected bodies of this organisation. Whether within the comment procedure of the Federation of the Food and Drink Industries or independently it participates in drafting new legislation as well as in harmonisation of the existing legislation with the EU legislation.

In cooperation with the Research Institute of Dairy Industry it publishes a journal called "Mlékařské listy" through which it informs the professional public on its activities.

It periodically, i.e. quarterly, publishes the statistical returns on the purchases of milk and dairy industry.

The Czech and Moravian Dairy Association is an associated member of the International Dairy Federation. In 2003 it also became an associated member of the European Dairy Association and since 2004 it has been its full fledged member. Throughout this period it has maintained regular contacts at international level and used their abundant professional sources.
The Eurofins CZ company is a member of the world consortium of laboratories conducting a broad portfolio of analyses reaching far beyond the control of food safety and quality parameters. The EUROFINS Consortium associates more than 150 companies and offers over 25,000 analyses in 29 countries worldwide. It is thanks to this fact that our company can perform a wide variety of also highly specific analyses, including those the conduct and interpretation of which necessitates highly qualified experts often made available only through the liaison with various research centres. It stands to reason that the portfolio of services also includes the conduct of analyses in accredited laboratories. The most frequent and routine analyses are performed by the company in its own microbiological laboratories in the vicinity of Prague and in chemical laboratories in Bratislava and Nové Zámky in Slovakia. Both in the CR and SR, a sample collection service is run with the use of the company’s own refrigerated vehicles and trained employees offering accredited sampling and swap taking. The sophisticated logistics system makes it possible to conduct analyses in a very short period of time. In terms of microbiology, the laboratories deploy the PCR method (with results obtained within 24 hours).

**Portfolio of services offered:**

**Consultancy in the field of**
- Introduction and certification of food quality and safety management systems
- Determination of the shelf life of products

**Sampling – collection service:**
- Sampling in warehouses and stores as requested by the customer, including mystery (anonymous) shopping of samples, or taking retain samples for the supplier or for subsequent verification of results
- Parallel sampling in case of the inspection performed by supervisory bodies

**Evaluation**
- Comparing the products against the benchmark
- Evaluation of results against the legislative requirements, technical specifications and other standards
- Evaluation and approval of product labelling – done by the own certification authority
- Sending the results via e-mail, taking photographs of samples, evaluation presented in the form of a summary table
- Prompt warning in case of detected non-compliances

**CONTACTS:**
EUROFINS CZ, s.r.o.
Adress: Panenské Břežany, Hlavní 50
tel.: +420 283 970 610, fax: +420 283 970 552
e-mail: info@eurofins.cz
As early as in the 13th century the guilds – unions of craftsmen were founded to play multiple professional, social and economic roles. For the merits in defeating the Carinthian mercenaries in 1310, the butchers’ guild was given the right by John of Luxembourg to put in its coat of arms the Bohemian lion and the privilege to lead the group of all crafts. In 1883 the guilds were dismissed and replaced by trade associations. From 1920s to 1930s industrial elements were introduced into the meat processing and there were a total of 30 establishments in Bohemia processing the raw material in this way. As concerns slaughtering, the majority of slaughterhouses were owned by municipalities or independent butchers’ associations. In 1948, following the nationalisation, new industrial plants were built and in 1954 the construction of large industrial plants – meat processing plants commenced.

In 1990, in the period of social changes towards market economy, professional associations were re-established and renewed. In the middle of 1990 meat processors launched the activities aiming at the setting up of an interest association with legal subjectivity of a union nature which would represent all the forms of ownership. After the constituent assembly on 29 November 1990, the first general assembly was held of the then Business Association of Butchers of Bohemia, Moravia and Silesia with the seat in Prague, which associated all the transforming industrial companies active in this branch and also a group of start up businesses – butchers. In 1992 this professional organisation was renamed to the Association of Butchers of Bohemia, Moravia and Silesia, which in 1996 was one of the four founding members of the Food Association of the CR, i.e. the predecessor of the present Federation of the Food and Drink Industries of the CR. Ever since 2001 the above referred to butchers organisation has born its current name – the Czech Meat Processors Association (ČSZM). It builds on successful activities of the former association and in its ranks it has had a number of outstanding experts and personalities in the field of slaughter industry and meat processing and distribution.

The Czech Meat Processors Association is a voluntary association of natural and legal persons active in the field of purchase, processing and sale of animals for slaughter, meat and meat products. The main mission of the Czech Meat Processors Association is to protect and to promote the interests of its members in both the internal and external economic environment, to provide professional services in the field of production, technology and trade consultancy, to train the youth and apprentices. The Czech Meat Processors Association ensures coordination of joint activities vis-à-vis state administration authorities, EU services and organisations whose activity is in any way whatsoever related to the areas of concern of the domestic meat processing industry. The above mentioned activities are carried out continuously, predominantly on the basis of a close cooperation with the Federation of the Food and Drink Industries of the CR, Agrarian Chamber of the CR, Ministry of Agriculture of the CR, State Veterinary Administration of the CR, State Agriculture Intervention Fund and other institutions. The Czech Meat Processors Association also liaises with individual national professional unions, the Czech Technology Platform for Food and the Sector Council for Food and Feed Industries. An integral part of the Czech Meat Processors Association activities is its involvement in structures of the Liaison Centre for the Meat Processing Industry in the European Union (CLITRAVI) and the European Livestock and Meat Trading Union (UECBV).

For its members the Association ensures an ongoing professional information service, on-line access to amended legislation related to meat processing, it organises seminars, professional competitions, social events, study trips abroad and a myriad of other activities. The activities of the Czech Meat Processors Association are performed by the secretariat of the association, with a significant input of the Production section and the Section for purchase of animals for slaughter during all its professional activities. The board of directors and the supervisory board of the Czech Meat Processors Association are convened regularly. The meetings of the Association’s board of directors are chaired by its chairman who also acts as the president of the association. The supreme body of the Czech Meat Processors Association is the general assembly during which the individual members exercise their rights with respect to control and management.

CONTACTS:
Český svaz zpracovatelů masa, Libušská 319, 140 00 Praha 4 – Písnice
E-mail: sekretariat@cszm.cz, Tel/fax: +420 244 092 405
www.cszm.cz
The mission of the Faculty of Veterinary Hygiene and Ecology (FVHE) is to provide university education. The Faculty of Veterinary Hygiene and Ecology follows the European trend of pregraduate differentiation in veterinary education with an emphasis on veterinary matters related to food safety and quality. The FVHE in the field of veterinary medicine thus represents, together with the Faculty of Veterinary Medicine which mainly focuses on clinical veterinary medicine, one of the most progressive institutions ushering the latest trends in veterinary education.

The Faculty of Veterinary Hygiene and Ecology rests on the hygiene of food and raw materials of animal origin fields of study. The veterinary hygiene resulted from the application of knowledge of pathological anatomy and the science on animal diseases during the checks of meat at slaughterhouses, already in the last century. The history of the Faculty of Veterinary Hygiene and Ecology is linked to the foundation of the College of Veterinary Surgeons in Brno in 1918, when the Institute for meat, milk and food hygiene belonged to the first established institutes of the newly set up College of Veterinary Surgeons. Prior to the establishment of the Faculty of Veterinary Hygiene and Ecology an independent study programme called Veterinary medicine – food hygiene was launched at the College of Veterinary Medicine in 1975/1976 academic year. With the growing significance of veterinary hygiene and as a consequence of the absence of experts who would, after their graduation from the veterinary hygiene studies, ensure wholesome and safe food as well as meeting the ecological aspects of food production, the Faculty of Veterinary Hygiene and Ecology was established at the College of Veterinary Medicine in Brno in 1990.

Education at the FVHE is provided in the form of accredited study programmes: master (MVDr.), bachelor (Bc.), follow-up master (Mgr.) and doctoral (Ph.D.) and also in the framework of life-long education. Students enrolled at the Veterinary hygiene and ecology programme and its Veterinary Hygiene and ecology field of study are trained to become veterinarians focusing on veterinary aspects of food safety and quality covering especially the aspects of safety and wholesomeness of food and raw materials of animal origin, or also vegetabilia, breeding of food producing animals, clinical training concerning above all the food producing animals, infectious animal diseases and epizootology with respect to food and raw materials of animal origin as well as veterinary ecology. Students majoring in the Food safety and quality field of study of the bachelor and the follow-up master study programme shall gain knowledge and expertise in the field of production, distribution and sale of food of plant as well as animal origin in the context of ensuring food safety and quality.

In 2004, in the framework of evaluation of the standard of training, the Faculty was subject to the second international evaluation by the European Association of Establishments for Veterinary Education (EAEVE), which led to the conclusion that the Faculty complies with the requirements for veterinary training as laid down in the EU directives and that the study programme, especially in the food hygiene field of study, applies the “from stable to table” concept. Based on this evaluation the FVHE was listed in the prestigious List of Evaluated and Approved Institutions by EAEVE.

The scientific and research activities of FVHE, in line with the EU concept concerning the food safety issues, concentrate on tracing and following the raw material, or the food, from its origin to the end consumer. In keeping with this concept a major research project of the Ministry of Education, Youth and Sports called Veterinary aspects of food safety and food quality is investigated by all the institutes of the faculty. Apart from that the scientific and research activities of the FVHE are also carried out in the framework of international grants based on concluded contracts, grants of scientific agencies, projects of internal institutional research within the faculty and the University of Veterinary and Pharmaceutical Sciences Brno and contractual research in cooperation with other institutions, particularly veterinary organisations, and last but not least also with the industry.

**CONTACTS:**
Veterinární a farmaceutická univerzita Brno - Fakulta veterinární hygieny a ekologie
Palackého 1/3, 612 42 Brno-Královo Pole
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e-mail: fvhe@vfu.cz
Fórum PSR

Responsible spirits producers promote responsible consumption of alcoholic drinks

The FÓRUM PSR is a non-profit association of major producers and distributors of alcoholic drinks in the Czech Republic. The association was founded in 2003 and its mission is to reduce damages caused by alcoholic drinks to the very minimum. The members of the association are those companies which are well aware of their freedom to conduct their business but at the same time of the necessity to prevent social problems that may be caused by the abuse of alcohol. It is a non-commercial association that does not represent business interests of any individual producer or any market segment.

The association is committed to public awareness and to prevention targeted at minimising the harmful effects of alcohol abuse and it provides reliable and unbiased information concerning alcohol. In order to accomplish these objectives it performs especially the following activities:

**LET US AGREE!**
The FÓRUM PSR together with the Initiative of Responsible Breweries participates in the LET US AGREE campaign organised by the Ministry of Transport of the CR - BESIP. It is a campaign against drink-driving (driving under influence) which seeks to persuade especially young drivers that when driving with their friends to have some fun they should agree and designate the driver who would abstain from drinking any alcoholic drinks on that night and would drive the rest of the party home safely. The campaign has been running in various forms since 2003 and has met with positive acclaim.

For more information go to www.domluvme-se.cz

**LET US TALK ABOUT ALCOHOL**
Let Us Talk About Alcohol is the name of the website endeavouring to prevent damages caused by drinking alcohol by minors. The web presentation gives extensive and useful information on alcohol intended for minors as well as their parents and teachers. The visitors to this website among other things also learn what the alcohol is, what are its effects, why is alcohol more dangerous for the organism of an adolescent, how to resist the peer pressure or what are the drink-driving laws in the CR. This website was initiated by the EFRD (European Forum for Responsible Drinking) and its Czech version was developed by the FÓRUM PSR.

For more information visit www.pobavmeseoalkoholu.cz

**RESPONSIBLE DRINKING**
The FÓRUM PSR has also initiated the public awareness web presentation focused on prevention called RESPONSIBLE DRINKING (THINK WHILE YOU DRINK). Its content is similar to that of the LET US TALK ABOUT ALCOHOL, nonetheless it is tailored for general public and it contains topical information on the activities of the association.

For more information visit www.pijsrozumem.cz

**SELF-REGULATION**
The FÓRUM PSR association promotes responsible advertising and publicity of brands (commercial communication) in order to protect the consumers. The members of the association therefore endorse self-regulation of such activities within the branch, all of them are signatories to the Code of Conduct and agree with the Common standards of commercial communication. These documents are available at www.forum-psr.cz.

Members of the association:
Brown-Forman Czech and Slovak Republics
Global Spirits
Jan Becher – Karlovarská Becherovka
Maxxium Czech
Stock Plzeň

**CONTACTS:**
FÓRUM PSR
Sněmovní 9, 118 00 Praha 1, tel.: 602 321 560
e-mail: mail@forum-psr.cz, www.pijsrozumem.cz
The Hügli Food s.r.o. company was founded in the Czech Republic in 2002 as a successor of the former Bonita company.

The parent company, Hügli AG, has existed more than 70 years. It was founded in 1935 in the Swiss town of Arbon, at the Constance lake.

In the late 1990s a strategic decision was adopted based on which the Hügli company decided to expand also beyond its traditional territory, which until then comprised the territory of Switzerland, Germany and Austria.

The headquarters of the company in Zásmuky coordinates all the activities of Hügli Food s.r.o. in the Czech Republic, Hungary, Slovakia and Poland.

Currently, the Hügli Food s.r.o has approximately 270 employees and its annual turnover is approximately CZK 900 million. In the recent years, the Central and Eastern European part of the holding which has reported the most rapid growth.

The main pillar of our company is the Food Service division, generating almost 40% of the turnover. We sell directly to specialised wholesalers, who supply the individual trade partners with our products. We offer top quality products to customers such as hospitals, schools, canteens, restaurants and hotels. All our products are produced without any chemical additives, mostly as dry food. The offer a broad product range of soups, sauces, bouillon, desserts, mixed spices and seasonings, side dishes and other suitable things which make the cook's life easy.

Another division is the private labels division – retail division. This division sells hundreds of our products to all retailers under the ever more popular private labels of individual hyper-supermarkets or discount stores. At present our sales teams operate in four countries, namely in Poland, the Czech Republic, Slovakia and Hungary. Our products are also sold in the chain stores of our large customers such as Kaufland, Rewe, LIDL and Tesco in Croatia, Romania and Bulgaria. We also export to Baltic countries.

Our portfolio comprises 30 custards and 220 dehydrated products. Our core activity rests on a list of products which we have to able to delivery within 72-96 hours after the order is placed.

The third division of our company is the industrial division. This division delivers components to other food producers.

One part of this division supplies the customers focusing on bakery and pastry products with chocolate icings and fillings.

The second, the so called salty part of this industrial division supplies the potato chips producers, meat processing and canning industries with mixed spices and seasonings, sauces, etc.

Thanks to its range of products, which satisfies any wishes or tastes whatsoever, the Hügli Food can deliver its products to any European country. We can swiftly adjust to the needs and requirements of our customers. Top quality of our products moves us ahead of our competitors. Even the best chefs use our products, though they are often reluctant to admit it.

Quality has always been the corner stone of our production and business philosophy. We do not merely supply the products, we also support our customers by providing them with technical and professional service and last but not least the marketing support.

CONTACTS:
Hügli Food s.r.o.
Nádražní 426, 281 44 Zásmuky u Kolín
tel.: +420 321 759 611, fax +420 321 759 500
e-mail: info@huegli.cz, www.huegli.cz
Our company was founded in 1994 and provides the following activities, services and consultancy for food producers, importers, traders and restaurant proprietors as well as for importers and traders in cosmetic products:

1. Development of novelty food, or new types of products.
2. Development of laboratories and production.
3. Laboratory verification of quality indicators of food products, conditions of storage and shelf-life.
4. Drafting the principles of good manufacturing practice.
5. Drafting the principles of the mode of operation for each new type of a product.
6. Developing the system of critical control points of production, storage, distribution and sale of food-stuffs and mass catering establishments.
7. Drafting the follow-up principles of plant sanitation.
8. Training in the minimum hygiene standards.
9. Laboratory verification of quality, safety of production process and critical control points related to products.
10. Discussions on new production processes and products as well as their documentation with the experts of public health protection authorities, veterinary administration and the Czech Agriculture and Food Inspection Authority.
11. Drafting the Czech texts of food and cosmetic products for producers and importers.
13. Cooperation with investors and designers concerning the construction and reconstruction of food processing structures, food stores and restaurants.

In case of any enquiries related to the above referred to activities and services, please call number 266317740 or GSM 603 531 791.

CONTACTS:
Seat of the company and the laboratory: Na Žertvách 16, 180 00 PRAHA 8
tel.: 266 317 740, tel./fax: 266 316 964
e-mail: jtc.sro@seznam.cz
The Faculty of Agriculture was founded in 1960. In 1991 it was one of the two founding faculties of the University of South Bohemia.

Currently the faculty focuses on the education of experts in traditional agricultural fields of study and also in the applied natural sciences – agroecology, fishery, quality of agricultural products, biology of hobby organisms and many others.

In the evaluation of higher education institutions and universities of the CR the Faculty of Agriculture has consistently earned a high ranking which helped the faculty to gain a position of national higher education institution availing of highly qualified research and pedagogical expertise as well as technical equipment.

The research and development activities of the faculty and its involvement in cooperation with the industry and scientific and research institutes both in the CR and abroad reflect the study focus of the faculty. As concerns the participation in national and regional activities, the attention is primarily paid to research of sub-mountainous, mountainous and other marginal areas with special regime (protected landscape areas, national parks, biosphere reserves, water protection zones, etc.). This research orientation is the basis for further development and improvement of approaches focused on sustainable landscape management, while taking into account environmental and economic aspects, and leading to environmental-economic synthesis combined with consultancy activities and the setting up of consultancy centres at the faculty.
The laboratory for food testing is a private testing laboratory with an international accreditation, which conducts comprehensive testing of foodstuffs, raw-materials, feeds, water and cosmetic products, and renders consultancy services and assists in HACCP adoption.

The testing laboratory established in spring 1992 has a long history with over 16 years of experience. Consistent success and prosperity of the laboratory has been achieved thanks to the expertise of staff, state-of-the-art equipment and the efforts to promptly and successfully handle the orders.

Since 2002 we have been working in the new premises of a modern testing laboratory offering a wide portfolio of tests referred to at www.volny.cz/pavel.mikulas

CONTACTS:
MVDr. Pavel Mikuláš - Akreditovaná zkušební laboratoř č.1051 ČIA
Sokolova 1b, 619 00 Brno
tel.:+420 543251017, mobil:+420 602502447,
e-mail: pavel.mikulas@volny.czwww.volny.cz/pavel.mikulas
MAKRO Cash & Carry ČR s.r.o. (hereinafter referred to as Makro) is a member of the METRO Group. In the field of self-service wholesale the international group of Metro Cash & Carry International is the market leader with stores in 30 countries throughout the world.

In 1997 Makro opened the first three outlets in the Czech Republic and in 2002 it already operated ten outlets covering the whole country. Today, it has thirteen wholesale stores: Ostrava, Čestlice near Prague, Brno, Ústí nad Labem, Velká Bystřice near Olomouc, Prague - Černý Most, Prague - Stodůlky, České Budějovice, Hradec Králové, Plzeň, Zlín, Liberec and Karlovy Vary. The most of the outlets have the sales area of 10 500 m2 and all the stores are fitted with up-to-date technologies for storage and distribution of goods and high performance refrigerated and chilled premises.

Cash & Carry sales concept
Makro sales concept rests on exclusively wholesale of a broad range of food and non-food products to registered entrepreneurs, especially independent retailers and companies active in gastronomy. The company also offers customer cards to entrepreneurs outside this sector, e.g. large-scale consumers such as state administration bodies, schools, hospitals, institutions, etc. This segmentation is also supported by bulk packs of food differentiated for retailers (more foil wrapped consumer packages, the so called multipacks) and gastronomy (larger volumes). Entrepreneurs (both natural and legal persons) are issued the client cards by Makro upon their registration giving them access to all the Makro outlets in the Czech Republic and also to the entire Makro and Metro network in other countries. The non-transferability of cards is safeguarded by consistent identity checks of card holders conducted at the store entrance.

High inventory turnover, efficiency of operations, limited number of outlets, advanced logistics and direct purchases in large volumes make it possible for Makro to sell goods at very favourable wholesale prices. Thus Makro is not a competitor but a partner to retail.

An important actor in the Czech trade
Makro significantly strengthens the desirable trends in trade, e.g. by applying the so called traceability principle, i.e. the traceability of origin of goods whereby it helps increase the awareness of consumers as well as food safety in selected brands. Moreover, the requirements placed by Makro on the quality of products are more stringent than those prescribed by the law. It has adopted its own quality management system and continuously conducts quality checks. It considerably promotes the Czech suppliers since over 80 % of the merchandise are procured from local suppliers. The Czech winemakers are given an opportunity to make themselves visible thanks to regularly held competition called Makro wine of the year. It offers its customers exclusive services of 14 sommeliers.

CONTACTS:
MAKRO Cash & Carry ČR s.r.o.  
Jeremiášova 1249/7, 155 80 Praha 13 - Stodůlky  
tel.: 251 111 111-3, Fax: 251 111 151-3  
info@makro.cz, www.makro.cz
The Mendel University of Agriculture and Forestry in Brno is the oldest higher education institution of agriculture and forestry in the Czech lands. It was established in 1919 as the College of Agriculture in Brno and existed under this name until 1994. Its establishment marked the culmination of long-lasting efforts to establish an agricultural higher education institution in Moravia which has always belonged to countries with the most advanced agriculture in Central Europe. Throughout its existence it has undergone a number of changes both in terms of its structure and content, and has trained dozens of thousands of experts for various activities in different spheres of national economy.

The Mendel University of Agriculture and Forestry in Brno (MZLU in Brno) consists of five faculties and a higher education institute: Faculty of Agronomy, Faculty of Forestry and Wood Technology, Faculty of Business and Economics, Faculty of Horticulture, Faculty of Regional Development and International Studies and Institute of Lifelong Education. The Faculty of Horticulture is located in Lednice, while all the other faculties are in Brno. The number of undergraduates of the MZLU in Brno currently totals 10,621 students, of whom 350 are foreigners.

The MZLU in Brno has always promptly responded to changes in national and international environment and is flexible in adapting the content, forms and methods of education to such changes. Persons interested in studying at the university can choose from 35 accredited fields of study of the bachelor study programme and from 35 fields of study of the master study programme. The university offers such attractive disciplines as Agroecology, Biotechnology, Waste technology, Food technology, Furniture, Biotechnical landscaping, Economic informatics, Public administration, Finance, Landscape architecture, Vinciculture and winegrowing and many others. The best graduates from the master studies can subsequently enrol in the doctoral studies. Those interested in a combined form of studies (distance study) may choose from 11 fields of study of bachelor and 8 fields of study of the follow-up master study programmes.

