

# Welcome to the Havero Hoogwegt 100 years jubilee update #3.

**Newsletter #3/4 looks back at the third quarter-century of Havero Hoogwegt's 100-year company history: 1973 - 1997.**

**Read on!**



## The Times are Changing

By the 1970s, Havero's overseas trade with South America was in the doldrums. However, the processing and trade in milk proteins (caseins and caseinates) was booming. Director Jacobus (Koos) Rotmans sees the future of Havero in these products and puts all his energy into the caseins and caseinates business. Rotmans is a true trader and spends more than half of each year travelling the world seeking new market opportunities. In 1977, he changes the company name to Havero Products BV.

During this period, Rotmans also expands the product portfolio to include a wide range of food ingredients such as whey, wheat, soya, maize, potatoes, barley flour and honey powder, as well as milk powder. At Havero's Provedon facility in Dongen, the blending equipment is put to good use by being allocated to toll production of cocoa preparations for export to S. Korea.



**The fortified city of Gorinchem in the province of South Holland lies in between Rotterdam and Arnhem and was diplomatically chosen as the location for the headquarters of Havero Hoogwegt in 1992. This was because Havero was based in Rotterdam, and Hoogwegt in Arnhem.**

In the late 1980s, Havero Products hits harder times. Trade in milk powder is making heavy losses. Also, Havero builds a factory in Denmark but is forced to close it due to high import taxes. These ventures weaken the company's financial position.

By now, Koos Rotmans is over 60 and in October 1991 he sells his company to Hoogwegt Group. This Arnhem-based company was set up by Rotterdammer Henk Hoogwegt in 1965. Hoogwegt and Havero have been doing business together for several years, through Hoogwegt subsidiary Hoogwegt Food Ingredients. Rotmans sees the financially strong Hoogwegt as a worthy parent company which can guarantee Havero Products a resilient future.



**The huge fire which on 3 August 1995 all but destroyed the Provedon facility in Dongen was caused by a fire at the neighbours: a wooden pallet factory. This pallet factory was brand new. This was because, strangely, the factory had already been destroyed by fire a year earlier on 13 August 1994.**

In the 1980s, Hoogwegt Food Ingredients was set up to pivot from animal feed to food ingredients, including caseins and caseinates: this was the major overlap with the larger Havero Products. The toll processed preparations at the Provedon facility in Dongen incorporated large amounts of milk powder. This was particularly interesting for Hoogwegt as it traded milk powder on a very large scale and the preparations were a new outlet with milk powder being the main component. The two companies merge into Havero Hoogwegt.



**The dairy cooperative's name "De Goede Verwachting" literally translated into English as "The Good Expectation". It is also a popular name for windmills and sailing boats in the Netherlands.**

Havero Hoogwegt is the first global company to start a new range of white preparations for South Korea. It begins production at Provedon in 1993. Sadly, the facility is destroyed in a fire in the summer of 1995 and later rebuilt as a simple casein processing unit. The production of dairy preparations is transferred to another location. Also, in the early 1990s Hoogwegt, starts a joint venture with dairy cooperative "De Goede Verwachting". It becomes one of the first companies to start production of WPC 35 – 80 and whey permeate, and sales are managed by Havero Hoogwegt. With those two new activities, combined with the milk proteins that were already being traded, the shape of Havero Hoogwegt's future takes a new turn: from exclusively trade to a company increasingly involved with production.



## Partner snapshot



**"All producers need effective partners with intrinsic knowledge of markets and products. Havero has a long established reputation and respect developed at both sides of the business deal. Understanding the requirements of the producers and a needs of the customer has made Havero a significant partner in identifying and executing routes to market in a cost effective and efficient way from a producers point of view. We wish Havero well on their 100 year anniversary and look forward to where the next 100 years will bring us."**

*Dan McMahon, Commercial Manager at Arrabawn*



**Watch out for edition #4/4 of this newsletter next month, when we will look at Havero Hoogwegt's history from 1998 - 2022!**