Each student of the Mendel University of Agriculture and Forestry in Brno can, provided he meets certain conditions, undertake a part of his/her studies abroad at one of more than 100 partner universities. Apart from improving the knowledge of a foreign language the student thus enjoys an opportunity to acquire new, valuable knowledge, experience and practice and last but not least also to make a lot of new friends. In terms of foreign relations, the staff as well as students can take up the opportunity of participating in study trips and lecturing, internships and consultations at higher education institutions in France, Austria, Germany, Poland, United Kingdom, USA and many other countries. The MZLU in Brno is a member of major European organisations and partnership networks of higher education institutions with similar professional focus. Additional international cooperation is also possible through the university involvement in the SOCRATES, LEONARDO DA VINCI, CEEPUS, AKTION programmes and other international projects.

Through its life-long education study programmes the university also offers a continuous update of knowledge and skills as well as acquisition of new qualifications to its graduates and many other persons interested. Generally speaking, the concept of life-long education reflects the offer given in accredited study programmes at the MZLU in Brno so that similar or overlapping competences could be acquired also in life-long learning programmes. This basic offer is supplemented by special knowledge related above all to language competence, development of information processing abilities, latest information technologies, increasing knowledge on the functioning of contemporary society and economy, entrepreneurship and links to global economic environment and globalization trends. The study programmes also cover matters associated with agricultural trends, ecology, law and communication.

The Senior university of the MZLU in Brno also provides education to seniors in a three-year study programme for citizens, namely in the form of a series of lectures and seminars grouped to thematic blocks in which individual faculties of the university are presented.

The scientific and research activities build on a long-term prognosis and scientific orientation of the university, faculties and the higher education institute and
cover agricultural, forestry, biological, economic, technical and pedagogical sciences. The university research programme follows the latest trends of development of basic scientific disciplines, especially biology, and their application in practice. It concerns the targeted biological processes control, effective use of non-renewable and creation of renewable natural sources during the development of sustainable, multifunctional agriculture and agro-business and management of the process of education and training of university graduates with professional competence for teaching profession in keeping with the latest findings and trends both in Europe and the Czech Republic. An emphasis is laid on quality and safety of agricultural products in general and of food in particular. In line with the conclusions of the EU Common Agricultural Policy the university gives priority to topics of multifunctional agriculture and forestry.

The Žabčice school farm and Masarykův les school forestry holding in Křtiny serve the purposes of practical training of students, investigation of research tasks and verification of scientific findings in practice. The Botanical Garden and its arboretum are also used for instruction. Students as well as teachers may use the huge library, journal reading room and a modern information and computer centre. The Audiovisual centre makes video recordings for the purposes of instruction and research and manages the university film archive and video library. The extensive University archive helps preserve the archival treasures for current and future generations.

As concerns accommodation capacity, the MZLU in Brno avails of 2,908 beds in dormitories. A part of the dormitory capacities are in Lednice where Faculty of Horticulture students in their third and fourth year of studies are accommodated. There are altogether 354 beds in two dormitories. University catering facilities are opened to all those interested.

The optional physical training and university sports club offer to students a possibility to enjoy physical activity and sports.
Activities and services provided by the company: The Moravskoslezské cukrovary, a.s. company associates two plants – Hrušovany nad Jevišovkou production plant and Opava branch. The sugar industry in Hrušovany nad Jevišovkou stretches back to 1851 and in Opava to 1870. In 1994, the foreign capital was invested in the company. Since 1 January 2001 both the plants operate under the name Moravskoslezské cukrovary, a.s. The majority owner of the company is AGRANA Zucker, GmbH, Wien.

The company carries a wide range of sugar and specialty sugar products which are delivered to market under the Korunní cukr brand. Popularity of the product range is mainly attributed to sustained high quality of these products and attractive design of packaging.

Main activities of the company are the following:

- Production and sale of sugar and its modifications
- Production and sale of feed
- Processing of sugar production by-products
- Production and sale of organic products
- Purchase of goods for the purpose of its reselling and sale
- Consultancy activities in the field of sugar beet growing
It represents one of the main pillars of state aid policy of the Ministry of Agriculture of the CR. It is one of the most effective tools of Czech agriculture used in the framework of the so called “State aid”.

In the course of its operation in the CR it has become an inherent part of state aid in the sector of agriculture. It helped immensely particularly at times when the start-up businesses needed a reliable guarantee in order to get access to bank loans which would provide funds particularly for the extension of their production.

The SGFFF support consisted in the provision of guarantees and subsidised interest on loans. The SGFFF was extremely active especially from 1996 to 1998 when also the aid granted from the state budget was the highest. In this period the interest rates on loans were prohibitive and the Czech agriculture urgently needed investments. At that time it was thanks to the SGFFF that the basic agricultural machinery and technology could be modernised.

The SGFFF is perceived as a trustworthy, stable, creditworthy and risk-free organisation. That has been confirmed by special audits conducted in recent years upon the initiative of the government.

Apart from its main activities the SGFFF got also engaged in addressing the consequences of disastrous floods in 1997 and 2002. At that time it provided the most heavily hit agricultural entities with one-off loans to help them recover. Based on the decision of the government these loans were converted into non-returnable aid.

The SGFFF programmes continued also after accession of the CR to the EU, namely within the so called State aid system which is fully in line with the EC requirements.

Since 12 February 2008 the SGFFF status is defined by Act No 252/1997 Coll., on agriculture.

The core activity of the fund is the provision of support in the form of subsidised interests and issuance of loan guarantees to entities operating in the sector of agriculture.

The Fund also grants financial support for agricultural crop and farm animal insurance.

As to its legal form the SGFFF is a joint stock company. The statutory body of the SGFFF is a board of directors and the control function is executed by the supervisory board. The sole shareholder of the company is the Czech Republic – the Ministry of Agriculture of the CR, the shareholder’s rights are exercised by the Minister of Agriculture.

The company is managed by the director who also acts as the chairman of the board. The SGFFF has only one office which is located in Prague.

CONTACTS:
Podpůrný a garanční rolnický a lesnický fond, a.s.
Za Poříčskou branou č.p. 256/6, 186 00 Praha 8
tel.: 225 989 400, Fax: 225 989 405, Infolinka: +420 225 989 480
Product range:
Holba Classic – světlé výčepní, Holba Šerák- světlé výčepní
Holba Premium – světlý ležák, nealkoholické pivo Holba Free, sezónní speciál Holba Šerák speciál

Output of the brewery: 400 thousand hectolitres annually

www.holba.cz

Holba beer is a traditional Czech beer with more than 130 years long history, brewed by the Holba brewery located in Hanušovice. The unique character of this beer is illustrated by the number of awards received in tasting competitions as well as by its position in the Czech market, in which it is known as the genuine beer from the mountains. Ever since its foundation the Holba brewery has applied the conventional technology. The brewery equipment helps preserve the traditional brewing procedures the result of which is the golden beverage of remarkable and full taste of supreme quality. The Holba beer distinguishes itself by its golden colour, a light bitter note, gentle malty aroma and high drinkability. These features are to be attributed not only to the production technology but also to the raw material, i.e. the world famous Saaz hops (Žatecký chmel)

and the malt produced from the renowned malted barley grown in the region of Haná in Moravia. Also unique is the brewing water pumped by the brewery from its own deep wells located in the picturesque grounds of the brewery.

The Holba beer belongs to the highly appreciated brand both domestically and abroad which is proven by the number of medal awarded in the prestigious tasting competitions such as České pivo, Zlatý pohár PIVEX or the European Beer Star.
As defined in the Act on Czech Chamber of Commerce, our association called the Association of Bakers and Confectioners of the CR (hereinafter referred to as the Association) is a voluntary association of legal and natural persons doing business in the field of bakery and confectionery production. Pursuant to the adopted Articles of Association, any legal or natural person whose business or professional activity is related to the scope of activities of the Association and who is active in bakery or confectionary production or any related activity, including supplying and purchasing companies can become a member of the Association. As of 30 September 2008 the Association had a total of 100 members, of which 70 members in the category of producers, 23 members in the category of suppliers and 7 members in the category of schools. The share of our members-producers in the market with bakery and confectionary products is estimated at 40-50 %.

The main purpose of the Association is to advocate the justified interests of business entities operating in bakery, confectionery and related industries vis-à-vis the outside world, state and local administration authorities, trade union bodies - employee representation, major customers and suppliers.

The Association promotes the business, economic, social and societal interests of its members. It supports the growth and development of its members under the market economy conditions and champions free enterprise. The activities of the Association observe the principles of voluntarism and democracy.

**Activities of the Association focus predominantly on:**

- advocacy of interests of its members vis-à-vis external entities with national scope of activity, especially when it comes to financial and standard setting matters, foreign trade, application of the **Trade act, social and other laws:**

  - synergy of the Association and partner bodies and organisations, associations, etc. at the national as well as international level,
  
  - playing the role of a consultancy, advisory and information centre for the members of the Association in matters related to technology, equipment, production, economy, organisation, legislation, foreign relations, etc.

For the sake of enhancing the technical, technological and economic standards of its members the Association holds information and consultancy meetings, domestic and foreign study stays and technical seminars. Among others also such events as “Dny chleba” (Days of Bread) and professional skills competitions “Český pekař roku” (The Czech baker of the year) and “Český cukrář roku” (The Czech confectioner of the year) with awards granted in junior and senior category respectively. It is also responsible as a professional sponsor for the International milling industry, bakery and confectionery fair in Brno. The association also publishes a journal called PEKAŘ CUKRÁŘ (BAKER, CONFECTIONER), The Yearbook of the Baker and Confectioner and professional publications in the PEKAŘ A CUKRÁŘ series.

The Association performs activities aiming at all forms of support of private enterprise, particularly with regard to increasing the professional expertise of its members and their staff.

The Association acts on behalf of its members as a collective member in higher-level business groupings, including the international ones. It is a member of the Federation of the Food and Drink Industries of the CR and the International Federation of Plant Bakeries (A.I.B.I.).
The Poultry Producers Association is an association of legal persons, i.e. slaughterhouses, poultry cutting plants and poultry products processing establishments. The members of our association are leading companies operating in poultry industry who represent approximately 90% of production of poultry meat and poultry products in the CR. The association was founded in 1991. The activities of our association include primarily the provision of services to its members in relation to veterinary, food, welfare, waste, packaging, state aid, grants, import, export legislation etc. The association represents the poultry industry and advocates its interests.

In 2000 the association became a member of the Federation of the Food and Drink Industries of the CR and it is one of the four founding associations and unions thereof. On 1 January 2004 it became a member of AVEC, i.e. the association of producers, importers and exporters of poultry meat within the EU. We are represented in several working groups both within the Federation of the Food and Drink Industries of the CR and the AVEC organisation and we are also members of the expert group for poultry, poultry meat and eggs set up by the European Commission’s expert group for poultry, poultry meat and eggs.

The current system of industrial poultry processing relies on the use of the least labour-intensive high-techs.

In the last 15 years the consumption of poultry meat rose significantly from 13 kg per capita in 1996 to 25 kg in 2007. Concurrently, the import of poultry meat substantially increased (to almost 65,000 tons in 2008).

Due to fierce competition both within the EU and globally, further development of this industry is only possible by increasing the labour productivity while decreasing the costs of production at all the stages, namely throughout the chain from the feed production to the food sales.

CONTACTS:
Sdružení drůbežářských podniků
Dopraváků 749/3, 184 00 Praha 8
tel./fax: +420 272 766 136
e-mail: sdruzeni.dp@volny.cz
The State Phytosanitary Administration is an administrative authority of phytosanitary care operating in the territory of the Czech Republic established by Act No 147/1996 Coll., on phytosanitary care and amendments to some related laws, as amended, and reporting to the Ministry of Agriculture. The phytosanitary administration operates in keeping with provisions of Act No 326/2004 Coll., as amended.

The phytosanitary administration monitors the occurrence of harmful organisms. It checks the imported plants and plants in transit and conducts phytosanitary inspections of export and re-export, i.e. it checks all the plant material transported through the EU. A consistent inspection of plant health is performed at registered growers, i.e. inter alia at fruit, ornamental and forest tree nurseries, at growers of flowers intended for further cultivation and also at growers of seed potatoes in order to observe the conditions for marketing of plants and plant products.

The monitoring and survey of the occurrence of plant and plant products harmful organisms performed by the SPA serve as a basic information source for growers helping them to properly protect the cover and as an important measure preventing the introduction and spread of quarantine harmful organisms in the territory of the CR with the view to produce healthy plant and plant products for the production of safe food and feed.

Of paramount importance is the phytosanitary supervision which shall check the observance of obligations by the registered persons as well as the obligations associated with plant passports. It also checks the compliance with obligations associated with the emergency phytosanitary measures. The phytosanitary administration also performs supervision of the storage of plant products at state agricultural warehouses and in mills, malt houses or silos. In cooperation with the Customs Administration of the CR it performs supervision of the wood packaging material.

The Phytosanitary Administration also performs the diagnostics of harmful organisms in specialised diagnostic laboratories in Olomouc, Prague, Terezín and Havlíčkův Brod and at its district departments. It covers the areas of virology, bacteriology, mycology, entomology, nematology and biochemical analyses.

The Phytosanitary administration checks the fulfilment of technical and technological requirements for plant protection equipment and machinery in relation to the entry of their new types into the official registry which it administers. It keeps records of units performing the inspections of plant protection application equipment. Checking the observance of obligations in relation to the inspection of plant protection machinery and equipment is a precondition for quality application of plant protection products as defined by good phytosanitary and agricultural practice. It also registers and checks the drying kilns for heat treatment of wood packaging materials.

The Phytosanitary administration is involved in the process of evaluation of active substances of plant protection products within the EU programme. It also registers the plant protection products or auxiliary agents for the purpose of their marketing in the CR based on the evaluation of efficacy of the product with respect to the given harmful organisms under the given conditions and risks to the external environment. Through its own experiments it helps address minor uses and fills in the white spots in the protection of plants against pests. It issues certificates of professional competence for persons handling the plant protection products and conducts checks related to the use of pesticides at applicants applying for the assistance from the State Agriculture Intervention Fund. The post-registration control of plant protection products focuses on their proper handling in compliance with the decision on their registration.

All the efforts aim at safe food and feed, protection of human and animal health and environmental protection.

At the www.srs.cz website you can get all the relevant and useful information, including a list of authorised plant protection products, intended for farming community as well as traders and other persons interested in phytosanitary matters.
The medical doctors stress the importance of healthy life style, which also necessitates an appropriate drinking regimen. The Mineral Waters Association, i.e. the producers of natural mineral waters, flavoured mineral waters and natural healing waters, seeks to offer the consumers, in line with medical recommendations and customer needs trends, the widest and the most diverse possible choice of its products which at the same time fulfill the most stringent quality requirements.

As early as in 1992 the matters of common interest brought the majority of mineral water producers together and made them found an open association of mineral water producers and dealers. Later on the association was transformed to become the current Mineral Waters Association which today associates almost all the producers of natural and flavoured mineral waters across the CR:

- Bílinská kyselka, s. r. o.,
- Hanácká kyselka, s. r. o.,
- Petr Havlína,
- HBSW a.s.
- Chodovar, s. r. o.,
- Karlovarská korunní kyselka, s. r. o.,
- Karlovarské minerální vody, a. s.
- Marienbad Waters
- Ondrášovka s.r.o.,
- Podébradka, a.s. and its honorary members: Jiří V.Černý, Ministry of Health – The Czech Inspectorate of Spas and Springs, Reference Laboratories of the Ministry of Health

The association promotes and advocates the rights and common interests of its members, supports the development of activities contributing to proper business operations of its members. It is in contact with legislative bodies and competent state administration authorities to whom it submits proposals and opinions in defence of common interests of its members. It helps its members to find their bearings in legislation and it contributes to the creation of such conditions under which all the members of the Mineral Waters Association operate with high degree of expertise and professionalism.

The association also contributes immensely to the increase of awareness among the professional and general public of the types of mineral waters, importance of drinking regimen for one’s health, beneficial properties of individual minerals, namely through its publishing activities, but also through participation in seminars and conferences.

When looking back, the association assisted in drafting the Czech post-revolution legislation, particularly the Act on foodstuffs, the new Act on spas and the Water Act. The association’s representatives took an active part in multiple meetings and submitted their draft acts not only covering the area directly linked to the production of mineral waters and other bottled waters, but also the areas closely related thereto, whether concerning food legislation or environmental protection legislation.

The members of the Association have received various quality certificates, not only ISO but also IFS, BRC and ISO 22000 standards which they shall regularly, once a year, defend before auditors coming from international companies and which undoubtedly help them in the ongoing quality system controls and constant improvement and innovation of the established quality systems.

The members of the Association exert great efforts to promote healthy drinking regimen, to make people aware of what is proper to drink, when and how. They publish articles, give interviews and distribute supporting materials to mass media.

In order for all of us to be able to drink a glass of mineral water, which in all the countries of Europe will be of equal quality and yet different, with original and distinct taste, price competitive, it is necessary, apart from other things, to monitor the development of legislation and knowledge in this industry and to prevent various administrative restrictions imposed upon production and trade, which is exactly the task to be accomplished by the Mineral Waters Association.
We are a national professional association defending the common interests of domestic producers of flavoured soft drinks, fruit juices, bottled waters and other non-alcoholic beverages and their sub-contractors.

We represent the interests of this industry in relation to law-making and executive bodies of the CR, Czech and Community professional authorities, international organisations and mass media. The Association was founded in 1992 and has 21 members and supporters. Its membership is composed of the largest producers as well as the small and medium-sized enterprises. The president of the Association of Non-Alcoholic Beverages Producers is Ing. Jiří Pražan and the executive secretary is JUDr. Zdeněk Huml.

Our objective is to ensure favourable conditions for the development of production of beverages in the CR
To that end we get engaged in shaping the legislative and entrepreneurial environment of the production and distribution of non-alcoholic drinks. We take an active part in interministerial comment procedures on multiple laws and decrees (apart from others the Decree of the Ministry of Health on bottled waters, the Decree of the Ministry of Agriculture on the production of non-alcoholic beverages, the Act on packaging, the Act on Waste and many others).

We get involved in shaping the European legislation governing the industry
E.g. we succeeded in defending the interests of domestic producers during the process of wording the Czech position to the European Directive on packaging and we achieved that our producers are not discriminated against in relation to their competitors in other EU Member States. For example, we initiated the intervention of the CR against the German system of mandatory deposits for one-way beverage packaging which creates a barrier to free trade and as such is incompatible with Community law. We also opposed the creation of barriers to free trade in Hungary.

We pay major attention to healthy life style and quality of drinks
We contribute to the implementation of the EU Platform for Action on Diet, Physical Activity and Health. We helped draw up the guidelines for the system of critical control points (HACCP) for small and medium-sized enterprises and publish the Handbook of Good Manufacturing and Hygiene Practice. At meetings with the Ministry of Agriculture of the CR we stand for the inclusion of clear criteria of labelling non-alcoholic beverages and of quality requirements in the Czech legislation.

We oppose the attempts to discriminate some kinds of beverage packaging
We seek to minimise the impacts of production and consumption of non-alcoholic beverages on the environment. Simultaneously, we stand up against the efforts to dictate the consumers which packaging is the most suitable for drinks.

We belong to the family of European beverages producers
We are a member of the Union of European Beverages Associations (UNESDA). Through the Quality Initiative South and East Europe we have been involved in the activities of the European association protecting the fruit juices industry (Schutzgemeinschaft der Fruchtsaft-Industrie - SGF).

Our voice is also heard in the community of domestic food processors
We take an active part in the Federation of the Food and Drink Industries of the CR. Among other things we see to it that the Federation advocates the interests of domestic food processors in the framework of the European market.

The Association provides information, legal and technical services to its members
The members of the Association are provided with topical information on developments in the industry, legal instruments in the pipelines in the CR and EU, development of domestic and international beverage industry and on any scheduled events, etc.

CONTACTS:
SVNN,
Korunní 106, 101 00 Praha 10,
tel.: 606 116 678, 267 311 828, e-mail: nealkosvaz@volny.cz
The Technology Centre (TC) was founded in 1994 for the purpose of supporting the transfer of technologies from the research to industry and contributing to the development of business in the field of high techs in the CR. Only gradually also other activities were launched – the TC acts as the National Information Centre for European Research and prepares strategic studies focusing on the prospects of research, development and innovations.

Main activities of the Technology Centre:
Strategic studies and projects:

The TC compiles conceptual documents for state administration and its advisory bodies, it coordinates the national and regional projects on identifying research priorities, strategic research directions, preparation of research and innovation policies and innovation strategies. Recently, the Technology Centre completed two pivotal studies – the Green Paper on Research, Development and Innovation in the Czech Republic and the White Paper on Research, Development and Innovation in the Czech Republic. The Green Paper, apart from evaluating the current situation, also compares in detail the individual aspects of research, development and innovation in the CR and abroad. The White Paper, which is a follow-up to the Green Paper, aims at creation of supporting documents for the preparation of strategic national documents, particularly the new National Research, Development and Innovation Policy of the CR.

The TC publishes a peer-reviewed journal Ergo with the subheading Analyses and trends of research, technologies and innovations, it holds courses focused on training of experts for analytical and prognostic studies and it cooperates with a number of foreign and international partners in the field of strategic studies. This cooperation results in the preparation of studies for the European Commission, European Parliament, United Nations Industrial Development Organisation and the Joint Research Centre of the European Commission. The TC also participates in projects on future technologies applicable in food industry (Future Food, Observatory nano projects).

National Information Centre for European Research (NICER)

It is a project financially supported by the Ministry of Education, Youth and Sports within which the TC provides a full support to Czech centres in their involvement in the European Research Area (ERA).

The TC ensures the activities of national contact points (NCP) for the EU 7th Framework Programme (FP7) who organise awareness and training events on the FP7 and provide professional consultations to individual teams participating in the preparation and investigation of projects under the FP7, with special attention paid to SMEs. Through the ECHO journal and other publications specialising in the 7th FP related matters it updates the professional public on the ERA. The TC has established close cooperation with state administration, especially with the Department of international cooperation in research and development of the Ministry of Education, Youth and Sports, in monitoring the participation of the Czech Republic in the FP7 and its use for analytical studies and for shaping the concept of participation of the Czech Republic in the ERA.

Innovation and transfer of technologies

The transfer of technologies constitutes a TC activity of paramount importance, which contributes to the commercial exploitation of research results and to the implementation of innovations in practice in order to increase the competitiveness of the Czech industry. The TC coordinates the BISONet (BusInesS and InnOvation Support Network) project which implements the activities of the Pan-European Enterprise Europe Network in the Czech Republic. This network is composed of 70 consortia with more than 500 partner institutions in 40 countries. In the Czech Republic a consortium of eleven regional partners with all-national operation participates in the activities of the network. Core functions of the network include the provision of business and legislative information on the possibilities of innovative business in the EU, assistance to entrepreneurs in searching for new business contacts and partners in EU Member States,
assistance in the transfer of the advanced industrial technologies and newly also organisational and legal assistance for SMEs participating in research and development, particularly in FP7 projects.

**The Czech Liaison Office for Research and Development (CZELO)**

The TC is an umbrella to the Czech Liaison Office for Research and Development (CZELO) with the seat in Brussels. Its principal aim is to support successful involvement of Czech research centres and innovative SMEs in the FP7. The CZELO provides targeted and topical information to Czech research institutions on opportunities to participate in international research consortia, it arranges and facilitates the meetings of Czech researchers with relevant European Commission officers to discuss the ongoing projects or project proposals, it holds information days on Czech research and development for the representatives of European institutions and consistently promotes Czech research and its results in Brussels.

**Business Incubator**

The business incubator promotes the start-up of innovative companies and supports the introduction of new solutions in business sphere. The incubator provides offices, laboratories and premises for workshops. The attention is primarily paid to companies active in the field of energy industry, information technologies and development of new materials.

**CONTACTS:**
Technologické centrum AV ČR,
Rozvojová 135, 165 02 Praha 6, tel.: 234 006 126,
e-mail: info@tc.cz, www.tc.cz
The Union of Spirits Producers of the CR was founded by the deed of foundation by the Ministry of Interior on 5 May 1994. Currently, the members of the Union of Spirits Producers of the CR are the leading spirits producers in the Czech Republic and their share in the total production of spirits in the CR amounts to 80 – 90%. Its members are major excise tax payers with the total amount of approximately CZK 5 billion annually.

Today the Union of Spirits Producers of the CR associates 11 producers of spirits. The main producers are STOCK Plzeň – Božkov s.r.o., BECHEROVKA a.s. Karlovy Vary company, RUDOLF JELÍNEK, a.s. Vízovice, FRUKO SCHULZ s.r.o. Jindřichův Hradec, Palírna u Zeleného stromu – STAROREŽNÁ a.s. Prostějov and GRANETTE a.s. Ústí nad Labem. The above referred to producers of spirits have had a long-lasting tradition in the production and sale of alcoholic beverages and some of them are also direct members of the Federation of the Food and Drink Industries of the CR.

CONTACTS:
Unie výrobců lihovin České republiky
Těšnov 17, 117 05 Praha 1
tel.: 00420 221 812 808
United Bakeries is a leading bakery group in the Central European region and the 45th largest company in this industry worldwide. It was created in 2007 by a merger of two largest Czech groups of Delta Pekárny and Odkolek.

The two main product brands of Delta and Odkolek are the best known bakery brands in the Czech market. The company offers a broad portfolio of top quality products and services.

The United Bakeries company also acts as an umbrella organisation of Delta Pekárne (Slovakia) and Interback Csoport (Hungary) subsidiary groups. The United Bakeries group is a major employer, with 4,000 employees working for companies in three countries.

The parent company of the United Bakeries groups is the European United Bakeries S.A. company with the seat in Luxembourg as a sole proprietor holding 100% of shares.
The Institute of Chemical Technology Prague is the largest educational institution of its kind in Central Europe. Its history stretching back almost 200 years combined with progressive fields of study and international renown guarantees each student an access to high technologies, foreign internships and it is also a ticket to prestigious, well remunerated jobs at home or abroad. The Faculty of Food Technology was founded on 14 November 1952 as one of the three faculties of the independent Institute of Chemical Technology Prague.

**Pedagogical activities**
The Faculty of Food and Biochemical Technology ranks among the best higher education institutions in the CR in the field of food chemistry, biochemistry and relevant technologies teaching. That is also fully illustrated by the fact that its graduates work not only for our leading manufacturing and regulatory institutions, but also as managers of foreign companies not only in the CR but also in their home countries. This is thanks not only by demanding studies but above all by the balanced representation of all the necessary aspects (chemical, biochemical, hygiene and toxicological, engineering and economic). The Faculty also offers flexible postgraduate programmes suitable for the “acquisition of additional food related qualification” for managers of food processing companies with different industry background. Apart from general knowledge gained in the course of studies, the applicant gets a more in-depth insight in the topics relevant for him and his company through the selection of the topic of his thesis.

**Research Activities**
Individual institutes of the faculty apart from their teaching activities in the respective fields of study also conduct basic and applied research, which and at the time of the decline of sectoral research makes them many time the research centre of basic food research in the CR. Combination of teaching and research activities at the faculty is natural. Both the elements of the university teachers’ work influence and complement each other and are reflected in the definition and proposals of new specialisations within the existing fields of study as well as new fields of study.

**Cooperation with Industry**
The faculty has for a long time been cooperating with companies in the industry in addressing their operation related problems, development of new products and technologies, but also development and application of analytical and control methods or introduction of food quality and safety management systems. Students of the faculty also participate in professional internships or elaborate their diploma thesis while working in the companies, which can thus better identify their future expert employees.

**Consultancy and Training Areas**
- Food technology (individual departments cover all food technologies)
- Food quality
- Food safety
- Nutritional value of foodstuffs
- Management systems in food industry
The Food Research Institute Prague is a public research institution established on 1 January 2007 by the Ministry of Agriculture of the CR.

The Institute was founded as early as in 1958 as the Research Institute of Food Industry. The institute is a workplace embracing all the tasks of basic, horizontal and applied research in the field of chemistry, biochemistry and food technology, nutrition as well as food engineering and equipment.

The Food Research Institute Prague v. v. i. focuses in its activities predominantly on improving the eating habits of Czech population and on offering healthier food in the Czech market. It aims at enhancing procedures in food processing from beginning of production to the final stage of food preparation, at the development of specialty food for groups of population with exceptional dietary food requirements, at the search for and development of related control and evaluation methods, at analyses including the conduct of specific analyses and also at the development and production of special measuring devices and equipment. Recently, the activities of the institute comprise the core activity, i.e. investigation of research projects and tasks, and of the economic activity consisting in custom work, provision of services, advisory and consultancy activities.

The institute offers the following activities to food companies:

- analyses of food raw materials and products (chemical, microbiological and sensory analyses)
- determination of physical properties of food raw materials and products
- calculation and experimental verification of processes (including microwave heating, high pressure pasteurization, defrosting and freezing)
- development of formulations according to special requirements (including dietary)
- consultancy and services during the introduction of IPPC
Before 1989 there were 8 state enterprises in the Czech Republic active in the field of fruit and vegetables processing, of which 5 in Bohemia and 3 in Moravia. These state enterprises comprise a total of 58 manufacturing plants and 27 manufacturing units all across the territory of Bohemia and Moravia, of which 63 manufacturing plants and unit operate in the field of fruit and vegetables processing.

The annual volume of processed vegetables ranged from 110 000 to 125 000 tons depending on the harvest of individual sorts of vegetable in the given year. Essential sorts of vegetable for canning industry at that time used to be tomatoes, white cabbage, gurkins and peppers. These raw materials formed the basis for ready-to-eat products such as single-kind vegetable preserves and vegetable mixes and vegetable salads.

The annual volume of fruit processed by canning industry in this period ranged from 82 000 to 165 000 tons depending on the harvest of apples for industrial processing in particular. This raw material was decisive in terms of the volume of processed fruit.

Privatisation of state enterprises of canning industry was launched in 1991, with the gradual atomization of individual manufacturing and later also manufacturing plants. The privatised enterprises were mostly transformed into joint stock companies and limited liabilities companies.

The Interest Association of Legal Persons of Canning and Distilling Industry (ZS KOLI) was founded on 30 April 1993 by the foundation deed at the City District Authority of Prague 1. At that time the foundation deed was signed by 26 companies.

In the period from 1993 to 1998, a number of former canning plants discontinued their business activities due to winding up or declaration of bankruptcy. Such a situation was most frequently faced by companies in the Central Bohemian, South Bohemian, West Bohemian and East Bohemian regions. In the North Moravian region, after the formerly major company of SELIKO Olomouc only two canning plants were left, which were transformed into ALIBONA, a.s. Litovel joint stock company and SELIKO, a.s. Opava joint stock company.

At present the annual volume of processed vegetables ranges from 50 000 to 60 000 tons and the annual volume of processed fruit ranges from 50 000 to 70 000 tons depending on harvest. The prevailing sorts of processed vegetables are gurkins, cabbage, root vegetable and green peas, while in fruit it is mainly industrial apples for the production of apple concentrates.

To date ZS KOLI associates 11 members from among the community of fresh fruit and vegetables processors, producers of spices, food flavourings and colours and also a single sugar producer.

The main fruit producer is LINEA NIVNICE a.s. company, the producer of fruit concentrates, fruit drinks, syrups and juices. It is also the most important producer of fruit wines in the Czech Republic. Other producers of fruit concentrates are e.g. FRUKOLIS a.s. Kardašova Řečice company and SEVEROFRUKT a.s. Travčice, which is also a major producer of dried vegetable. Belonging to the group of fruit processors is also Palíma u Zeleného stromu – STAROREŽNÁ a.s. Prostějov company producing fruit liquors.

The main vegetable processors within the ZS KOLI are EFKO CZ, s.r.o. Veselí nad Lužnicí and ALIBONA a.s. Litovel companies. FRUTANA Blatná s.r.o. company is a significant producer of fruit spreads.

The producers of food flavourings and colours of great importance are AROCO Praha s.r.o. and AROMKA s.r.o. Brno companies. BENKOR s.r.o. Mělnická Vrutice is a major producer of spices. The only sugar producer within the ZS KOLI is CUKROVAR Vrbátky, a.s. Vrbátky company.
The history of the Research Institute of Agricultural Economics began in 1912 when the Institute for Agricultural Accounting of the Czech Department of the Agricultural Council for the Bohemian Kingdom was founded by the ministerial order of the Ministry of Tillage in Vienna. The history of the Institute of Agricultural and Food Information commenced in 1926, while later in 1993 the Institute of Scientific and Technical Information for Agriculture and the Centre of Technical Information of the Food Research Institute merged. The merger of the Research Institute of Agricultural Economics and the Institute of Agricultural and Food Information in July 2008 gave rise to the Institute of Agricultural Economics and Information, an integral part of which is also the third largest food and agricultural library in the world.

The Institute of Agricultural Economics and Information came into existence as the state budgetary organisation on 1 July 2008 and performs the activities of the formally existing Research Institute of Agricultural Economics and the Institute of Agricultural and Food Information.

RESEARCH ACTIVITIES

Research objective
Analysis and evaluation of the potential of sustainable agriculture and rural areas in the CR as an EU Member State with the European Model of Agriculture.

National projects (grants) of the National Agency for Agricultural Research
- Optimization of activities of Land Offices in the CR with respect to the use of comprehensive land consolidation aimed at preservation of landscape functions
- Evaluation of agricultural land resources with respect to the environment
- Assessment of environmental and retention functions of soils and landscape
- Economic system of evaluation of performance of agricultural holdings

International projects under the 6th and 7th Framework Programme for RTD of the EU
- System for Environmental and Agriculture Modelling (SEAMLESS)
- European Action Plan for Organic Food and Farming (ORGAP)
- Territorial Aspects of Enterprise Development in Remote Rural Areas (TERA)
- Agricultural Member States Modelling for the EU and Eastern European Countries (AGMEMOD 2020)
- Methodological grids for payment calculation in rural development measures in the EU (AGRIGRID)
- Assessing the impact of rural development policies (RuDI)
REGULAR ACTIVITIES FOR THE MINISTRY OF AGRICULTURE AND OTHER STATE ADMINISTRATION BODIES

**FADN Liaison Agency in the CR**
- Operation of the Farm Accountancy Data Network-FADN (network of returning holdings) in the Czech Republic
- Performance of functions of the FADN Liaison Agency in the CR in relation to the EU
- Provision of FADN data to professional public in the CR, including distribution of data in the form of publications and electronic media
- Running an internet portal www.fadn.cz to make the FADN database accessible to the general public
- Investigation of national and international projects in the field of economics of agrarian sector, information systems and agriculture statistics

**Professional service for the MoA (thematic tasks)**
- Report on the state of agriculture in the CR
- Analysis of the implementation of agri-environmental measures under the HRDP and RDP
- Proposals for a new LFA definition
- Land market, appraisals and utilisation of land resources
- Situation in the agrarian labour market
- Monitoring and forecasts of prices of staple commodities in the CR and abroad
- Forecasts of milk and meat commodities development in the CR
- Yearbook of agrarian foreign trade in the CR, analyses of agrarian foreign trade
- Development of food consumption and analyses of key factors influencing it
- Monitoring and evaluation of agrarian sector and agricultural policy of the CR for the OECD and WTO
- Forecasts of production, support and use of biofuels in the CR
- Performance and effectiveness of food industry in the CR
- Analysis of the level and development of diversification of economic activities in Czech agricultural holdings
- Monitoring and analysis of costs and profitability of agricultural products
- Analysis of economic performance of agricultural holdings
- Modelling the priorities of Czech agrarian sector and their impacts on risk management in the Czech agriculture
- Elaboration of supporting documents for drafting the rural development policy
- Statistical surveys at organic farms

**LECTURING, CONSULTANCY, PUBLISHING AND OUTREACH**

**Agricultural and Food Library**
- Centre of information sources in the industry
- The largest agricultural library in the CR
- The 3rd largest agricultural library in the world as to the size of its collections
- Broad portfolio of information sources – both printed and electronic
- Czech and foreign databases (CAB, FSTA, AGRIS, AGRICOLA and other)
More than 80 years of experience in providing information services to the public

Services
- Landing, interlibrary and reprographic services
- Current contents – delivering copies of periodicals’ content
- DDS – delivery of documents via e-mail
- Reference and advisory service
- Research services - research from electronic sources accessible in the library
- Food composition data
- Web services for agriculture and food industry

International cooperation
- FAO depository library for the CR
- National contact centre for the world-wide Agricultural Libraries Network (AGLINET)
- National centre for the creation of AGRIS FAO database
- Updating the Czech version of the AGROVOC multilingual thesaurus
- IFIS (International Food Information Service) – cooperation in creating the international food bibliographic database FSTA
- EUROFIR (European Food Information Resource Network) – contact point for the European network for food composition databases

Publishing
- Eleven scientific peer-reviewed journals

Consultancy and training
- Development of training projects for the staff of state administration and self-governing bodies within the remit of the Ministry of Agriculture based on the training objectives
- It delivers educational courses, trainings and seminars in the framework of education and training of staff of state administration active in agriculture, training the trainers in the field of transfer of science and research outputs, training the trainers for information and training activities in the operational implementation of tasks arising from the Common Agricultural Policy and the MoA policy objectives
- It fulfils tasks ensuing from strategic documents such as the White Paper, National Strategy of In-service Education, the Life-long Learning Strategy EWO and from the MoA requirements
- It designs and develops e-Learning and multimedia educational programmes and study support for education of advisors and life-long professional education within the transfer of science and research outputs in line with the strategy of life-long learning
- It is responsible for the elaboration of educational objectives and harmonisation of education of private agricultural and forestry advisors registered in the Register of advisors of the MoA
- It organises innovative training events for private agricultural advisors
- It administers the Register of advisors and organises the accreditation procedure
- It is responsible for methodological and control activities of advisory services (extension) in the framework of the approved policy and cooperates in the development of strategic policy materials of the advisory system in agriculture
- It cooperates with regional state administration units and agricultural organisations in individual regions
- It fulfils technical tasks related to multimedia and conference services as requested by the MoA and the IAEI, it creates multimedia teaching aids for educational activities performed by the IAEI and MoA, it administers a pool of agricultural and food related educational and information films and video programmes and distributes these programmes to users (schools, other educationalists as well as professional and general public)
- It provides organisation and technical services associated with the presentation of educational, advisory and research activities of the institute, particularly during the participation in professional exhibitions and presentations
- It published and edits information summaries, studies and teaching aids based on the requirements raised by the institute, the MoA and selected agricultural organisations

CONTACTS:
Slezská 7, 120 56 Praha 2, Mânesova 75, Praha 2
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e-mail: uzpi@uzpi.cz
The Institute of Animal Science, v.v.i. is a public research institution, established by the Ministry of Agriculture of the Czech Republic. Since its foundation in 1951 its activities have been aimed at biological and biotechnological principles of animal husbandry. It has become a centre of scientific activities in technologies, nutrition, breeding and reproduction of farm animals.

Its priority is the scientific knowledge applicable to the support of production of safe, quality and diverse food while respecting the animal welfare and environmental aspects in the new model of European multifunctional agriculture. It focuses on molecular technology, which is vital for contemporary research of biological principles of animal production. Newly it has also established itself in areas applying the latest biotechnologies in farm animals such as human medicine and pharmaceutical industry. The results of its research are successfully published in the prominent scientific and professional journals.

The institute avails of state-of-the-art equipment and top quality experimental and laboratory facilities. For the purposes of experimental and research activities a special purpose farm, experimental slaughterhouse, stables for physiological and metabolic experiments and feed compounds processing plant are used.

In the framework of the governmental programme of food safety strategy, the institute ensures the activity of the Scientific Committee for Animal Nutrition, established in 2002 as an advisory body to the MoA Coordinating group for food safety. The committee elaborates independent expert studies on scientific basis which respond to topical issues of the production and safety of feed and of animal nutrition. The committee provides supporting documents for the position of the CR to the European Food Safety Authority (EFSA) materials. Since its foundation is has drawn up more than 50 expert studies.

Pursuant to the contract with the MoA of the CR concerning the “SEUROP Classification system of carcasses of slaughter animals and its application in CR and EU conditions” the Institute concentrates on methodological procedures of transfer and processing of data obtained from classification of pigs and cattle. A component part of this activity is the vocational training of pig and cattle carcasses classifiers, which the Institute was authorised to provide in line with Decree of the MoA No 194/2004 Coll., on the methods of classification of carcasses of slaughter animals. The Institute also offers other expert, advisory and information services, it updates the methodological guidelines and legislative measures for the MoA and other state administration bodies.

The institute maintains close contacts with universities, partner research institutes, breeders associations and the whole agricultural public. It participates in education and training of researchers and in teaching activities of universities. Its advisory and consultancy centre is active in helping the agricultural primary production.

The Institute is authorised by the MoA to represent the Czech Republic in the European Federation of Animal Science and in specialised FAO programmes, focused primarily on the use and protection of genetic sources of farm animals.

The following is an important contact information:

**CONTACTS:**

Výzkumný ústav živočišné výroby, v.v.i.
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vuzv@vuzv.cz, www.vuzv.cz

Members of the Czech Technology Platform for Food
Other members

Other members of the Czech Technology Platform for Food - contact

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fax: 242 444 000, 242 444 012
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fax: 261 214 388
e-mail: agrotrade@agrotrade.cz, www.agrotrade.cz

**AIG CZECH REPUBLIC pojišťovna, a.s.**

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**ALTIS Kolín, s.r.o.**

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BILLA, spol. s r.o.

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BIOFERM lihovar Kolín, a.s.

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Bongrain Czech Management & Services, s.r.o.

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Huťská 275/3, 272 01 Kladno
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e-mail: cert@cert.cz
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<table>
<thead>
<tr>
<th><strong>Česká společnost pro jakost, o.s.</strong></th>
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<tbody>
<tr>
<td>Novotného lávka 200/5, 116 68 Praha 1</td>
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<tr>
<td>tel.: +420 221 082 269, fax: +420 221 082 229</td>
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<tr>
<td>e-mail: <a href="mailto:csqpraha@csq.cz">csqpraha@csq.cz</a></td>
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<td><a href="http://www.csq.cz">www.csq.cz</a></td>
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<th><strong>Česká zemědělská univerzita</strong></th>
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<tr>
<td>Kamýcká 129, 165 21 Praha 6 - Suchdol</td>
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<tr>
<td>tel.: 234 381 111, 224 381 111</td>
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<td><a href="http://www.czu.cz/cs/">www.czu.cz/cs/</a></td>
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<th><strong>Českomoravský cukrovarnický spolek</strong></th>
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<tr>
<td>Lužná 591, 160 00 Praha 6</td>
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<tr>
<td>tel.: +420 220 121 199, fax: +420 235 350 743</td>
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<tr>
<td>e-mail: <a href="mailto:sekretariat@cmcs.cz">sekretariat@cmcs.cz</a></td>
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<tr>
<th><strong>Český institut pro akreditaci, o.p.s.</strong></th>
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<tr>
<td>Opletalova 41, 110 00 Praha 1 - Nové Město</td>
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<tr>
<td>tel.: +420 221 004 501, fax: +420 221 004 408</td>
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<tr>
<td>e-mail: <a href="mailto:mail@cai.cz">mail@cai.cz</a>, <a href="http://www.cai.cz">www.cai.cz</a></td>
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<th><strong>DERA FOOD TECHNOLOGY - CZ, s.r.o.</strong></th>
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<tr>
<td>Maříkova 36, 621 00 Brno</td>
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<tr>
<td>tel.: 541 423 611, fax.: 541 423 636</td>
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<td><a href="http://www.dera.cz">www.dera.cz</a></td>
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<td>Zenklova 37, 180 00 Praha 8</td>
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<td>tel.: 284 007 816, fax: 284 007 896</td>
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<tr>
<th>Member Name</th>
<th>Address</th>
<th>Contact Details</th>
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<td>tel.: +420 325 630 061-6</td>
<td><a href="http://www.polabske.cz">www.polabske.cz</a></td>
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<td>e-mail: <a href="mailto:info@biotrin.cz">info@biotrin.cz</a>, <a href="http://www.biotrin.cz/czpages/index.htm">www.biotrin.cz/czpages/index.htm</a></td>
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<tr>
<td>Sdružení Biotrin, občanské sdružení</td>
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<td>tel.: +420 221 951 726, fax: +420 224 918 862</td>
<td>e-mail: <a href="mailto:info@biotrin.cz">info@biotrin.cz</a>, <a href="http://www.biotrin.cz/czpages/index.htm">www.biotrin.cz/czpages/index.htm</a></td>
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<td>Member</td>
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<td><strong>Sdružení českých spotřebitelů</strong></td>
<td>Budějovická 73, 141 00 Praha 4&lt;br&gt;tel.: +420 261 263 574, +420 261 262 280&lt;br&gt;fax: +420 261 262 268&lt;br&gt;e-mail: <a href="mailto:spotrebitel@regio.cz">spotrebitel@regio.cz</a>, <a href="http://www.konzument.cz">www.konzument.cz</a></td>
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<td><strong>GS1 CZECH REPUBLIC</strong></td>
<td>Na Pankráci 30, 140 00 Praha 4&lt;br&gt;tel.: +420 234 633 145-6, +420 261 001 145-6&lt;br&gt;e-mail: <a href="mailto:info@gs1cz.org">info@gs1cz.org</a>&lt;br&gt;www.gs1cz.org/</td>
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<tr>
<td><strong>SOS - Sdružení obrany spotřebitelů ČR, o.s.</strong></td>
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<tr>
<td><strong>Společenstvo mlynářů a pekařů ČR</strong></td>
<td>Společenstvo mlynářů a pekařů českých a moravskoslezských&lt;br&gt;tel.: +420 261 218 145, fax: +420 261 218 145&lt;br&gt;e-mail: <a href="mailto:smpcam@volny.cz">smpcam@volny.cz</a></td>
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<tr>
<td><strong>Univerzita Tomáše Bati ve Zlíně</strong></td>
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<td><strong>Václavek Petr, Ing.</strong></td>
<td>U Blaženky 12, 150 00 Praha 5</td>
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<tr>
<td>Members of the Czech Technology Platform for Food</td>
<td>Other Members</td>
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<td><strong>Veletrhy Brno, a.s.</strong></td>
<td><strong>Výzkumný ústav cukrovarnický</strong></td>
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<td><strong>Mezinárodní potravinářské veletrhy SALIMA 2. - 5. 3. 2010</strong></td>
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<td><strong>Výzkumný ústav pivovarský a sladařský</strong></td>
<td><strong>Zemědělský svaz České republiky</strong></td>
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<tr>
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<td><strong>MASOKOMBINÁT PÍSEK CZ, a.s.</strong></td>
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<td>Samoty 1533, 397 18 Písek tel.: +420 382 203 222, 724 342 029 e-mail: <a href="mailto:mkpisek@mkpisek.cz">mkpisek@mkpisek.cz</a> <a href="http://www.mkpisek.cz">www.mkpisek.cz</a></td>
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Vision of the Czech Technology Platform for Food

The overall vision of the Czech Technology Platform is that an effective integration of strategically-focused, transnational, concerted research in the nutritional-, food- and consumer sciences and food chain management will deliver innovative, novel and improved food products to national, regional and global markets in line with consumer needs and expectations. These products, together with recommended changes in dietary regimes and lifestyles, will have a positive impact on public health and overall quality of life (‘adding life to years’). Such focused activities will support successful and competitive all-European agri-food industry, the global business management of which reckons with economic growth, transfer of technologies, environmental sustainability and consumers trust.

This platform builds on the “from farm to fork” philosophy, i.e. that the consumer demand will set out the directions for research, development and innovations. Attention is paid primarily to the development of new products and procedures of post-harvest chain since it is assumed that it is at this stage when the highest value is added to the consumer. However, requirements for research may, where necessary, embrace the aspects of primary production, e.g. development and delivery of raw materials with specific health or quality related features. It is obvious that in connection with food safety, sustainable food production and food chain management the whole food chain has to be taken into account. Always close contacts with other related technology platforms are foreseen. Close links will also be maintained with the ongoing as well as new integrated projects of the 7th Framework Programme and coordination activities impacting the activities of the Czech Technology Platform.

KEY TECHNOLOGY PRIORITIES

To improve the quality of life of European citizens and to support the growth and competitiveness of agro-food industry through innovations six interlinked key areas have been proposed: Food and Health, Food Quality and Manufacturing, Food and Consumer, Food Safety, Food Chain Management and Sustainable Food Production (see Picture 3). The main themes of research in individual areas shall be defined by the Strategic Research Agenda.

There has been a growing social awareness on the alternative ways of improving the quality of life through healthy nutrition and on potential contribution of sustainable food production to the overall improvement of environment. Consumers prefer quality, easy preparation, variety and benefits to health and their justified expectations of safety, ethics and sustainability of food production shall stress potential innovations. In some areas, e.g. in food safety, technologies of production and sustainability, Europe has already achieved the leading position showing a high share of innovations and investments therein.

It is necessary to develop a coherent research strategy for the future based upon
the shared vision of the diverse stakeholders. Key elements of this flexible strategy comprise initiatives in six areas, namely Food and Health, Food Quality and Manufacturing, Food and Consumer, Food Safety, Sustainable Food Production and Food Chain Management. These elements are going to be supported by effective strategies for communication, training and technology transfer.

A step change in the intensity of research and investments therein together with the effective transfer of technologies are preconditions for the European agro-food sector to remain innovative and competitive. Private and public sources which are available for food research at the national level, are inadequate to meet the challenges associated with the goal of “adding life to years”. The Czech Technology Platform for Food shall tap these available sources at the national level and ensure efficient cooperation under the auspices of the coherent Strategic Research Agenda and the related plan of implementation.
The Federation of the Food and Drink Industries of the Czech Republic is an interest association of legal persons active in food industry and processing of agricultural products, founded pursuant to Section 20 letter f) of Act No 40/1964 Coll., Civil Code, as amended.

The Federation of the Food and Drink Industries of the CR as a legal person plays the role of an interest non-profit association for all food industries and industries of agricultural products processing. It represents the food industry vis-à-vis state administration bodies and similar organisations in the European Union Member States and organisations with global scope of operation.

Its main activities also include:
- Food and technology advisory services in the field of processing agricultural products, drinks and food production, including comment procedures of amendments to laws and support programmes.
- Cooperation with other industry unions and associations related to food industry matters or which extend the FFDI activities.
- Implementation of educational and training activities.
- Support and application of science, research, development and innovation, including technology transfer and know-how.

The Federation of the Food and Drink Industries of the CR also takes an active part in the following activities:
- Publishing and promotion activities predominantly for the benefit of the of Czech food industry both in the CR and abroad within the activity of advisers specialising in organisation and economic matters.
- Operation of food information system (www.foodnet.cz).
- Advisory services in the field of organisation, applicable legislation, economic activities and marketing for the area of processing agricultural production, drinks and food production.

The main objective of the Federation of the Food and Drink Industries of the CR in its capacity of the representative of food firms and companies in the Czech Republic is first and foremost to enhance prosperity and prospects of food industry as a whole. This objective can be attained especially through more intensive activity in negotiations with the government as well as during international discussions in order to create such conditions which will guarantee the referred to further development and prosperity of the whole industry.

The Czech food industry has undoubtedly had a long lasting tradition and can offer a plethora of products of international renown. Its major asset is indisputably the greater than usual attention paid to the food safety. It is the stress put on safe food which distinguishes the Czech and European food from products coming from the third countries and which constitutes the competitive edge of the Czech Republic in the domestic markets.

The Federation of the Food and Drink Industries also intends to intensify its activities during international meetings (with the support of state authorities), but also to find new markets for the Czech food products, increasing their export and subsequently also their production.
Alphabetical List of Members of the Federation of the Food and Drink Industries
<table>
<thead>
<tr>
<th>Company</th>
<th>Country</th>
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<tbody>
<tr>
<td>AGROFERT HOLDING, a.s.</td>
<td>Czech Republic</td>
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<td>Agropol Food, s.r.o.</td>
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<td>Agropol Group, a.s.</td>
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<td>ALIKA a.s.</td>
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<td>ALIMA značková potravina, a.s.</td>
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<td>ALIMPEK, spol. s r. o.</td>
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<td>ALIMPEX FOOD a.s.</td>
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<td>ARTIFEX INSTANT, s.r.o.</td>
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<td>BEAS, a.s.</td>
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<td>BIOFERM - lihovar Kolin, a.s.</td>
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<td>Blatenská ryba, spol. s r. o.</td>
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<td>BOHEMIA SEKT, a.s.</td>
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<td>Bongrain Czech Management &amp; Services , s.r.o.</td>
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<td>Budějovický Budvar, národní podnik</td>
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<td>BUDĚJOVICKÝ MĚŠTANSKY PIVOVAR a.s.</td>
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REGULAR MEMBERS – ORGANIZATION
represented by the Federation of the Food and Drink Industries of the Czech Republic

Asociace výrobčů lahůdek
Českomoravské sdružení organizací zemědělského závěrování a nákupu
Českomoravský cukrovarnický spolek
Českomoravský svaz mlékárenský
Český svaz pivovarů a sladoven
Český svaz zpracovatelů masa
Český škrobárenský svaz
Podnikatelský svaz pekařů a cukrářů v ČR
Rybářské sdružení České republiky
Sdružení drůbežářských podniků
SPOLEČENSTVO CUKRÁŘŮ ČESKÉ REPUBLIKY
SPOLEČENSTVO MLYNÁŘŮ A PEKAŘŮ ČR
Svaz minerálních vod
Svaz lihovarů České republiky
Svaz průmyslových mlýnů ČR
Svaz vinařů České republiky
Svaz výrobců nealkoholických nápojů
Unie výrobčů lihovin České republiky
Zájmové sdružení právnických osob konzervárensko-lihovarského průmyslu

OBSERVERS
represented by the Federation of the Food and Drink Industries of the Czech Republic

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Analytické laboratoře Plzeň, a.s.
BARENTZ spol. s r. o.
BEL/NOVAMANN International s.r.o.
BUREAU VERITAS CZECH REPUBLIC, spol. s r. o.
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MVD. Šotola s.r.o.
MVDr. Pavel Mikuláš - akreditovaná laboratoř pro vyšetřování potravin
Střední průmyslová škola potravinářská Pardubice
Střední škola zemědělská a potravinářská, Klatovy,
Národních mučedníků 141
TPA Horwath Corporate Finance s.r.o.
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potravinářské a biochemické technologie
Výzkumný ústav pivovarský a sladárský, a.s.
Výzkumný ústav potravinářský Praha, v.v.i.
AGROFERT HOLDING, a.s.

AGROFERT was founded on 25 January 1993 as a limited liability company with 4 employees oriented on the trade in fertilisers. At present, the parent company AGROFERT HOLDING a.s. associates more than 220 important entities of food and chemical industry and agriculture not only in the Czech Republic. It is the largest group in the Czech agriculture and the second largest group in the Czech chemical industry. It belongs to the most dynamic companies not only in the area of its business, but also in the whole Czech economy.

PORTFOLIO:

Chemical industry
- production of mineral fertilizers (Duslo, Lovochemie, SKW Piesteritz)
- rubber industry chemicals (Duslo)
- inorganic pigments (Precheza)
- coal tar processing and related products (DEZA)
- speciality chemicals (Synthesia)
- construction plastics, foils (Fatra)

Agriculture
- trade in pesticides, fertilizers, seeds, fuels, agricultural crops, production and sale of compound feed, services (network of agrochemical enterprises and supply and marketing companies)
- agricultural primary production (farms and agricultural establishments)

Food industry
- (red, white) meat production and processing, production of smoked-meat products and meat products (Kostelecké uzeniny, Maso Planá, Hyza Žilina)
- mills and bakeries (PENAM)
- milk purchase and processing, dairy products (OLMA)

Ground machinery
- agricultural machinery
- construction machinery
- trucks
- cars
(AGROTEC, AGRI CS, STROJPOL).

The strategy of AGROFERT group in food industry aims at building coherent production processes. This approach allows for the elimination of risks of financial flow between the individual components of food production and it also safeguards access to raw materials and full control over their quality. The technologies applied comply with the most stringent requirements for food production. Our companies have been awarded export licences and a number of quality certificates.

We have been consistently striving for pushing the quality standards ahead. We were the first producer in the CR to launch the production of fresh meat in modified atmosphere packaging. Moreover, we are the first in the CR to declare in the pig meat the supplier of slaughter pigs and the farm of origin of the animal. In beef we declare the breed of the animal in each head of cattle. We were the first in the CR who introduced the state-of-the-art technology for slaughtering of pigs for slaughter – stunning by carbon dioxide, the production of fermented meat products with noble mould. We also operate the first fully robotized bakery in Central Europe, etc.

Our food processing establishments are a stable partner to leading retails as well as minor independent stores.

CONTACTS:
AGROFERT HOLDING, a.s.
Pyšelská 2327/2, 149 00 Praha 4
tel.: +420 272 192 111, fax: +420 272 192 272
e-mail: agrofert@agrofert.cz, www.agrofert.cz
Company is a significant food producer not only in the Czech Republic.

It focuses primarily on the production and sale of food products in the field of chilled and deli products, namely: mayonnaise products, sauces and dressings, mustards, deli salads and spreads.

All the products are marketed under the BONECO® trademark the tradition of which dates back to early 1990s. One of the core products of BONECO® company is the traditional classic mayonnaise MAJOLKA® which has been produced ever since 1957.

CONTACTS:
sídlo: Lopatecká 223/13, 147 00 Praha 4
korespondenční adresa: Kutnohorská 474, 281 63 Kostelec nad Černými lesy
Ing. Zdeněk Štěpánek, předseda představenstva a generální ředitel
www.alima.cz
In Asten the production of traditional three-stage sour-dough for production of bread started. Step by step other products were added to the range of products, in 1984 also the world famous Kornspitz®.

Since 1993 the head of the company has been Peter Augendopler, the son of its founder. He continued the tradition of a family company and under his leadership the company began to expand.

The House of Bread with its area of 8000 m² is a unique place the world over. The house comprise five fully equipped bakeries and a confectionary workshop. Research and development activities are performed in laboratories where all the products are first tested in small batches. Subsequently, they are tested under conditions simulating the operating conditions in order for a customer to receive a 100% tested and proven product. A part of the House of Bread is also a lecture hall for 112 persons where seminars are regularly held. The premises are annually visited by 5 thousand visitors.

In 2005 Backaldrin celebrated 10 years of its existence in Bohemia by opening a training and distribution centre in Kladno. It is well connected to all the main roads across Bohemia and Moravia with bakers “our customers” everywhere. Direct way to customer is one of the fundamental principles of backaldrin philosophy.

Petr Mach
Executive

www.Kornspitz.cz

CONTACTS:
Žitná 982, 272 01 Kladno tel.: +420 326 538 111 - 3, fax: +420 326 538 114
The building of Lično bakery started as early as in 1960 in close vicinity of Lično municipality, near Kostelec nad Orlicí. The opening of Lično bakery in 1961 improved the regular daily deliveries of bread and bakery products in the given territory.

In 1991 the Lično bakery was bought in auction during the privatisation by BEAS joint stock company with the main office located in Hradec Králové. At that time only two sorts of bread were made in this plant by twenty-one employees working in two shifts. In 1993 the company extended its product range by pastry. Another substantial extension of the bakery took place in 1996 and 1997 when the premises underwent a total reconstruction. A new production hall was added, the dispatch area was built and a new bread line was installed. A year later a new bakery products line was added to the existing facilities, broadening the range of products substantially to 70 different sorts and increasing both the production capacity and labour productivity.

In 2002, a new hall was built fitted with the line for production of common sorts of bakery products with double the capacity. A new dispatch area, sanitary conveniences and washing facilities for employees were constructed. In the following years, additional technological improvements were made, gasification of the bakery was implemented, the hall for the production of artisanal bread was built and in 2005 a hall for the production of pastry was constructed. The company also takes into account the environmental aspects of production. Apart from gasification the so called ecoblocks were built, which facilitate the utilisation of waste heat thus solving the issues related to heating, water heating, production of technological steam, chilling and air-conditioning of the bakery premises.

Current situation:
At present, more than 200 employees work in the bakery producing 230 sorts of bakery products, including handmade and organic products. The company serves the territory of Hradec Králové and Pardubice regions.

One of the most popular products of Lično bakery is the Lično bread. It contains no preservatives and the water used for its production shows the parameters of water for infants. Moreover its production follows from more than forty seven years old tradition of local bread production. It was thanks to this bread that the Lično bakery has three times become the winner of the Potravinář a potravina roku (Food producer and food product) competition of Hradec Králové region in the category of milling and bakery products as well as the absolute winner of the competition.

The company has introduced a certified HACCP system. A number of Lično bakery products has been awarded the KLASA quality label.

Apart from the Lično bakery, the BEAS, a. s. company also runs a confectionary production in Letohrad. In addition, the company has also been developing a project for the construction of a new high-tech bakery located “in the green field” in Podkrkonoší region.
Blatenská ryba spol. s r.o.
Blatná fish

Blatenská ryba company farms on almost 1 600 hectares of ponds located in Strakonice, Písek and Příbram regions. Healthy and environmentally sound landscape of Prácheň region, water flowing in from forests and sandy banks of ponds are essential for breeding the Blatná fish, renowned far beyond the borders.

Fish breeding in Blatná region has had a long-standing tradition. The ponds of the company were established already in the Middle Ages and apart from their fish farming mission they represent a significant landscape element and a proof illustrating the history of the region. Some of the existing ponds were built in the former marshland suitable for pond building. It is stated that during the reign of Charles IV the highest number of ponds in Bohemia were located in the vicinity of Blatná and in Poděbrady region. The majority of famous large ponds in Třeboň and Hluboká region is by 100 to 200 years younger. Later on, more ponds were built in the Blatná region, while only in the 19th century the ponds ceased to exist. At the turn of the 19th and 20th century the changes in breeding procedures brought about the increase in profitability, some ponds were renewed and pond management continued to constitute a significant segment of agricultural production in Blatná region. Today, this region belongs to South Bohemian pond management areas of great importance with sophisticated fish breeding as a component part of local economy.

- Blatenská ryba spol. s r.o. produces approximately 850 t of fish per year. The dominant fish is carp, but also popular in the market are other fish species of economic significance – tench, pike, white-fish, grass carp, silver carp, pikeperch, catfish, eel, bass and others. Roughly half of life fish production is exported.
- Core activities of the company entail apart from fish breeding also the fish processing. The state-of-the-art processing plant, complying with stringent veterinary and hygiene standards of the European Union, produces a wide range of products made of freshwater and sea fish.
- The company is a wholesaler of chilled, frozen and smoked products. The company also distributes the goods to small customers located in the area of Southwest Bohemia, including Prague.

- The company is also involved in water fowl breeding. Annually around 700 tons of ducks are marketed. In hatchery quality ducklings are hatched to meet the needs of the company itself and other consumers.
- The service centre produces well tested transport containers for fish, feeding boats, fishing punts, fish loaders and other fishermen gear for the company itself and for sale.

“Healthy food from clean water” is the company’s motto which the Blatenská ryba spol. s r.o. company endeavours to live up to. Clean and healthy environment of Southwest Bohemia with an ideal bedrock is a basic prerequisite for the production of delicious fish. The traditional breeding relying on natural fish food and cereals guarantees fish with natural product features nearing the requirements for organic products. The quality Czech carp meets the contemporary medical recommendations concerning healthy diet as well as requirements of fish gourmet both in the CR and abroad. This production method also safeguards the preservation of sustainable development which is of utmost importance. The observation of strict hygiene requirements in fish processing, storage and distribution of products is also taken for granted.

CONTACTS:
Blatenská ryba spol. s r.o.
Na Příkopech 747, 388 01 Blatná
tel.: (+420) 383 422 511, fax: (+420) 383 423 161
e-mail: blatenska.ryba@blatna.net, www.blatenskaryba.cz
WHEN YOU TASTE IT YOU CAN TELL THAT WE LOVE WHAT WE DO...

In the Czech Republic the BOHEMIA SEKT, a.s. company is associated predominantly with the production of sparkling wines. Apart from sparkling wines, however, it also produces still wines and spirits. In 2008, its turnover reached CZK 1.6 billion and the company sold a total of million bottles of still wines, sparkling wines and spirits of twelve own brands and additional ten imported brands. These economic results of the company are achieved thanks to its 300 employees.

MAIN BRANDS

**Sparkling wines:** Bohemia Sekt, Bohemia Sekt Prestige, Chateau Radyně, Louis Girardot, Chateau Mikulov, Chateau Bzenec, Hubert, Henkell Trocken, Alfred Gratien

**Varietal wines:** Víno Mikulov, Chateau Mikulov, Habánské sklepy, Vinařství Pavlov, Chateau Bzenec

**Spirits:** Pražská vodka, Black Widow Fernet, Dynybyl, Nordic Ice Vodka

**Perfect background**

The quality of its products, dynamic growth and increasing international renown are the pillars that make BOHEMIA SEKT one of the foremost producers of sparkling and still wines in Central and Eastern Europe. BOHEMIA SEKT is the parent company of the BOHEMIA SEKT Group, the largest wine-growing and wine producing group in the country. In addition to its own collection of products, the BOHEMIA SEKT Group is also the exclusive distributor of other select wine and spirits labels. For the production of its own unique sparkling wines the company has a perfect background in renowned companies in Moravia which apart from the production of their own still wines also conduct winegrowing activities. These are e.g. Víno Mikulov, Vinařství Pavlov, Habánské sklepy and Chateau Bzenec.

**Quality and responsibility**

The company’s labels are of top-notch quality and in terms of quality the company is perceived to be the leading in the market. BOHEMIA SEKT is the only wine producer in the Czech Republic holding all the four most significant certificates, namely:

• ČSN EN ISO 14001:2005 (EMS),
• ČSN EN ISO 9001:2001(QMS),
• International Food Standard (IFS),
• British Retail Consortium (BRC).

The BOHEMIA SEKT joint stock company is considered to be a reliable and strong partner in the area of sparkling wines, wines and spirits.

In Plzenec, at the place of the existing state-of-the-art company, the Alt Pilsnetz Bräuhaus, A. G. brewery was founded in 1881. Almost a century later, in 1942, a part of the Českomoravské sklepy šumivých vín company was set up at this very place. One of the first sparkling wines produced here was called Chateau Radyně. In 1950s, Louis Girardot, a French expert, came to Starý Plzenec to supervise the method of traditional, i.e. champagne method of making sparkling wines.

**BOHEMIA SEKT in numbers**

The company supplies the consumer market with a total of 175 various products, including spirits.

It processes the grapes from its own vineyards cultivated on a total of 242 hectares.

In 2008 BOHEMIA SEKT processed the record high volume of domestically grown grapes – 10 million kilograms.
Awards

Each year the company’s products are granted many prestigious awards. Let us refer to e.g. the Gold Medal received at Concours Mondial de Bruxelles and MUNDUSVini competitions awarded to the outstanding dry Louis Girardot sparkling wine. The Silver Medal in the same competition was awarded to Bohemia Sekt Prestige demi sec sparkling wine, which also won the Silver Medal at Vinalies Internationales Paris and Vinitaly. Chateau Radyně as extremely successful at the most prestigious exhibition of the Czech Republic, namely at Valtice wine markets, where it received the Gold Medal and the Cup. In the collection of the best wines of the CR for 2009 in the Wine Salon of the Czech Republic the BOHEMIA SEKT group is represented by eight sparkling wines and still wines.
It offers a set of immovables, movables, technologies, staff and know-how of a production and refrigerating premises with the total area of approximately 90,000 m² in Litoměřice for sale or a for long-term lease

- The freezing stores are located in the Czech Republic, namely in Ústí nad Labem region, Litoměřice district, the town of Litoměřice.
- The Litoměřice region is in the centre of Polabská nížina (Elbe valley lowland) - which is the reason of its long-standing tradition of agriculture and processing industries.
- Litoměřice is connected to Prague by a motorway.
- The construction of the freezing store was launched in 1989.
- The freezer was put into operation in 1996.
- The freezing stores were designed and built as premises for processing and storage.
- No food is, however, processed in the freezing stores, vegetable is processed only during the season.
- The layout and project of the freezing store facilitate its smooth and gradual development.
- Until 2001 additional freezing stores (see the photo) were gradually put into operation.

Currently we do the following activities:
- shock freezing, 66 pellets / 24 hours,
- frozen food storage,
- food storage

The freezing plant also offers:
- chilled food storage,
- non-food products storage.

Since the premises were built only recently, they could either be directly operated or further developed. The development may take the following directions:
- fitting the production hall with alternative suitable production technologies (food processing)
- alternative use of production hall for storage (storing technologies),
- conduct of appropriate construction works in order to avoid the cold loss during the arrival/dispatch of goods,
- possibility to build an additional production plant and a freezing store.
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**CONTACTS:**

In case you wish to get more information or make an appointment, please contact:
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Profil pivovaru

Budweiser Budvar brewery has for a number of years been one of the most successful food companies in the Czech Republic. Through a gradual and consistent expansion to foreign markets and through the boost of sales in the CR, Budweiser Budvar gained the position of a key player in beer market not only in the Czech Republic. The volume of production exported makes the original Premium Lager Budweiser Budvar one of the most widely exported beer brands in the Czech Republic. Budweiser Budvar currently employs over 700 employees. In 2007 Budweiser Budvar increased the production of beer year-on-year by close to 9 % and reached the volume of 1 253 000 hectolitres. The gross profit of the brewery in 2007 grew year-on-year by 13 % to the total of CZK 302 million. Since 1991 Budweiser Budvar has invested into modernisation and development approximately CZK 3.5 billion. In 2007 roughly half of the production was exported into 53 countries all over the world.

The modern history of the brewery dates back to 1967 when the Ministry of Agriculture of the Czech Republic founded the national enterprise of Budweiser Budvar as a direct successor of Český akciový pivovar (Czech Stock Brewery), which brewed the beer in České Budějovice ever since 1895. It was founded by Czech licensed brewers who followed from more than 700 years old tradition of beer brewing in České Budějovice (formerly Budweis).

Budweiser Budvar is the owner of valuable intellectual property in the form of more than 380 trademarks registered in 101 countries worldwide. The best known a Budweiser, Budvar, Budweiser Budvar, Bud, Budějovický Budvar and Czechvar. This tremendous intellectual wealth is tied to the place of its origin, the town of České Budějovice which was formerly called Budweis or Budweis. The EU has provided protection to “Budějovické pivo” and “Českobudějovické pivo” terms based on their place of origin (Protected Geographical Indication - PGI), thus protecting our original beer against its fakes and imitations.
History of the Carla company started in 1992. At first the purely Czech company with the seat in Dvůr Králové nad Labem focused solely on the production of coatings for industrial processing, therefore its products became popular especially by bakers, confectioners and ice cream producers. The year 1997 was a milestone which brought a major change in the company focus. The launched production of products for retail and end users was met with an exceptional success.

These products included the nowadays well-recognized chocolate coatings sold in bags. Consumers soon recognised the quality of coatings offered in four versions (dark, white, milk and hazelnut). The preparation of coatings is fast and easy which is in line with the convenience trends. Five minutes of heating it in hot water and a housewife or a chef can ice or decorate the products of his or her culinary imagination. The coatings are packed in colourful cardboard displays containing 25 pieces of 100g each. Another group of products for housewives are cocoa powders – Dutch cocoa (100g packages) and cocoa for baking (100g packages).

Recently, this group of products was enriched by two kinds of confectionary decorations, namely brown and white (80g) and colourful (80g), marzipan bar (100g) and cooking chocolate (100g).

In 2003, the line for production of boxes of chocolates (bonboniers) was put into operation. The Laguna programme presents to the customers the seafood with a nougat and hazelnut filling. The cardboard display contains ten pieces of a box of chocolates (200 g). The growing popularity and sale of Laguna dessert encouraged the company to introduce additional modifications, namely Laguna mini (100g) and later also a useful gift bag (108g). This extension of the product range with a slight redesign of packaging was welcome by our customers.

The traditional dessert boxes of chocolate boxes called Sladké mámení are delivered in three different versions. The coffee filling reminds the customers of taste of the classic Czech “Turkish” coffee, while the Italian style lovers will enjoy the cappuccino version. Hazelnut filling belongs to traditionally the most popular flavours of sweets with filling. The dessert boxes of chocolates are supplied in cardboard displays (containing ten pieces of 160 g each). This product line of the Carla company was enriched by the so called “mini desserts” Sladké mámení (100g) which are frequently bought as a treat.

Genuine coconut bars with milk coating represent a new product line called CARLA COCO with three types of bars: 100g bar of the traditional shape, 40g bar for the youngest and extra package in a bag with 20 pieces of 20g each. These bars will soon be produced in milk and bitter chocolate versions.

Last year, extremely popular with the customers became the cocoa and nut spread CARLA CREAM (400g) delivered in a unique K3 cup with a removable cardboard wrap. For HORECA purposes we produce this product in a 35g cup.

Grandchoco snack is yet another product marketed only recently. Interesting mix of tastes of cereal bars and cocoa and nut cream enriched with calcium milk is delivered in a convenient packaging of 50g or 35g, which is suitable as e.g. children snack. This product is delivered to the market in self-selling displays.

This year, a 100g bar of chocolate in a flowpack wrapper in bitter -70 %, milk and white chocolate modifications were marketed. These bars of chocolate were later joined by a similar line of bars of chocolate, this time enriched with hemp seed.

In the near future the Carla company intends to supply the market with more products from among the group of formed chocolate sweets. At the beginning of 2009 a unique marzipan dessert MARETTO with sour cherry and orange filling in extra bitter chocolate will be launched.

The growing knowledge of retailers as well as individual customers of the Carla company product portfolio is the result of consistent attention paid to quality (the company is ISO 9001 and ISO 14001 certified) but also the ongoing sale support. We would like to thank all our customers for buying our products and ask them to maintain their loyalty to the Czech chocolate company in the future.
The Coca-Cola company is the largest producer of beverages in the world and refreshes its customers with its more than 450 brands of sparkling and non-sparkling beverages. Besides the Coca-Cola brand, which is recognised as the most valuable brand worldwide, the company portfolio also comprises twelve other brands with the value of billions of dollars such as Coca-Cola light, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid and Georgia Coffee. Globally, we are the largest supplier of sparkling beverages, juices, juice drinks, teas and coffees intended for immediate consumption. Through the largest beverage distribution system in the world the consumers in more than 200 countries enjoy the company’s drinks in the total amount of 1.5 billion portions daily. The Coca-Cola company has been consistently involved in building sustainable companies and has focused on initiatives aimed at environmental protection, economising on resources and support of economic development. For more information on our company visit the www.thecoca-colacompany.com website.

In the territory of the Czech Republic the Coca-Cola drink appeared for the first time in 1945 with the arrival of the US troops who liberated the West Bohemia. However, the first bottle of the drink produced under licence did not come off the bottling line of Fruta Brno Czechoslovak national Enterprise until 23 years later in 1968. Limited production of the Coca-Cola brand continued until the beginning of the 1990s but between 1990 and 1993 intensive preparations got under way for the launch of a high-capacity drinks production in Prague and the establishment of a distribution network for the Czech Republic and Slovakia. Spring 1993 saw the launch of bottling line operations in the reconstructed production plant of the old Prague soda works in Prague 9 – Kyje. Ongoing modernization, expansion of capacity and enhancement of the technical standard of the canning and glass and plastic bottling lines continue to this day.
The Cukrovary a lihovary TTD, a. s. company is one of the largest Czech sugar and spirit producer. In its five plants it annually produces approximately 210 tons of sugar from sugar beet (in Dobrovice and České Meziříčí sugar factories), 800 thousand hl of spirit (bioethanol in Dobrovice distillery and delicate and technical spirit in Chrudim distillery). The Mělník packaging centre annually packs more than 80 thousand tons of sugar in consumer packages. One of the key objectives of the company is to ensure the safety and required quality of its products. That is why in 1998 already the certification pursuant to ISO 9000 standard was done and the HACCP system was introduced in the company.

The sugar beet as a basic raw material not only for the production of foodstuffs (sugar) but newly also for the generation of energy (bioethanol) is supplied by approximately 420 sugar beet growers farming the area of 30 thousand ha.

**Cukrovary a lihovary TTD company plants:**

**Dobrovice Sugar Factory**
The sugar factory in Dobrovice has been continuously processing the sugar beet for 178 years. Its recent major modernisation has ranked the company among the largest sugar factories in the Central and Eastern Europe. During the sugar campaign it processes 14 000 tons of sugar beet daily. The quality of produced sugar meets the top European standards. In addition, pellets (the bulk feed for cattle) are produced in sugar factories from beet pulp.

**České Meziříčí Sugar Factory**
The sugar factory in České Meziříčí underwent a fairly vast reconstruction, just like the sugar factory in Dobrovice, aimed at increasing the processing capacity and improving the quality of produced sugar. Currently the sugar factory processes 7 000 tons of sugar beet per day. The total annual sugar production in České Meziříčí reaches 70 thousand tons. The newly installed dryer produces annually approximately 30 thousand tons of pelleted dried sugar pulp.

**Mělník Packaging Centre**
The packaging centre in Mělník annually packs more than 80 000 tons of sugar (powder sugar, fine crystal, crystal, cube, bridge sugar), namely in more than 38 various types of packaging. The Mělník Packaging Centre has been granted the following certificates: BRC Global Standard Food Issue 3 – higher level, IFS. Thanks to the quality policy pursued by the company, it has succeeded in being awarded a few national certificates of quality – Klasa.

**Agroetanol TTD, a. s. – Dobrovice Distillery**
The distillery in Dobrovice, run by the Agroetanol TTD, a. s. subsidiary, is the first industrial distillery producing denaturated ethyl alcohol (bioethanol) in the Czech Republic. The production of renewable energy source – the bioethanol commenced in October 2006. At the end of 2008 the production of E85 – high concentration renewable environmental-friendly fuel was started in the distillery (a blend of 85 % of bioethanol and 15% of gas). The annual production capacity of the distillery is one million hectolitres.

**Chrudim Distillery**
The distillery in Chrudim is a part of the Cukrovary a lihovary TTD, a. s. company. The distillery produces a top quality ethyl alcohol for food processing and technical ethanol in the total amount of 200 thousand hectolitres.
DELIMAX, a.s. company focuses on the production of fish and deli products.

The product portfolio builds on the traditional production of Varmuža company, founded already in 1913. Nowadays, the company produces approximately 25,000 tons of products of roughly 350 types. The company’s production plant in Hodonín has 450 employees. Ranking among its customers are all the leading retailers present in the Czech Republic. The products of the company are exported predominantly to Slovakia, Poland, Austria, Hungary, Spain, Germany, Switzerland, etc.

DELIMAX, a.s. holds the HACCP, IFS, ISP 9001 certificates.
GOLDIM, s.r.o. company is a purely Czech Company founded in 1992.

Since the time of its foundation the production programme has focused on the development and production of food for special nutrition.

The new production plant in Soběslav was put into operation in 2001. High hygiene as well as technological standards of production became the main criteria for the award of quality system certificates of ISO 9001:2001 and HACCP in 2003. The introduction of progressive technologies and developmental trends from both the food and pharmaceutical industry into the company’s strategic plans resulted in 2006 in the certification for the production of special organic products awarded by the Czech branch of ABCERT certification organisation.

Currently, the core product portfolio consists in organic food for infants, toddlers and young children produced under the BABIO trademark, mixes for the preparation of ORS and other products:

- BABIO – infant probiotic organic milk (formulas) and porridges, infant granulated organic tea with prebiotics, infant organic teas, organic granulated milk sugar
- ORS – instant rehydration drinks for infants, children as well as adults in case of dehydration by diarrhoea, fever or overheating
- dietary supplements for various indications in the form of tablets, capsules or instant drinks
- probiotics and prebiotics

GOLDIM, s.r.o. is engaged in activities of the Advisory Commission of the Society for probiotics and prebiotics, it is also a member of the Federation of the Food and Drink Industries and the South Bohemian Chamber of Commerce.

The development and operational laboratory cooperates with renowned research centres in the CR.

The GOLDIM company is a certified producer of both conventional food and organic food infants, toddlers and young children for the territory of Russia and Belorussia. Export: Russia, Belorussia, Hungary, Poland, Australia.

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GOLDIM, spol. s r.o., Rašínova 422/II, 392 01 Soběslav, Česká republika
tel.: +420 381 521 281, fax:+420 381 504 276
• **Foundation of the company**

Henry John Heinz at the age of 25 (in 1869) with L.C. Noble, his neighbour, founded the Heinz & Noble company in Pittsburg in the US, thus laying the groundwork for one of the today’s largest global food company.

• **History of the brand**

Surprisingly, the first product which H.J. Heinz started to sell was grated horseradish. Contrary to his competitors he sold his products in transparent bottles for the customers to see that Heinz took his stand on quality and his product is not produced from substandard ingredients. The ketchup did not come along until 7 years later in 1876. Thanks to his ketchup the company became famous the world over. H.J. Heinz used to say that “Quality is to a product what character is to a man”. That is why the Heinz brand has always offered the first rate quality and delicious taste to its consumers.

At present, the Heinz company offers to its customers a broad portfolio of products that are superior in quality. The portfolio of more than 5,700 products sold around the globe can be broken down into six basic categories: tomato products and sauces, infant nutrition, canned ready to eat meals, frozen meals, fish products and pet food.

• **Operation in the CR**

The Heinz company has been present in the Czech market since 1996, even though some of its products had been sold here even prior to 1989. The Heinz ketchup in a big glass iconic bottle has been available in Tuzex already since the mid 1970s. There is a customer and logistics centre for the whole Eastern region (approximately 20 countries) in the Czech Republic. We distribute and sell food products such as ketchups, dressings, sauces, but also canned food, especially the well-known Heinz beans. In the field of food production our company has had know-how of long standing, e.g. the Heinz ketchups have been sold globally for 132 years.

• **Heinz family of products**

• **Products offered in the CR**

Heinz Czech Republic sells a wide range of products ranging from ketchups (Original, Fit, Hot and Organic), dressings, meat sauces to canned meals such as beans or ready to eat pasta meals. Newly we also offer different sorts of tartar sauce and mayonnaise.

**Ketchups**

• **Portfolio, HOT and ORGANIC as brand new varieties**

The Heinz company offers its customers a tremendous choice of a broad variety of ketchups ranging from the classical original recipe, its hot variety up to Organic and Fit ketchups.

This year we launched a new variety of hot ketchup – Hot Heinz ketchup which contains cayenne pepper and is truly is very hot.

Health-conscious consumers ho try to live a healthy life will certainly appreciate our Fit ketchup with highest content of tomatoes and lower content of sugar and salt.

Our portfolio will also appeal to organic products fans since this year we introduced the Organic ketchup which complies with all the standards of organic farming.

• **Quality of Heinz ketchups**

Heinz ketchup is produced only from tomatoes of superior quality grown in Portugal under the nourishing sun's rays and that is why they are full of flesh. Thanks to quality flesh the Heinz ketchup is thick and tasty and no thickeners have to be used to achieve proper consistency. Tomatoes are grown from Heinz tomato seeds on plantations in Portugal. Heinz is the only producer of ketchups who supervises the whole process of tomatoes growing from seeds to their processing into ketchup – the tomatoes for Heinz are grown following the traditional selection process, without genetic engineering. Each tomato is subject to 75 checks from its sowing to its use in ketchup!
The secret behind the Heinz ketchup taste is derived primarily from top quality tomatoes!

- **Health benefits of Heinz ketchups (lycopene)**
  There is not even a trace of any artificial ingredients in Heinz ketchups. No thickeners, preservatives, colours or aromas, only superior quality Portuguese tomatoes ripening in the nourishing sun’s rays and commonly used cooking ingredients such as vinegar, sugar, salt, herbs and spices. Tomatoes are an important source of vitamin C, vitamin A, vitamin E, potassium and fiber and they are also a natural source of lycopene. Lycopene is a powerful antioxidant with anti-cancer effects and it is also contained in ketchup.

**CONTACTS:**
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Hamé company is a leading Czech food manufacturing company focusing on the production of food with long shelf-life and chilled food, the tradition of which stretches back to 1920s.

- Hamé, a.s. has a number of products in its portfolio, such as ketchups, patés, meat preserves, ready-to-eat meals, vegetable products, fruit mixtures, jams, preserved fruit, infant food, baguettes, sandwiches and many others. Hamé, i.e. food with a long shelf-life and chilled food suitable for all age groups of consumers.

- The current Hamé, a.s. company continuously extends its production programme in line with requirements of latest dietary requirements. At present with its production of more than 100 000 tons of ready-to-eat products it belongs to the largest Czech food producers.

- The operation of the company is not restricted to the territory of the Czech Republic and Slovak Republic only, since for a number of years it has also successfully established its presence abroad. The share of Hamé’s export accounts for approximately 43 % of its total sales (CZK 5.26 billion in 2008). The Hamé products can be found in more than 35 countries of the world, such as Russia, Romania, Austria, Hungary, Bulgaria, Slovenia or Kazakhstan, but also in Libya, USA, United Kingdom, Israel or Japan.

- In the Czech market Hamé offers its products under the Hamé, Otma, Znojmo, Veselá pastýřka, Hamánek and Hamé Life Style trademarks.

Thanks to the quality of its products the Hamé company has received many awards both in the CR and abroad. We have also gained the HACCP, ISF and BRC certification. A number of our products have been awarded the KLASA quality label.

**History:**
The beginnings of the company go back to 1920s, when in 1922 a tradesman from Huštěnovice opened a canning shop in Babice in Uherské Hradiště region, where he produced fruit jams, plum jams, fruit juices and also spirits. In 1933 this production plant was bought by the Brno Biochema Company, which brought to Babice also the Hamé trademark and the production of meat cans. Subsequently, the Biochema Company was transformed into a national enterprise was the direct predecessor to the current Hamé, a.s. company. The current Hamé company was founded in 1991 and in the very same year it generated sales of CZK 160 million. In 2008 the sales of the Hamé company reached more than CZK 5 billion.
The Hügli Food s.r.o. company was founded in the Czech Republic in 2002 as a successor of the former Bonita company.

The parent company, Hügli AG, has existed more than 70 years. It was founded in 1935 in the Swiss town of Arbon, at the Constance lake.

In the late 1990s a strategic decision was adopted based on which the Hügli company decided to expand also beyond its traditional territory, which until then comprised the territory of Switzerland, Germany and Austria.

The headquarters of the company in Zásmuky coordinates all the activities of Hügli Food s.r.o. in the Czech Republic, Hungary, Slovakia and Poland.

Currently, the Hügli Food s.r.o has approximately 270 employees and its annual turnover is approximately CZK 900 million. In the recent years, the Central and Eastern European part of the holding which has reported the most rapid growth.

The main pillar of our company is the Food Service division, generating almost 40% of the turnover. We sell directly to specialised wholesalers, who supply the individual trade partners with our products. We offer top quality products to customers such as hospitals, schools, canteens, restaurants and hotels. All our products are produced without any chemical additives, mostly as dry food. The offer a broad product range of soups, sauces, bouillon, desserts, mixed spices and seasonings, side dishes and other suitable things which make the cook's life easy.

Another division is the private labels division – retail division. This division sells hundreds of our products to all retailers under the ever more popular private labels of individual hyper-supermarkets or discount stores. At present our sales teams operate in four countries, namely in Poland, the Czech Republic, Slovakia and Hungary. Our products are also sold in the chain stores of our large customers such as Kaufland, Rewe, LIDL and Tesco in Croatia, Romania and Bulgaria. We also export to Baltic countries.

Our portfolio comprises 30 custards and 220 dehydrated products. Our core activity rests on a list of products which we have to able to delivery within 72-96 hours after the order is placed.

The third division of our company is the industrial division. This division delivers components to other food producers.

One part of this division supplies the customers focusing on bakery and pastry products with chocolate icings and fillings.

The second, the so called salty part of this industrial division supplies the potato chips producers, meat processing and canning industries with mixed spices and seasonings, sauces, etc.

Thanks to its range of products, which satisfies any wishes or tastes whatsoever, the Hügli Food can deliver its products to any European country. We can swiftly adjust to the needs and requirements of our customers. Top quality of our products moves us ahead of our competitors. Even the best chefs use our products, though they are often reluctant to admit it.

Quality has always been the corner stone of our production and business philosophy. We do not merely supply the products, we also support our customers by providing them with technical and professional service and last but not least the marketing support.
Jan Becher – Karlovarská Becherovka, a.s.


Díky spojení s Pernod Ricard dnes na našem trhu společnost Jan Becher – Karlovarská Becherovka distribuuje kromě Becherovky více než 40 známých světových značek alkoholu. Patří mezi ně například Ballantine’s, Jameson, Absolut, Havana Club, Beefeater, Chivas Regal, Martell, Olmeca, Kahlua, Malibu, Wyborowa, Jacob’s Creek, Champagne Mumm, Perrier-Jouët a mnohé další.

Vlajkovou lodí společnosti je dnes již světově proslulý likér Becherovka, který v roce 2007 oslavil 200 let své existence.

Kromě hlavní značky Becherovka společnost vyrábí také prémiový likér Cordial a aperitiv KV 14.

Na podzim roku 2008 firma uvedla po 201 úspěšných letech novinku, mladší sestru z rodiny Becherovka, Becherovku Lemond.
JH GROUP, spol. s r.o. company was founded in 2002 as a manufacturing and trading company. It focuses on the production and distribution of powdered dairy products (powdered milk), dried and ready-made fruit, nut and poppy seed fillings and potato doughs.

The company currently produces 17 kinds of fruit fillings under the AFRO registered trademark, wholegrain mixtures, 7 kinds of powdered dairy products and other improving preparations for bakers, confectioners and ice cream makers. The production capacity of the company depending on the actual type of product goes up to 300 tons monthly. The top quality of products is guaranteed by professional staff and newly built digester house and blending plant for fillings in Jindřichův Hradec.

The company has also implemented the ISO 9001:2000 standard and has received the relevant sanitary assessments and other certificates.

Characteristics of the company

Date of registration: 16 August 2000
Company: JH GROUP, spol. s r.o.
Seat: Jindřichův Hradec, Jarošovská 56/II, post code 37701
Mailing address: U Cihelny – Otín 113
Delivery address: 377 01 Jindřichův Hradec
Legal form: Limited liability company
Identification number: 26026775
Registered trademark:

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The history of Kofola company dates back to 1993 when the family of Kostas Samaras, a Greek by origin, during the privatisation acquired the soda factory Nealko Olomouc state enterprise in Krom in Bruntál region and commenced the production of common carbonated drinks under the original name SP Vrachos s. r. o. In 1996 the activities of the company were continued in the newly established SANTA NÁPOJE Krom joint stock company. That year also marks the year of the official foundation of the Kofola company as it is known today.

The genuine milestone in the whole history of the company was June 2002, when the company purchases the registered trademark and also the original recipe of the traditional Kofola drink. Finally, the trade name of the company was changed to Kofola a.s.

Once the company gained a strong position in the Czech and Slovak markets, it expanded also to Hungary and Poland in the period from 2003 to 2005, where it also opened a production plant. In 2007, the Kofola company ranked in the prestigious Europe’s 500 Scoreboard Chart. A year later the company ranked third in the Czech Top 100 most popular companies in the Czech Republic.

Another milestone in the history of Kofola was April 2008, when the company merged with the Polish Hoop company, the third beverage producer in Poland.

The vision of the company is to be the preferred choice of customers, employees and stakeholders. By 2012 we wish to become the number two in non-alcoholic beverages market in the Czech Republic, Slovakia and Poland. It is our goal to have in each of these countries in the segment of cola-type beverages and waters the brands which will place first or second in these segments. In other categories it is our aim to rank “third”.

To attain this position we pursue the corporate mission which reads: “With enthusiasm and commitment to create attractive branded beverages that will offer the consumer such functional and emotional value that they will become an integral part of his lifestyle.”

The product portfolio of the company is very broad and covers all categories of beverages intended for different consumer groups and occasions. It includes the traditional cola-type drink produced following the original Kofola recipe, its sugar-free alternative Kofola BEZ, a number of fruit drinks, syrups, and under the Jupi a Paola brands the Jupik and Jupik Aqua drinks for children, Rajec and its younger sister Rajec Bylinka natural spring water, Top Topic grape drink, the genuine American RC Cola and traditional CitroCola, and also the Capri-Sonne and Chito Tonic brands and Nescafé Xpress ice-coffee (distribution).
The Royal Brewery Krušovice has been continuously brewing beer since 1581. Following the reign of Rudolph II it continued for more than a hundred years to be the property of Bohemian rulers and thanks to their patronage it quickly developed. The royal support was later replaced by that of the powerful noble families of Wallenstein and Fürstenberg. After many reconstructions, in the 19th century the brewery dominated the picturesque valley to the west of Prague and was fitted with the latest equipment for that period. It owned 11 inns, while five more it rented out. It supplied Prague with huge quantities of beer and especially the Krušovice dark beer enjoyed popularity far beyond the borders of the Fürstenberg estate.

The quality of beer from Krušovice brewery was acknowledged by the Gold medal awarded to it on the occasion of the Jubilee exhibition in Prague in 1891. It was a major success since at that time there were 748 breweries in Bohemia.

In the period from 1920 to 1930 the Fürstenberg princely brewery brewed on average 45,900 hl of beer annually. Particularly popular was the Grand 14° dark beer.

Two world wars caused the general decline in breweries in Bohemia. Nonetheless, the brewing of Krušovice beer has never been interrupted.

In 1961, the brewery reported excellent economic results in the group of Central Bohemian breweries. Krušovice beer enjoyed an excellent repute among regular guests also in the decades to come since the long-standing tradition of beer brewing and experience gained by many generations of Krušovice brewers guaranteed consistent quality.

The small village brewery managed to successfully build on the royal brewery tradition also after 1989. In 1994, the brewery became a part of the multinational dr. Oetker’s group and started to use the trade name Královský pivovar Krušovice (The Royal Krušovice Brewery). The interest in the “gem among the Czech beers” grew year by year and in 1997 the production for the first time exceeded the magical value of one million. Excellent economic results made it possible to soon build in Krušovice one of the most up-to date breweries in Europe.

After 1997 the Krušovice beer started to quickly gain its position also in foreign markets and at present it is sold in thirty countries worldwide. More than a quarter of the annual production is exported.

In 2007, the company was acquired by the Heineken N.V. holding. Currently the company is a part of Heineken group Czech Republic, which in 2003 also acquired Starobrněnské a.s. and in 2008 the Drinks Union a.s.

**Production of beer, distribution, wholesale, retail, sale:**
- portfolio of beer brands
  - Krušovice (Light, Dark, Musketeer (Mušketýr), Imperial, Jubilee lager)
  - Radler

**Types of packaging:**
- 0.5 l NRW and 0.33 l bottles
- 0.33 and 0.5 l cans
- packs
- KEGs.
What does MADETA stand for? Both in the past and today, a brand of cheese popular throughout generations... Currently, it is also a brand of delicious milk and dozens of other dairy products. And first and foremost – the name of the company producing this plethora of dairy products. The name of MADETA company.

The original Madeta was born around 1902 in the town of Tábor. Back then it was called MLÉKÁRENSKÉ DRUŽSTVO TÁBORSKÉ (Tabor Dairy Coop). And it were the first letters of this name which later gave rise to the unforgettable MADETA brand name.

It successfully survived countless historical events and thus also property-related peripeteia which the Central Europe experienced in the 20th century. It kept changing in line with changing outer world. Fortunately though, changes for the better prevailed. That is why it is stronger today than ever and still just as renowned for its most up-to-date technologies and top-notch quality products.

Madeta is 8 in 1. Eight independent plants, however, are very close to each other, not only in terms of their brand, corporate culture, quality of products, services and the fact that their development is funded solely by Czech capital under the wings of Madeta joint stock company. They are literally close to each other. Their strongest bond is milk. More than 400 million litres of milk “flows in” the plants annually, which represents a fifth of the total milk production of the Czech Republic. Later on it leaves the gates of the plants in the form of 240 types of products. Approximately one fourth of the production is exported, namely to Lebanon, the United Arab Emirates, EU Member States, Russia, Asia, Africa and America.
The history of the company began in January 1973, when after 63 months of construction the company was put into operation under the name Masokombinát Planá nad Lužnicí. It was a part of Jihočeský průmysl masný, n. p. České Budějovice. As of 1 July 1990 Jihočeský průmysl masný České Budějovice was wound up and its former plants were transformed into state enterprises. Masokombinát Planá nad Lužnicí the state enterprise continued until its privatisation, i.e. until December 1993.

On 6 December 1993 the National Property Fund adopted a decision concerning the foundation of Maso Planá, a.s. company. The company was registered in the Trade Register kept by the Regional Court in České Budějovice under Section B Insert 622 on 1 January 1994. Currently, Maso Planá, a.s. is an up-to-date meat processing plant complying with all the requirements for the production of quality food and ranks among the three largest meat processors in the Czech Republic. It is a member of Agrofert group, which also includes Kostelecké uzeniny and Penam. On 1 February 2007, the MASNA Studená was purchase by Maso Planá, a.s. and as a unit included into the company.

In 2008 our company became once again ISO certified and we also received the FSIS (USA), IFS, ISO 9001:2000, ISO 14001:2004, OHSAS 18001:1999 and HACCP certificates. In 2008, the Maso Planá, a.s. company also obtained certification for food exports to Russia. As one of only very few companies Maso Planá, a.s. exports its products to the eastern markets, to Russia in particular.

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Mocca spol. s.r.o. company was founded in 1993. The company purchased the production halls of foundries and rebuilt them into food processing plant. The mission of the company was defined already upon its foundation – to become one of the leading coffee producers in the Czech Republic while offering its customers top quality products at reasonable prices.

Once the production halls were reconstructed and adjusted to food production, the state-of-the-art technology for coffee roasting, grinding and packaging was bought and production was launched. The coffee blends were made to satisfy the traditional requirements of the Czech customers in terms of their taste, smell and colour. From the very beginning our recipes built on the quality recipes of 1930s. It naturally requires not only quality coffee beans, but also observing demanding requirements for the transportation and subsequent processing. That is why our buyers take care of the raw material, literally from the plantations on which it is grown. Green coffee is purchased directly in the coffee growing areas, especially in the traditionally best coffee growing countries of Central and South America such as Colombia, Brasil or Honduras, from where we import arabica coffee of the Class 1 quality grade. Robusta coffee is imported from Africa and Asia. The philosophy stressing quality has borne fruit. After two years of operation MOCCA Liberec not only became the supplier to international retail chains,, but could also add to its product range a brand new Fashion Coffee line. This product line thanks to its finest taste and exciting design has become very popular not only in the Czech Republic.

The efforts to provide the best possible care of the end consumer are also closely linked to the certification of quality pursuant to ISO 9001:2000 standard. MOCCA Liberec obtained this certificate in 2001. In 2005, its Private Label products supplied to multinational retail stores dynamically grew.

In 2005, the company management adopted a decision to expand the scope of activity and include confectionary products. To that end the former Lipo plant in Liberec was purchased and the second food division of the company – confectionary division was established. In this field of food production the company also sticks to its original philosophy, i.e. to offer the customer the finest products at very reasonable prices. This is being achieved also thanks to the long-standing tradition of Lipo plant and its employees working in the production of confectionary, which dates back to 1912, when the factory was established by Mr. J. Polák.

This company produced baking powders with an annual production of about 100 tons.

In 1930 the company was bought by Mr. Haas who began to produce compressed candies and powder drinks in Liberec. While the company operated in Liberec, the Lipo company also housed the headquarters of its 12 plants and the production of the company totalled approximately 1 000 tons of finished products annually.

Following the nationalisation of the enterprise after the World War II in 1952 it became a part of the Československé čokoládovny national enterprise and its production concentrated primarily on compressed candies, powder drinks, hard candies and dragée. At the time of its greatest prosperity the annual production of the company equalled 6 000 tons of products and it employed 300 employees.

At the end of this period the now still popular Antiperle brand was invented, which became a real treat for many generations of Czech consumers.

Post 1964, at the time of specialisation of individual Čokoládovny plants, the production of hard candies was transferred to Sfinx in Holešov, while the production of gummy candies, especially of the then real hit and extremely popular product called Žužu, was transferred to Lipo. Apart from this already traditional production of compressed candies, dragée and powder drinks, the plant also produced dessert mixes and powder ice-cream.

In 1968 the production of liquorice products was launched, namely the well-known Pendrek, Lékořicové konfity (dragée) and Lékorky. On the contrary, the production of dessert mixes was discontinued. At that time the plant produced approximately 6 000 tons of products, of which 1 500 tons of the popular Šuměnky.

In 1991 the plant together with its parent company became a part of the multinational Nestlé company.

**CONTACTS:**

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Moravia Lacto a.s. company operates in the domestic market as the supplier of basic fresh dairy products, semi-hard and hard cheeses. As concerns the foreign trade, it exports predominantly powder milk, whey powder, semi-hard and hard cheeses and ESL milk.

By the annual volume of 100 million litres of purchased raw cow milk the dairy factory ranks among the six largest milk processors in the Czech Republic. The annual turnover of the company is CZK 1.2 billion, to which the foreign trade contributes by 30 %. The company employs 189 persons.

The philosophy of Moravia Lacto company is to supply the market with milk and dairy products in the purest form, with no chemical preservatives, stabilisers or other unnatural substances. The company meets the demanding quality parameters particularly thanks to its careful selection of suppliers of raw milk and its processing by modern technologies.

We expect that the company's motto “I know what I drink, I know what I eat…” will attract those consumers who prefer food with high biological and nutritional value.

The name of the company itself, its Latin version, and also another slogan embellishing the new design of fresh products, “Tradice z Vysočiny” (“Tradition from the Highlands”), has been picked to express the centuries long tradition of milk and dairy products consumption in the Highlands. It is through this slogan and the content of the word Moravia that the dairy plant articulates its allegiance to the region where it operates and where the majority of its processed raw material originates.
Nestlé Česko s. r. o. is part of Nestlé - the world largest food group – and belongs to most important Czech food companies with the ambition to become leader in area of nutrition, health and wellness. As a branded company we guarantee high quality of our products and we rely on worldwide experience and over 140 years of food production tradition. Already from its beginnings Nestlé has been among pioneers of food development and production and keeps continuously maintaining this position through the use of modern technologies, own research and development centers and through knowing and respecting the ever changing needs of our consumers. We strive for every consumer to be able to choose from our wide portfolio, wherever and whenever.

In the Czech Republic, Nestlé has been producing chocolate confectionery in Zora Olomouc, one of the largest chocolate factories in Central Europe. Our factory Sfínx Holešov enjoys similar position in the area of sugar confectionery production. Our management processes are certified according to ISO 9001 (quality), ISO 14001 (environment), ISO 22000 (product safety) and OHSAS 18001 (labour safety). In our operations we also emphasize both sustainability and ethical entrepreneurship. We share value, created while doing business, with many stakeholders – from suppliers of agricultural raw materials, packaging and services to our employees, communities and consumers. We provide our consumers with detailed information about the nutritional properties of our products and our support to non profit projects for public is ever more connected with encouraging physical activity and healthy lifestyle, while not forgetting about supporting also the needy.
Main brands of the Nestlé portfolio

- Chocolate confectionery: ORION, STUDENTSKÁ PEČEŤ, INTENSE, AERO, DELI, KOFLA, MILENA, KAŠTÁNY, KOKO, MARGOT, BANÁNY, MODRÉ Z NEBE, ORIÉNT DEZERT, KITKAT, LION
- Candies and sugar confectionery: LENTILKY, BONPARI, JOJO, TOFFO, HAŠLERKY, ANTICOL
- Wafers and biscuits: ORION DELISSA, SANDWICH
- Soluble coffee: NESCAFÉ CLASSIC, MONTEGO, GOLD, ESPRESSO, CAPPUCINO, 3IN1, 2IN1
- Premium coffee systems: NESPRESSO, NESCAFÉ DOLCE GUSTO
- Other soluble beverages: GRANKO, NESQUIK, CARO, RICORÉ
- Infant and child nutrition: NESTLÉ, BEBA
- Clinical nutrition: ISOSOURCE, NOVASOURCE, RESOURCE, IMPACT, COMPAT
- Breakfast cereals: NESTLÉ NESQUIK, CHOCAPIC, CINI-MINIS, FITNESS (distributed by Cereal Partners)
- Soups, bouillons, condiments, ready meals, pasta, sauces: MAGGI
- Premium ice cream: MÖVENPICK OF SWITZERLAND
- Catering products: CHEF, NESTLÉ PROFESSIONAL
- Pet food: PURINA FRISKIES, DARLING, GOURMET, ONE, VITTO, PROPLAN
- Ready to drink beverages: NESCAFÉ XPRESS, NESTEA (distributed by Coca-Cola)
- Mineral waters: PERRIER, VITTEL, VALVERT, CONTREX (distributed by Intrat)
- Ophthalmic solutions: ALCON (distributed by Alcon Pharmaceuticals)
- Cosmetics: L’OREAL (distributed by L’Oreal)
PENAM, a.s.

PENAM a.s. company with the seat in Brno is the second largest producer of milling and bakery products with tradition stretching back to 1992.

Products:
More than a thousand of products:
• common bakery products (salty, sweet, cereal and bakery products with extended shelf-life)
• flours and milling products
• production of gingerbread, groats and semolina

Production and sale:
• 13 production units, 4 mills
• 40 company outlets called Pekařství U Golema
• distribution of products almost to all multinational retailers in the CR (Tesco Stores, Makro, Cash&Carry, Kaufland, AHOLD Czech Republic, REWE)

Export:
• Penam exports its products to the following countries: Slovakia, Poland, Estonia, Lithuania
• Penam cooperates with Harry-Brot GmbH, one of the largest German producers of bread and bakery products.
• In the near future the company intends to establish presence in other European markets

Employees:
• More than 2 500 employees.

Technologies:
• Investments in continuous innovation of production facilities and technological procedures
• Construction of fully automated Bakery Zelená louka (Green meadow) with the unique technology in the CR and Europe

Certification:
• ISO 9000:2001
• HACCP system of critical control points – almost all the company’s units are certified

Awards:
• KLASA quality label (in 2003 awarded to 13 bakery products)

• Podnik podporující zdraví (Health promoting company) (2005)
• Zlatá Salima (2002 and 2004)

History of the PENAM group:
1999
• 12 milling and bakery companies merged under the name TERO Rosice, s r.o. company
2001
• the company was renamed PENAM spol. s r.o.
2002
• Zlatá Salima award received at the International Food Trade Fair
2003
• the first bakery product of the company was awarded the KLASA quality label
2004
• the new owner of PENAM company becomes AGROFERT Holding, a.s.
• Zlatá Salima prestigious award was received at the International Food Trade Fair
2005
• change of the legal form of the company to a joint stock company
• “Podnik podporující zdraví” award
2006
• foundation of a subsidiary company PENAM SLOVAKIA, a.s.
• acquisition of 6 bakery and milling companies
2007
• acquisition of KLS Klimentov, s.r.o. bakery, expansion of activity to West Bohemia
• construction of the automated Pekárna Zelená louka in Herink near Prague
• redesign of the brand in the CR
2008
• acquisition of Šarišské pekárne a cukrárne in Slovakia, expansion to Eastern Slovakia region
• redesign of the brand in Slovakia
• acquisition of PEKAST, a.s. bakery in České Budějovice, expansion of activities to South Bohemia
• sale of dough making part of the company
• acquisition of NOBRS, a.s. milling company, the owner of mill in Brněnec

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Rudolf Jelínek is a joint stock company focusing on the production of alcoholic drinks, fruit spirit drinks in particular. The company’s products are well-known not only in Vizovice in Valašsko region, where the famous liquor company is located, but also throughout the Czech Republic and abroad.

History
The tradition of production of spirits in Vizovice is more than four hundred years old. Fruit trees and especially plum trees thrive on the local climate. In 19th century the plum brandy (Slivovitz) started to grow in popularity. Among several companies, established in Vizovice in the 19th century, the company of Zikmund Jelínek, the father of Rudolf Jelínek, slowly outclassed its rival. Rolnický výrobní areál (Farmers production plant) Razov founded in 1894 facilitated the growth of production and the whole Europe got to know about the quality of local slivovitz. Awards received at prestigious exhibitions in Prague, Bremen or Paris helped disseminate knowledge about the traditions in this corner of Moravia. Know-how and experience of Rudolf Jelínek brought the slivovitz to its glory worldwide. In 1934 Jelínek’s plum brandy was exported overseas. It has won popularity among American customers in New York, above all thanks to the kosher slivovitz, and has never lost it ever since. For more than sixty years it holds true that RUDOLF JELÍNEK is the leader in the slivovitz and fruit spirits market.

Products
RUDOLF JELÍNEK company belongs nowadays to the largest producers of fruit spirits in the world. Its product range comprises not only slivovitz, but also the finest pear brandy, cherry brandy, apricot brandy, apple brandy and other non-traditional spirits. The new products include Plum vodka, Plum liquor, Williams pear spirit, Praděd and Luhačovická bylina herbal liquers, Gold Cock whisky and other interesting products.

Distillery Land – Visitors centre
The attempt to present the tradition and the company in which the traditional production procedures and the state-of-the-art technology live in harmony resulted in the construction of a visitor centre called pertinently the Distillery Land. Guided tours, museum and a company shop are designed for individual visitors as well as groups, presentations, parties and receptions.
STZ Ústí nad Labem joint stock company at the end of 2008 took over a part of the production programme of the former Setuza joint stock company. At present, it is with its six hundred employees and two production plants in the territory of the Czech Republic - Ústí nad Labem and Olomouc, the leading domestic processor of oilseeds and the largest Czech producer particularly of vegetable oils and biofuels.

Apart from that it supplies the market with consumer drugstore products, including washing powders, hand soaps and washing soaps, different types of eau de cologne and skin toners, through the intermediary of Oleofin joint stock company. It has a major market share in industrial oleochemical products intended for further processing in industry or as key products for the production of environmental friendly fuels and lubricants. STZ joint stock company has been awarded international quality and ecology certificates as well as the HACCP certificate.

The long-term strategy of the company, adopted already in the past, is targeted predominantly at production, relying particularly on oilseeds processing. For this reason the service activities such as IT, transport, logistics etc. are outsourced. To comply with the referred to strategy, the STZ production plants are new and modernised, starting from the extraction and pressing plant in Ústí nad Labem, through the brand new automated filling line of edible vegetable oils to new plants producing top quality pharma glycerine. In Ústí nad Labem in 2007 a pilot operation was launched in the newly built methylester production plant from plant oils with annual capacity of a hundred thousand tons. Together with the current biofuel production the total company production capacity thus rose to 150 thousand tons of rape seed oil methylester.
STOCK Plzeň – Božkov s.r.o.

STOCK Plzeň – Božkov is the largest producer of spirits in the Czech Republic and its tradition dates back to 1920. For almost 90 years STOCK Plzeň – Božkov has been producing spirits of the finest quality which belong to the most popular ones in the Czech market. A wide range of products comprises a plethora of well-known and popular brands led by the flagship – the exceptionally bitter and exceptionally good Fernet Stock.

Beside different types of Fernet products, the key products of the company include e.g. Vodka Amundsen, fruit spirit drinks or spirits of Božkov product line headed by Božkov Tuzemský, the bestselling spirit in the Czech Republic.

The leading position of STOCK Plzeň – Božkov company in the market rests on the combination of traditional brands with long-standing tradition and on-going innovations of product portfolio. The product range responds to the latest trends but STOCK Plzeň also acts as a trend maker. This was the case in e.g. Fernet STOCK Citrus introduced in 1997, which soon became one of the most popular brands in the Czech market. The current product portfolio of the company comprises more than 40 brands and STOCK Plzeň is also an exclusive distributor of a number of international spirits in the Czech and Slovak markets.

STOCK Plzeň – Božkov supports and is active in the promotion of responsible and moderate drinking and participates actively in these programmes.

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United Bakeries is a leading bakery group in the Central European region and the 45th largest company in this industry worldwide. It was created in 2007 by a merger of two largest Czech groups of Delta Pekárny and Odkolek.

The two main product brands of Delta and Odkolek are the best known bakery brands in the Czech market. The company offers a broad portfolio of top quality products and services.

The United Bakeries company also acts as an umbrella organisation of Delta Pekárne (Slovakia) and Interback Csoport (Hungary) subsidiary groups. The United Bakeries group is a major employer, with 4,000 employees working for companies in three countries.

The parent company of the United Bakeries groups is the European United Bakeries S.A. company with the seat in Luxembourg as a sole proprietor holding 100% of shares.
Vitana joint stock company, which is a part of the Norwegian multinational group Rieber & Son, produces its broad product mix in Byšice (soups, ready-to-eat meals, bouillons, sauces…), in Varnsdorf (spices and spice mixes) and in Roudnice nad Labem (rice and pulses).

Vitana now is a highly modern food company, whose products make your life easier when you cook and bake. Beside the traditional dehydrated soups it also offers instant soups ready-to-eat meals, instant meals, spices and spice mixes, sauces, bouillons and easy-to-prepare meals. Another group of products consists of side dishes such as rice, pulses, pasta, dumplings and potato products. Vitana holds the position of a strong brand also in the so called “sweet” category composed of desserts and baking preparations. Some products enriching the Vitana product range continue to bear the Bask and J. C. Horn brands acquired by Vitana. The Vitana product portfolio also includes King Oscar canned fish produced by the subsidiary company of Rieber & Son.

Successful operations of the domestic food producer in the Czech market and his innovation activities have been continuously appreciated by experts as well as end consumers. In the recent years Vitana received the „Nejúspěšnější potravinářská značka v ČR“ (The most credible food brand in the CR) award, it became the winner of many competitions such as “Nejúspěšnější novinka na trhu” (The most successful new product in the market) or “Volba spotřebitelů – nejlepší novinka” (“Choice of consumers – the best new product”).

Vitana has always been focused not only on quality of its production, but also on all company processes and relations with the surrounding world. It is clearly proven by the received certification of the Quality management system pursuant to ISO 9001:2000, HACCP system pursuant to the Dutch code and EMS pursuant to ISO 14001:2004.

Since the acquisition of Vitana in 1992, the Rieber & Son group has invested more than CZK 3 billion in its modernisation and all the generated profit was reinvested in the Czech Republic. Vitana has a for a long time been a profitable company and in its core product categories it has consistently been the leader in the market. Vitana company has 800 employees.

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VÍNO BLATEL a. s. wine-making company with the seat in Blatnice pod Svätým Antonínkem was founded in 1990 and follows from the great tradition of wine-growing and production of the finest wines in Strážnice and Uherské Hradiště regions. At the same time, it became a successor to the well reputed and experienced JZD Blatnice agricultural holding (and the formerly separate JZD Blatnice and Blatnička), which has become famous not only thanks to its wine cellars in Blatnice and Blatnička, but above all by its wine bars in Prague. Most of them are still run by the company and one of them has preserved its original name ever since 1971, namely Slovácká vícha – Blatnička. Another one is a stylish restaurant called Blatnice, also located in Michalská street.

With respect to the volume of production, VÍNO BLATEL belongs to medium-sized wine producers. The total annual production of wine is approximately 900 thousand litres. Today, the company grows vine on more than 200 ha of vineyards the area of which is extended every year new plantings of quality varieties. Essential varieties of the company are especially Pinot blanc, Rhine Riesling, Müller Thurgau, Moravian muscat, Saint Laurent, Zweigeltrebe, Pinot noir and Frankovka (Limberger), while the core varieties, typical and traditional in the region in which the company operates, are particularly Pinot gris and Rhine Riesling.

The company also purchases grapes in the best wine-growing areas of Moravian Slovakia. The volume of these purchases grow every year. Also increasing are the areas with targeted reduction of yield. The optimum amount of ripe grapes per hectare are gently pressed and after controlled fermentation turn into of delicate noble wines. In the taste of these wines the local climate and typical heavy clay soils are wedded. These wines are marketed under the St.Antonius brand.

It has already been a tradition for St.Antonius wines to receive awards at the most prestigious exhibitions in the CR and abroad.

Lately, the company has launched its activities in the field of agri-tourism, for which the wine cellars in Blatnice and Hluk are used. The agri-tourism programme also offers tours of agricultural facilities of Blatinie a.s. company.

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Regular members
The Association of Delicatessen Producers is a professional association of natural and legal persons active in the field of production of delicatessen and in other closely related branches. Since 2001 it has been representing its members in relation to suppliers, mass media, state administration authorities and supervisory bodies as well as other professional associations. It creates conditions for establishing professional as well as personal contacts among its members, thus helps improve relations within the sector.

Throughout its existence the Association of Delicatessen Producers has periodically addressed topical matters such as the good manufacturing practice, hot topics in legislation, protection of market environment, use of trademarks, conditions for supplying goods to retailers, cooperation with supervisory bodies, prevention of Listeriosis, etc. The Association of Delicatessen Producers is in close contact with the research institutes, it arranges for professional assistance ranging from consultations to solution of complex projects.

Despite its short existence it can boast a number of success stories such as the development of good hygiene and manufacturing practice for delicatessen production, participation in SALIMA trade fairs, organisation of regular technical seminars and consultations for its members, registration of the České lahůdky trademark, participation in European projects supporting activities of SMEs or membership in the Czech Technology Platform for Food.
The Czech and Moravian Association of Organisations of Agricultural Supply and Marketing is an interest association of 71 business entities. The majority of its member organisations are active in the purchasing of plant agricultural commodities, particularly grain crops, oilseeds and legumes. The purchased commodities are stored, partially processed and sold to both domestic and foreign customers. The member organisations associated in the Czech and Moravian Association of Organisations of Agricultural Supply and Marketing avail of the total storing capacity of 4.5 million tons. The storage structures are predominantly concrete silos which guarantee top quality of the given commodity during a long-term storage.

Apart from purchasing of agricultural commodities, some of the member organisations are also active in selling farming supplies, especially fertilizers, plant protection products and agricultural machinery. Some of its member organisations are also involved in agricultural production, namely in plant as well as animal production, focused particularly on broiler production.

One of the main activities carried out by the member organisations is the industrial production of premixes and compound feed for all farm animal species. The total annual production of compound feed totals approximately 2.4 million tons, which represents 75% of the total annual industrial production of compound feed produced in the CR. The membership of the association also encompasses a number of importers of specialty feeds, nutritional supplements and supplementary substances.

The production of quality and safe feed is an essential for the production of quality and safe food since the feed is one of the decisive input into the food chain. Requirements placed on feed and food safety by the latest EU legislation keep converging which only corroborates the reasons why the Czech and Moravian Association of Organisations of Agricultural Supply and Marketing is a member of the Federation of the Food and Drink Industries.

The Czech and Moravian Association of Organisations of Agricultural Supply and Marketing is also a member of the European Feed Manufacturers’ Federation – FEFAC. We rank among the active members of this Federation associating compound feed associations from 22 EU Member States.
The Czech and Moravian Dairy Association was founded in 1990 at the very onset of sweeping transformation of the whole Czech economy which was extremely difficult to push through not only in agriculture but also in the related sectors – including dairy industry.

The main mission of the founded professional organisation is to advocate the interests of the new structure of dairy industry when dealing with the state administration authorities and other organisations. Currently the Czech and Moravian Dairy Association has a total of 40 members and associates – measured by the volume of purchased milk – more than 80% of dairy sector. The membership of the union are includes other entities whose activities are in any way related to dairy industry. These are service organisations, trading companies, suppliers of machinery, spare parts, packaging and other auxiliary materials, etc.

The Czech and Moravian Dairy Association closely cooperates with the Research Institute of Dairy Industry, the Institute of Chemical Technology – Department of Dairy and Fat Technology, the Mendel University of Agriculture and Forestry in Brno and the Secondary Technical School of Dairy Industry in Kroměříž.

The Czech and Moravian Dairy Association is one of the founding members of the Federation of the Food and Drink Industries of the CR and the dairy industry, being one of the most important branches of food industry, is represented by officials acting in the top positions of all the elected bodies of this organisation. Whether within the comment procedure of the Federation of the Food and Drink Industries or independently it participates in drafting new legislation as well as in harmonisation of the existing legislation with the EU legislation.

In cooperation with the Research Institute of Dairy Industry it publishes a journal called “Mlékařské listy” through which it informs the professional public on its activities.

It periodically, i.e. quarterly, publishes the statistical returns on the purchases of milk and dairy industry.

The Czech and Moravian Dairy Association is an associated member of the International Dairy Federation. In 2003 it also became an associated member of the European Dairy Association and since 2004 it has been its full fledged member. Throughout this period it has maintained regular contacts at international level and used their abundant professional sources.

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It associates beer producers and a number of other companies involved in beer sector related activities. It builds on a long tradition which dates back to the second half of the 19th century. At that time the first beer and malt professional organisations were founded, of which the leader was Spolek pro průmysl pivovarský v království Českém (Society for brewing industry in the Kingdom of Bohemia) which was established in 1873. Its main objectives were to represent and advocate the interests of brewing industry, to promote and defend the interests of breweries, to assist in technical development and to provide vocational training.

In 1945, after the war, the activities of the Society were relaunched, but already in 1948 again ceased as a consequence of political changes. The Society was restored again in 1991. At present time it associates 31 breweries, 9 malt-houses, 18 contributing members and 1 honorary member. The group of contributing members is composed of beer labels print shops, producers of glass bottles and glasses, suppliers of technologies, scientific, research and educational institutions and others.

The Czech Union of Breweries and Malt-Houses promotes and advocates the rights and common interests of its members, supports the development of activities contributing to due conduct of business activities of its members, liaises with law-making bodies, competent state administration authorities, economic chamber, chamber of commerce and agrarian chamber, associations of the union of employers, industrial, scientific, research, training, trade and agricultural institutions and it submits proposals and opinions to these entities in order to enforce the common interests of its members. The representatives of the union cooperate with the staff of the Office of the Government, Ministry of Agriculture, Ministry of Industry and Trade, Ministry of Health and Ministry of Finance and also with the MPs and senators of the Parliament of the CR. At the EU level, they work closely with the members of the European Parliament and the experts of the Permanent Representation of the CR to the EU.

The Czech Union of Breweries and Malt-Houses has been doing its utmost to advocate the common interests of its members and with regard to its membership also of the Czech beer and malt industry in the international beer and malt organisations and upon the consent of the member, whose employee or a member of the body is concerned, it delegates relevant experts to the working commissions or bodies of these organisations. Among these, the institutions of paramount importance are the Federation of the Food and Drink Industries of the CR and the Brewers of Europe, an international association within the EU structures in Brussels.

Recently, a breakthrough was the registration of the České pivo protected geographical indication by the European Union. It has been the outcome of six years of discussions in the Czech beer and malt industry, plenty of meetings with the European Union bodies and subsequent administrative steps taken both in the CR and EU. It marks the end of one of the stages of development of both our prestigious industries. It all started with deliberations and discussions among brewers and technologists on the topics of material specification of České pivo concept in the period from 2002 to 2004 and on the necessity to protect the Czech beer, technology of its production and its quality and to prevent the occurrence of fakes and imitations which pretended to be the Czech beer and thus abused its inimitable features.

The aim of the protection of České pivo by the EU Protected Geographical Indication was primarily to prevent that any product produced by non-traditional methods in the Czech Republic or produced by traditional methods abroad is labelled as the Czech beer. The characteristics of the beer which is allowed to bear the Czech beer indication, the technologies used in its production and raw materials mostly used for its production have been determined. The application described the historical context leading to the establishing of beer brewing tradition in the CR and specified the geographical characteristics of the location where the Czech beer can be produced. The breweries that comply with these requirements of the European geographical indication may use the České pivo indication on the label or the packaging, be it bottles or cans, etc.

The Czech Union of Breweries and Malt-Houses recently focused also on the analysis of beer market since the situation in beer and malt industry has been changing in the CR as well as abroad not only as a consequence of the current economic downturn but also due to objective changes of a long-term nature. This analysis will result in the elaboration of strategic plans for the period until 2011.
As early as in the 13th century the guilds – unions of craftsmen were founded to play multiple professional, social and economic roles. For the merits in defeating the Carinthian mercenaries in 1310, the butchers’ guild was given the right by John of Luxembourg to put in its coat of arms the Bohemian lion and the privilege to lead the group of all crafts. In 1883 the guilds were dismissed and replaced by trade associations. From 1920s to 1930s industrial elements were introduced into the meat processing and there were a total of 30 establishments in Bohemia processing the raw material in this way. As concerns slaughtering, the majority of slaughterhouses were owned by municipalities or independent butchers’ associations. In 1948, following the nationalisation, new industrial plants were built and in 1954 the construction of large industrial plants – meat processing plants commenced.

In 1990, in the period of social changes towards market economy, professional associations were re-established and renewed. In the middle of 1990 meat processors launched the activities aiming at the setting up of an interest association with legal subjectivity of a union nature which would represent all the forms of ownership. After the constituent assembly on 29 November 1990, the first general assembly was held of the then Business Association of Butchers of Bohemia, Moravia and Silesia with the seat in Prague, which associated all the transforming industrial companies active in this branch and also a group of start up businesses – butchers. In 1992 this professional organisation was renamed to the Association of Butchers of Bohemia, Moravia and Silesia, which in 1996 was one of the four founding members of the Food Association of the CR, i.e. the predecessor of the present Federation of the Food and Drink Industries of the CR. Ever since 2001 the above referred to butchers organisation has born its current name – the Czech Meat Processors Association (ČSZM). It builds on successful activities of the former association and in its ranks it has had a number of outstanding experts and personalities in the field of slaughter industry and meat processing and distribution.

The Czech Meat Processors Association is a voluntary association of natural and legal persons active in the field of purchase, processing and sale of animals for slaughter, meat and meat products. The main mission of the Czech Meat Processors Association is to protect and to promote the interests of its members in both the internal and external economic environment, to provide professional services in the field of production, technology and trade consultancy, to train the youth and apprentices. The Czech Meat Processors Association ensures coordination of joint activities vis-à-vis state administration authorities, EU services and organisations whose activity is in any way whatsoever related to the areas of concern of the domestic meat processing industry. The above mentioned activities are carried out continuously, predominantly on the basis of a close cooperation with the Federation of the Food and Drink Industries of the CR, Agrarian Chamber of the CR, Ministry of Agriculture of the CR, State Veterinary Administration of the CR, State Agriculture Intervention Fund and other institutions. The Czech Meat Processors Association also liaises with individual national professional unions, the Czech Technology Platform for Food and the Sector Council for Food and Feed Industries. An integral part of the Czech Meat Processors Association activities is its involvement in structures of the Liaison Centre for the Meat Processing Industry in the European Union (CLITRAVI) and the European Livestock and Meat Trading Union (UECBV).

For its members the Association ensures an ongoing professional information service, on-line access to amended legislation related to meat processing, it organises seminars, professional competitions, social events, study trips abroad and a myriad of other activities. The activities of the Czech Meat Processors Association are performed by the secretariat of the association, with a significant input of the Production section and the Section for purchase of animals for slaughter during all its professional activities. The board of directors and the supervisory board of the Czech Meat Processors Association are convened regularly. The meetings of the Association’s board of directors are chaired by its chairman who also acts as the president of the association. The supreme body of the Czech Meat Processors Association is the general assembly during which the individual members exercise their rights with respect to control and management.
The Czech Starch Industry Association has 6 members and associates all the producers of native potato and wheat starch in the Czech Republic, namely the following companies.

**Amylex Radešínská Svatka, s.r.o.**, Radešínská Svatka 134, 59233 Radešínská Svatka, Identification Number: 25348710, telephone: 566653211
The company was founded in 1997 by three agricultural companies in Žďár nad Sázavou district which rented and in 2001 purchased the starch production plant in Hodiškov. It is thus an example of symbiosis of agricultural primary production and processing of potatoes for native starch.

The company was founded in 1994 and its product range is divided into 2 groups.
1) Industrial production of wheat starch, gluten, starch syrup and maltodextrine, in the production of which we have built on a hundred years of production experience while using the latest European starch making technologies. These products are produced both in conventional and organic quality. The sideline business is represented by the production of glues and modified starches.
2) Production of packaged products is intended for end consumers and includes several product groups, with the most popular being puddings, dumplings, doughs and mashed potatoes. Products of both the conventional and organic quality are delivered to retailers and independent stores in the CR and abroad.

Krnovská škrobárna spol. s.r.o. was founded in 1996 and built on the tradition of starch production dating back to the 19th century. It is the only wheat starch plant in Moravia with the so-called closed technology cycle (vertical integration) from the purchase of raw material from farmers through processing up to the distribution to the end consumer. The company consists of a starch making plant, a mill, large volume silos and a subsidiary company Krnovský lihovar (distillery) producing denaturated alcohol.

The majority of produced wheat flour is processed in the starch plant predominantly into native wheat gluten, native and modified wheat starch and puddings. Moreover, glues are produced to serve especially the food processing, paper industry and technical industry. The minor part of wheat flour plain is produced for bakers. The company also renders services to farmers – it mixes feed compounds, stores and treats cereals in silos.

**LYCKEBY AMYLEX, a.s.**, Strakonická 946, 34101 Horažďovice, IČ 49790340, telephone: 376532111, www.lyckeby.cz
The company was founded in 1994 as a Czech-Swedish company and follows from more than a hundred years old tradition of starch production in...
Horážďovice. It is the largest potatoes processor in the Czech Republic. It focuses on the production and sale of native potato starch for both food and technical use. The company also produces modified starches, with key products being the cationic starches sold predominantly to paper industry, and also dextrines sold to both the food and technical industry. The end customers of the company are not individual consumer, but other producers active in food and technical industry. The company has been certified pursuant to ISO 9001 and 14001 standards.

**Natura, a.s.**,  

Natura is a joint stock company with 100 years old tradition in starch industry. The new stage of its history commenced only in 1994. Its core activity is the production, sale and distribution of powdered mixes in retail and catering packages for end customers (mashed potato, dumplings, doughs, etc.). These mixes are made of the company’s own semi-finished products, such as potato starch and dried potato purée. A part of the semi-finished products are sold by the company. Natura, a.s. is certified pursuant to ISO 9001, ISO 22000 and IFS standards and 14 of its products have been awarded the Klasa quality label.

**Škrobáry Pelhřimov, a.s.**  
Křemešnická 818, 39301 Pelhřimov, Identification Number 60071206, tel. 565301811, www.skrobarny.com

The company, which was founded in 1994, follows from more than 130 years old tradition of starch production in Pelhřimov. It is the largest starch producer in the Czech Republic. It produces and sells native potato and wheat starch and a broad range of their modifications, such as cationic, oxidized, acetylated starches. The products are supplied to paper, food and textile industry.

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Český škrobárenský svaz, Švermova 117, 580 36 Havlíčkův Brod, tajemník svazu, tel.: +420376532207, e-mail: jaromira.stankova@lyckeby.cz
As defined in the Act on Czech Chamber of Commerce, our association called the Association of Bakers and Confectioners of the CR (hereinafter referred to as the Association) is a voluntary organisation of legal and natural persons doing business in the field of bakery and confectionery production. Pursuant to the adopted Articles of Association, any legal or natural person whose business or professional activity is related to the scope of activities of the Association and who is active in bakery or confectionary production or any related activity, including supplying and purchasing companies can become a member of the Association. As of 30 September 2008 the Association had a total of 100 members, of which 70 members in the category of producers, 23 members in the category of suppliers and 7 members in the category of schools. The share of our members-producers in the market with bakery and confectionary products is estimated at 40-50 %.

The main purpose of the Association is to advocate the justified interests of business entities operating in bakery, confectionary and related industries vis-à-vis the outside world, state and local administration authorities, trade union bodies - employee representation, major customers and suppliers. The Association promotes the business, economic, social and societal interests of its members. It supports the growth and development of its members under the market economy conditions and champions free enterprise. The activities of the Association observe the principles of voluntarism and democracy.

Activities of the Association focus predominantly on:
- advocacy of interests of its members vis-à-vis external entities with national scope of activity, especially when it comes to financial and standard setting matters, foreign trade, application of the Trade act, social and other laws:
  - synergy of the Association and partner bodies and organisations, associations, etc. at the national as well as international level,
  - playing the role of a consultancy, advisory and information centre for the members of the Association in matters related to technology, equipment, production, economy, organisation, legislation, foreign relations, etc.

For the sake of enhancing the technical, technological and economic standards of its members the Association holds information and consultancy meetings, domestic and foreign study stays and technical seminars. Among others also such events as “Dny chleba” (Days of Bread) and professional skills competitions “Český pekař roku” (The Czech baker of the year) and “Český cukrář roku” (The Czech confectioner of the year) with awards granted in junior and senior category respectively. It is also responsible as a professional sponsor for the International milling industry, bakery and confectionery fair in Brno. The association also publishes a journal called PEKAŘ CUKRÁŘ (BAKER, CONFECTIONER), The Yearbook of the Baker and Confectioner and professional publications in the PEKAŘ A CUKRÁŘ series.

The Association performs activities aiming at all forms of support of private enterprise, particularly with regard to increasing the professional expertise of its members and their staff.

The Association acts on behalf of its members as a collective member in higher-level business groupings, including the international ones. It is a member of the Federation of the Food and Drink Industries of the CR and the International Federation of Plant Bakeries (A.I.B.I.).
The Czech and Moravian fish farmers can boast a professional association, the historical roots of which are associated with the proclamation of the Czechoslovak Republic in 1918. The then Československá ústřední jednota rybářská (Czechoslovak Central Fish Farmers Association), as the grouping was called, associated not only pond managers and trout farmers, but also traders in fish, manufacturers of fishing tackle, fishery schools and research. The primary mission of the association was to represent the interests of the whole production fish farming, to provide advisory services to breeders and to perform publicity promoting the consumption of local fish (in which case it inspired also other countries).

The successful era of the Czechoslovak Association’s activities came to an end in the fatal year 1938. The post-war period at first gave rise to a glimmer of hope of national professional association’s revival, but in February 1948 this hope was shattered. Private companies of production fish farming were nationalized, the fish breeding became centrally managed and controlled and the renewal of the association became meaningless.

Only after the change of political and economic conditions in January 1991, the Fish Farmers Association was established and after the independent Czech Republic was proclaimed, the word Czech was added to its official title. The Czech Fish Farmers Association has its seat in České Budějovice which is perceived to be the logistics centre of Czech pond management.

The Czech Fish Farmers Association represents the major fish and water fowl breeders, fish processors, producers of fishing equipment and tackle. The members of the professional association are also fishing unions (Czech Fishing Union, Moravian Fishing Union), fishery research and education institutions. At the end of 2008 the association had 70 members, of which 55 legal persons and 15 natural persons. The importance of the interest association is also proved by the fact that its members produce around 90% of the total volume of market fish farmed in the Czech Republic.

The primary mission of the Czech Fish Farmers Association is to seek to preserve the principle of sustainability in fish breeding, which in the ever more stringent legislative, environmental, economic and market conditions is a challenge (which is by the way illustrated by the situation in EU aquaculture).

The Czech Fish Farmers Association represents and promotes the interests of its members not only in many domestic agrarian, food and other spheres of interest, but it has also established strong bonds with abroad. E.g. since 1994 it has been a member of the Federation of European Aquaculture Producers, through which it has an access to EU, EC and EP aquaculture authorities as well as similar national aquaculture associations in the EU Member States.

Apart from its main mission (sustainability of fish breeding) the Czech Fish Farmers Association shall also fulfil a number of other tasks. It provides services, consultancy and information concerning legislative and legal matters, it addresses tasks related to water management and environment, processes data on production, fish trade and prices, assignments concerning aquaculture marketing and publicity of promoting fish consumption, administration of trademarks or support and aid for the activities of the associations’ members.

For the sake of its members it coordinates fish selective breeding and testing as well as water fowl testing, education and training activities and publishing periodicals or occasional printed matters. For Czech breeders it performs activities as recognised fish breeders association and it plays the role of an authorised organisation for ducks and geese.

An integral part of activities of the Czech Fish Farmers Association is to conduct studies on current situation in national and European aquaculture, to draft expert analytical and synthetic reports for discussions of state administration authorities and to support the application of research findings in practice. Of some importance are also its efforts to cast light on frequently misleading information on the impact of aquaculture on landscape or water quality.

The Czech Fish Farmers Association as a dominant professional grouping encounters with many serious problems which are year by year more difficult to address. It is a creative, demanding and rewarding work which constitutes a natural continuation of activities conducted by predecessors to this association in the period between the two world wars.

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The Poultry Producers Association is an association of legal persons, i.e. slaughterhouses, poultry cutting plants and poultry products processing establishments. The members of our association are leading companies operating in poultry industry who represent approximately 90% of production of poultry meat and poultry products in the CR. The association was founded in 1991. The activities of our association include primarily the provision of services to its members in relation to veterinary, food, welfare, waste, packaging, state aid, grants, import, export legislation etc. The association represents the poultry industry and advocates its interests.

In 2000 the association became a member of the Federation of the Food and Drink Industries of the CR and it is one of the four founding associations and unions thereof. On 1 January 2004 it became a member of AVEC, i.e. the association of producers, importers and exporters of poultry meat within the EU. We are represented in several working groups both within the Federation of the Food and Drink Industries of the CR and the AVEC organisation and we are also members of the expert group for poultry, poultry meat and eggs set up by the European Commission’s expert group for poultry, poultry meat and eggs.

The current system of industrial poultry processing relies on the use of the least labour-intensive high-techs.

In the last 15 years the consumption of poultry meat rose significantly from 13 kg per capita in 1996 to 25 kg in 2007. Concurrently, the import of poultry meat substantially increased (to almost 65,000 tons in 2008).

Due to fierce competition both within the EU and globally, further development of this industry is only possible by increasing the labour productivity while decreasing the costs of production at all the stages, namely throughout the chain from the feed production to the food sales.
The medical doctors stress the importance of healthy lifestyle, which also necessitates an appropriate drinking regimen. The Mineral Waters Association, i.e. the producers of natural mineral waters, flavoured mineral waters and natural healing waters, seeks to offer the consumers, in line with medical recommendations and customer needs trends, the widest and the most diverse possible choice of its products which at the same time fulfill the most stringent quality requirements.

As early as in 1992 the matters of common interest brought the majority of mineral water producers together and made them found an open association of mineral water producers and dealers. Later on the association was transformed to become the current Mineral Waters Association which today associates almost all the producers of natural and flavoured mineral waters across the CR:

- Bílinská kyselka, s. r. o.,
- Hanácká kyselka, s. r. o.,
- Petr Havlína,
- HBSW a.s.,
- Chodovar, s. r. o.,
- Karlovarská korunní kyselka, s. r. o.,
- Karlovarské minerální vody, a. s.,
- Marienbad Waters
- Ondrášovka s.r.o.,
- Poděbradka, a.s. and its honorary members: Jiří V. Černý, Ministry of Health – The Czech Inspectorate of Spas and Springs, Reference Laboratories of the Ministry of Health

The association promotes and advocates the rights and common interests of its members, supports the development of activities contributing to proper business operations of its members. It is in contact with legislative bodies and competent state administration authorities to whom it submits proposals and opinions in defence of common interests of its members. It helps its members to find their bearings in legislation and it contributes to the creation of such conditions under which all the members of the Mineral Waters Association operate with high degree of expertise and professionalism.

The association also contributes immensely to the increase of awareness among the professional and general public of the types of mineral waters, importance of drinking regimen for one’s health, beneficial properties of individual minerals, namely through its publishing activities, but also through participation in seminars and conferences.

When looking back, the association assisted in drafting the Czech post-revolution legislation, particularly the Act on foodstuffs, the new Act on spas and the Water Act. The association’s representatives took an active part in multiple meetings and submitted their draft acts not only covering the area directly linked to the production of mineral waters and other bottled waters, but also the areas closely related thereto, whether concerning food legislation or environmental protection legislation.

The Mineral Waters Association is an active member of the Federation of the Food and Drink Industries and it is particularly through its intermediary that it raises comments to the submitted Czech as well as Community legislation. It closely cooperates with the Association of Soft Drinks Producers, the Czech Industrial Coalition for Packaging and the Environment and the Czech Confederation of Commerce and Tourism and other interest associations.

The members of the Association have received various quality certificates, not only ISO but also IFS, BRC and ISO 22000 standards which they shall regularly, once a year, defend before auditors coming from international companies and which undoubtedly help them in the ongoing quality system controls and constant improvement and innovation of the established quality systems.

The members of the Association exert great efforts to promote healthy drinking regimen, to make people aware of what is proper to drink, when and how. They publish articles, give interviews and distribute supporting materials to mass media.

In order for all of us to be able to drink a glass of mineral water, which in all the countries of Europe will be of equal quality and yet different, with original and distinct taste, price competitive, it is necessary, apart from other things, to monitor the development of legislation and knowledge in this industry and to prevent various administrative restrictions imposed upon production and trade, which is exactly the task to be accomplished by the Mineral Waters Association.
The Union of Spirits Producers of the CR was founded by the deed of foundation by the Ministry of Interior on 5 May 1994. Currently, the members of the Union of Spirits Producers of the CR are the leading spirits producers in the Czech Republic and their share in the total production of spirits in the CR amounts to 80 – 90%. Its members are major excise tax payers with the total amount of approximately CZK 5 billion annually.

Today the Union of Spirits Producers of the CR associates 11 producers of spirits. The main producers are STOCK Plzeň – Božkov s.r.o., BECHEROVKA a.s. Karlovy Vary company, RUDOLF JELÍNEK, a.s. Vízovice, FRUKO SCHULZ s.r.o. Jindřichův Hradec, Patina u Zeleného stromu – STARGREŽNÁ a.s. Prostějov and GRANETTE a.s. Ústí nad Labem. The above referred to producers of spirits have had a long-lasting tradition in the production and sale of alcoholic beverages and some of them are also direct members of the Federation of the Food and Drink Industries of the CR.
We are a national professional association defending the common interests of domestic producers of flavoured soft drinks, fruit juices, bottled waters and other non-alcoholic beverages and their sub-contractors.

We represent the interests of this industry in relation to law-making and executive bodies of the CR, Czech and Community professional authorities, international organisations and mass media. The Association was founded in 1992 and has 21 members and supporters. Its membership is composed of the largest producers as well as the small and medium-sized enterprises. The president of the Association of Non-Alcoholic Beverages Producers is Ing. Jiří Pražan and the executive secretary is JUDr. Zdeněk Huml.

Our objective is to ensure favourable conditions for the development of production of beverages in the CR
To that end we get engaged in shaping the legislative and entrepreneurial environment of the production and distribution of non-alcoholic drinks. We take an active part in interministerial comment procedures on multiple laws and decrees (apart from others the Decree of the Ministry of Health on bottled waters, the Decree of the Ministry of Agriculture on the production of non-alcoholic beverages, the Act on packaging, the Act on Waste and many others).

We get involved in shaping the European legislation governing the industry
E.g. we succeeded in defending the interests of domestic producers during the process of wording the Czech position to the European Directive on packaging and we achieved that our producers are not discriminated against in relation to their competitors in other EU Member States. For example, we initiated the intervention of the CR against the German system of mandatory deposits for one-way beverage packaging which creates a barrier to free trade and as such is incompatible with Community law. We also opposed the creation of barriers to free trade in Hungary.

We pay major attention to healthy life style and quality of drinks
We contribute to the implementation of the EU Platform for Action on Diet, Physical Activity and Health. We helped draw up the guidelines for the system of critical control points (HACCP) for small and medium-sized enterprises and publish the Handbook of Good Manufacturing and Hygiene Practice. At meetings with the Ministry of Agriculture of the CR we stand for the inclusion of clear criteria of labelling non-alcoholic beverages and of quality requirements in the Czech legislation.

We oppose the attempts to discriminate some kinds of beverage packaging
We seek to minimise the impacts of production and consumption of non-alcoholic beverages on the environment. Simultaneously, we stand up against the efforts to dictate the consumers which packaging is the most suitable for drinks.

We belong to the family of European beverages producers
We are a member of the Union of European Beverages Associations (UNESDA). Through the Quality Initiative South and East Europe we have been involved in the activities of the European association protecting the fruit juices industry (Schutzgemeinschaft der Fruchtsaft-Industrie - SGF).

Our voice is also heard in the community of domestic food processors
We take an active part in the Federation of the Food and Drink Industries of the CR. Among other things we see to it that the Federation advocates the interests of domestic food processors in the framework of the European market.

The Association provides information, legal and technical services to its members
The members of the Association are provided with topical information on developments in the industry, legal instruments in the pipelines in the CR and EU, development of domestic and international beverage industry and on any scheduled events, etc.
Before 1989 there were 8 state enterprises in the Czech Republic active in the field of fruit and vegetables processing, of which 5 in Bohemia and 3 in Moravia. These state enterprises comprise a total of 58 manufacturing plants and 27 manufacturing units all across the territory of Bohemia and Moravia, of which 63 manufacturing plants and unit operate in the field of fruit and vegetables processing.

The annual volume of processed vegetables ranged from 110 000 to 125 000 tons depending on the harvest of individual sorts of vegetable in the given year. Essential sorts of vegetable for canning industry at that time used to be tomatoes, white cabbage, gurkins and peppers. These raw materials formed the basis for ready-to-eat products such as single-kind vegetable preserves and vegetable mixes and vegetable salads.

The annual volume of fruit processed by canning industry in this period ranged from 82 000 to 165 000 tons depending on the harvest of apples for industrial processing in particular. This raw material was decisive in terms of the volume of processed fruit.

Privatisation of state enterprises of canning industry was launched in 1991, with the gradual atomisation of individual manufacturing and later also manufacturing plants. The privatised enterprises were mostly transformed into joint stock companies and limited liabilities companies.

The Interest Association of Legal Persons of Canning and Distilling Industry (ZS KOLI) was founded on 30 April 1993 by the foundation deed at the City District Authority of Prague 1. At that time the foundation deed was signed by 26 companies.

In the period from 1993 to 1998, a number of former canning plants discontinued their business activities due to winding up or declaration of bankruptcy. Such a situation was most frequently faced by companies in the Central Bohemian, South Bohemian, West Bohemian and East Bohemian regions. In the North Moravian region, after the formerly major company of SELIKO Olomouc only two canning plants were left, which were transformed into ALIBONA, a.s. Litovel joint stock company and SELIKO, a.s. Opava joint stock company.

At present the annual volume of processed vegetables ranges from 50 000 to 60 000 tons and the annual volume of processed fruit ranges from 50 000 to 70 000 tons depending on harvest. The prevailing sorts of processed vegetables are gurkins, cabbage, root vegetable and green peas, while in fruit it is mainly industrial apples for the production of apple concentrates.

To date ZS KOLI associates 11 members from among the community of fresh fruit and vegetables processors, producers of spices, food flavourings and colours and also a single sugar producer.

The main fruit producer is LINEA NIVNICE a.s. company, the producer of fruit concentrates, fruit drinks, syrups and juices. It is also the most important producer of fruit wines in the Czech Republic. Other producers of fruit concentrates are e.g. FRUKOLIŠ a.s. Kardašova Řečice company and SEVEROFUKT a.s. Travčice, which is also a major producer of dried vegetable. Belonging to the group of fruit processors is also Palíma u Zeleného stromu – STAROREZNÁ a.s. Prostějov company producing fruit liquors.

The main vegetable processors within the ZS KOLI are EFKO CZ, s.r.o. Veselí nad Lužnicí and ALIBONA a.s. Litovel companies. FRUTANA Blatná s.r.o. company is a significant producer of fruit spreads.

The producers of food flavourings and colours of great importance are AROCO Praha s.r.o. and AROMKA s.r.o. Brno companies. BENKOR s.r.o. Mělnická Vrutice is a major producer of spices. The only sugar producer within the ZS KOLI is CUKROVAR Vrbátky, a.s. Vrbátky company.
Other members
other members of the Food and Drink Industries of the Czech Republic

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www.mkd.cz

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e-mail: info@euroice.cz
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www.knuspi.cz

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www.biopekarnazemanka.cz

**OTHER MEMBERS**
<table>
<thead>
<tr>
<th>Member Name</th>
<th>Address</th>
<th>Contact Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kraft Foods ČR s.r.o.</td>
<td>Pobřežní 3, budova IBC, Praha 8, 186 00</td>
<td>tel.: +420 222 320 100, fax: +420 222 325 651, e-mail: <a href="mailto:bsakrova@krafteurope.com">bsakrova@krafteurope.com</a></td>
</tr>
<tr>
<td>LACRUM Velké Meziříčí, s.r.o.</td>
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</tr>
<tr>
<td>LWM International CZ s.r.o.</td>
<td>Sobáčov 7, Chudobín, 783 21</td>
<td>tel.: 731 232 733, fax: 585 342 014, e-mail: <a href="mailto:radeksisma@lambweston-nl.com">radeksisma@lambweston-nl.com</a></td>
</tr>
<tr>
<td>LYCKEY CULINAR a.s.</td>
<td>Strakonická 946, 341 01 Horažďovice</td>
<td>tel.: +420 376 532 111, fax: +420 376 513 536, e-mail: <a href="mailto:info.culinar@culinar.cz">info.culinar@culinar.cz</a></td>
</tr>
<tr>
<td>Mars Czech s.r.o.</td>
<td>Pražská 320, Poříčí nad Sázavou, okres Benešov, 257 21</td>
<td>tel.: 317 760 111, fax: 317 760 123, e-mail: <a href="mailto:mars.contact@lion.cz">mars.contact@lion.cz</a>, <a href="http://www.mars-cr.cz">www.mars-cr.cz</a></td>
</tr>
<tr>
<td>MD Logistika, a.s.</td>
<td>Křičenského 451, 533 03 Dašice</td>
<td>tel.: 466 899 511, e-mail: <a href="mailto:logistika@mdlogistika.cz">logistika@mdlogistika.cz</a>, <a href="http://www.mdlogistika.cz">www.mdlogistika.cz</a></td>
</tr>
</tbody>
</table>
Members of the Federation of the Food and Drink Industries

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www.milcom-as.cz

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e-mail: nowaco@nowaco.cz

OLMA, a.s.
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e-mail: olma@olma.cz
www.olma.cz

OTMA - Sloko, s.r.o.
Sokolovská 406, 686 13 Uherské Hradiště
tel.: 572 416 301, 572 416 303, 572 416 307
fax: 572 416 307, e-mail: becicka@hame.cz
www.hame.cz

OTHER MEMBERS
<table>
<thead>
<tr>
<th>Company</th>
<th>Address</th>
<th>Contact Details</th>
</tr>
</thead>
</table>
| PIKA, a.s. | Nový svět 1, 696 81 Bzenec  
tel.: 518 384 231, 518 384 030, 518 384 209  
fax: 518 384 237 |                                        |
| PLASTCOM, akciová společnost | Mlékárna Příšovice, Příšovice 91, 463 46  
tel.: + 420 48 51 77 022, fax: +420 48 27 25 184  
e-mail: plastcom@volny.cz |                                        |
| Plzeňský Prazdroj, a.s. | U Prazdroje 7, 304 97 Plzeň  
tel.: +420 37 706 1111, fax: +420 37 706 2230  
www.prazdroj.cz |                                        |
| POEX Velké Meziříčí, a.s. | Františkov 261/14, 594 01 Velké Meziříčí  
tel.: 566 524 483, 566 523 824  
fax: 566 523 592 |                                        |
| POLABSKÉ MLÉKÁRNY a.s. | Dr. Kryšpína 510, 290 16 Poděbrady  
tel.: +420 325 630 061-6 |                                        |
| POLAR Transport Václav Vlasák | | tel.: +420 321 613 406, +420 321 613 407  
+420 724 319 952 |
PT Servis konzervárna, spol. s r.o.

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www.pt-servis.cz

Quality Season Product s.r.o.

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Slovácká Fruta, a.s.

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www.eggenberg.cz
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www.xaverov.com

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gsm: +420 724 342 029
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www.zrud.cz

**ZNOVÍN ZNOJMO, a.s.**

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www.xaverov.com

**Other Members**

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www.zrud.cz
<table>
<thead>
<tr>
<th><strong>Českomoravský cukrovarnický spolek</strong></th>
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<tr>
<td>Lužná 591, Praha 6, 160 00</td>
</tr>
<tr>
<td>tel.: 220 121 199, fax: 235 350 743</td>
</tr>
<tr>
<td>e-mail: <a href="mailto:sekretariat@cmcs.cz">sekretariat@cmcs.cz</a></td>
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<th><strong>Společenstvo cukrářů České republiky</strong></th>
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<tr>
<td>Příkop 843/4, 604 67 Brno Zábrdovice</td>
</tr>
<tr>
<td>tel.: 545 174 517, fax: 545 174 518</td>
</tr>
<tr>
<td>e-mail: <a href="mailto:cukrspol@iqnet.cz">cukrspol@iqnet.cz</a>, <a href="http://www.cukrari.cz">www.cukrari.cz</a></td>
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<th><strong>Společenstvo mlynářů a pekařů ČR</strong></th>
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<tr>
<td>Společenstvo mlynářů a pekařů českých a moravskoslezských</td>
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<tr>
<td>Marie Cibulkové 394/19, 140 00 Praha 4</td>
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<td><a href="http://www.kontinua.cz">www.kontinua.cz</a></td>
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<tr>
<th><strong>Svaz lihovarů České republiky</strong></th>
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<tr>
<td>Durychova 66/101, Praha 4 - Lhotka, 142 00</td>
</tr>
<tr>
<td>tel.: 581 753 200, fax: 581 762 787</td>
</tr>
<tr>
<td>e-mail: <a href="mailto:kojetin@lihovar.com">kojetin@lihovar.com</a>, <a href="http://www.lihovar.com">www.lihovar.com</a></td>
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<th><strong>Svaz průmyslových mlýnů ČR</strong></th>
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<tr>
<td>Marie Cibulkové 394/19, 140 00 Praha 4</td>
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<tr>
<td>tel.: 241 401 892, fax: 241 401 893</td>
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<tr>
<th><strong>Svaz vinařů České republiky</strong></th>
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<tr>
<td>Žižkovská 1230, P.O.Box 34</td>
</tr>
<tr>
<td>691 02 Velké Bílovice</td>
</tr>
<tr>
<td>tel.: 519 346 495, fax: 519 348 980</td>
</tr>
<tr>
<td>e-mail: <a href="mailto:svcr@svcr.cz">svcr@svcr.cz</a></td>
</tr>
<tr>
<td>Company</td>
</tr>
<tr>
<td>-------------------------------</td>
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<tr>
<td><strong>HÁJEK&amp;ZRZAVECKÝ, advokátní kancelář, s.r.o.</strong></td>
</tr>
<tr>
<td><strong>Ing. Marie Štíchová, Poradenství a konzultace</strong></td>
</tr>
<tr>
<td><strong>LABTECH s.r.o.</strong></td>
</tr>
<tr>
<td><strong>LAKTEA, o.p.s.</strong></td>
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</tbody>
</table>
Members of the Federation of the Food and Drink Industries

Mendelova zemědělská a lesnická univerzita
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Mezinárodní potravinářské veletrhy SALIMA
2. - 5. 3. 2010

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fakulta potravinářské a biochemické technologie

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www.beerresearch.cz

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www.vupp.cz
Information on the Federation of the Food and Drink Industries of the Czech Republic (FFDI CR)

Premises of Markland Klimacentrum, a.s. (1st floor, room No 127)
ID number: 6311 0652
Tax ID number: CZ6311 0652

The FFFDI CR is an interest association of legal persons active in food industry and processors of agricultural production, established pursuant to Section 20 letter f) of Act No 40/1964 Coll., Civil Code, as amended.

FFDI CR main activities are the following:

1. Representing the interests of food industry and processors of agricultural production active in the territory of the Czech Republic vis-à-vis the state administration authorities, bodies and EU organisations and bodies and other authorities and organisations, the activities of which are in any way whatsoever related to the interests of entrepreneurs conducting business in the processing industry.

2. Food and technology related consultancy services in the field of processing agricultural production, drinks and food production, including comments procedures concerning legislative amendments and support programmes.

3. Cooperation with other trade unions and associations related to food industry or building on its activities.

4. Conduct of educational and training activities.

5. Support and application of science, research, development and innovation, including the transfer of technologies and know-how.

Other activities of the FFFDI CR are the following:

1. Ensuring publishing and publicity activities, particularly in favour of the Czech food industry both in the Czech Republic and abroad in the framework of activities performed by consultants addressing organisation and economic matters.

2. Operating the food information system.

3. Consultancy services with respect to organisation, effective legislation, economic activities and marketing in the field of processing of agricultural production, drinks and food production.

4. Promotional activities.

Responsibility for the FFFDI CR activities is the Secretariat which:

1. Performs the routine activities of the FFFDI CR, including its administration.

2. Elaborates supporting documents for meetings of the FFFDI CR bodies.

3. Fulfils any other tasks assigned to it.

Structure of the Secretariat:

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- Observers
- General Assembly
- Board of Directors
- Supervisory Board
- Executive Board
- President
- VICE PRESIDENT
- VICE PRESIDENT
- VICE PRESIDENT
- VICE PRESIDENT
- VICE PRESIDENT
- VICE PRESIDENT
- Directors
- SECRETARIAT
- Legal department
- Administrative and Economic department
- Communication and External Relations department