

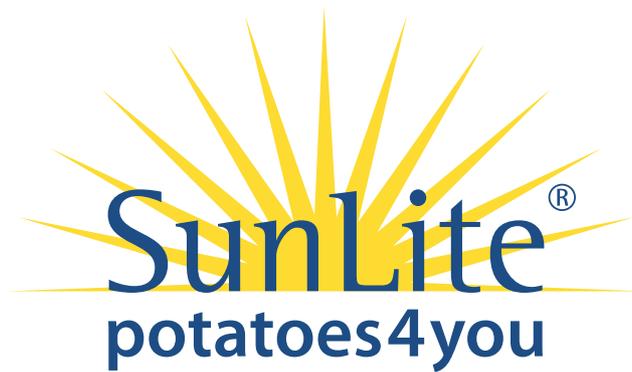


# SunLite<sup>®</sup> potatoes4you



Potatoes form an essential part of our diet!

Per 100 grams	
	< 60 kcal
Potatoes	78 kcal
Peas	81 kcal
Macaroni/pasta	94 kcal
White rice	147 kcal
Bread (average)	240 kcal



## 1 STATUS OF CURRENT LEGISLATION IN EUROPE

*Reliably lower in calories*

### European Union regulation 1924/2006

This regulation applies to all nutritional and health claims made in commercial statements.

What a foodstuff contains	What a foodstuff does				
<p><b>Nutritional claims:</b></p> <ul style="list-style-type: none"> <li>- Content claims</li> <li>- Comparative claims</li> </ul>	<p><b>Health claims</b></p> <table border="1"> <tr> <td data-bbox="491 1010 916 1272"> <p><b>Functional claims</b></p> <table border="1"> <tr> <td data-bbox="507 1070 695 1256">Based on generally accepted scientific evidence</td> <td data-bbox="708 1070 900 1256">Based on new scientific evidence</td> </tr> </table> </td> <td data-bbox="932 1010 1126 1272">Claims stating a reduction of disease risk &amp; claims regarding children's development and health</td> </tr> </table>	<p><b>Functional claims</b></p> <table border="1"> <tr> <td data-bbox="507 1070 695 1256">Based on generally accepted scientific evidence</td> <td data-bbox="708 1070 900 1256">Based on new scientific evidence</td> </tr> </table>	Based on generally accepted scientific evidence	Based on new scientific evidence	Claims stating a reduction of disease risk & claims regarding children's development and health
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Based on generally accepted scientific evidence	Based on new scientific evidence				

SunLite® is a content claim, which is part of nutritional claims. To fall within a content claim, the product must comply with a food profile whose criteria have been developed and harmonised at a European level. These profiles are based on generally accepted scientific evidence regarding the relationship between nutrition and health.

The fundamental points for content claims are:

- the content claim must not be misleading
- the content claim must not conflict with generally accepted nutrition and health principles
- the products have to contribute to people's healthy nutrition in general
- the products have to display a complete nutritional value label

SunLite® potatoes meet the criteria of both the food profile and the fundamental points for a content claim. Sunlite is therefore offered to consumers on the basis of a content claim with **a lower caloric value compared with the nationally value used in nutritional value tables.**



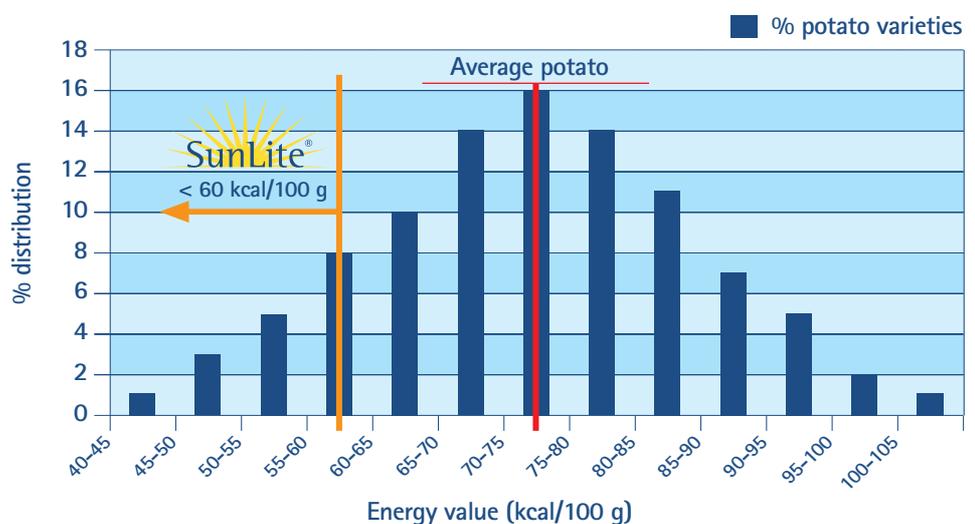


## 2 CLAIM

Potato varieties have a varying energy value depending on the variety and manner of preparation. A content claim for reduced calories only makes sense when the caloric value is significantly lower than the perceived average for potatoes. For the SunLite® concept, the standard caloric value is set at 60 kcal/100 g or less.

The attached image shows that this standard is selected such that less than 15% of all varieties meet this value.

### Distribution of energy value in potatoes



## 3 SCIENTIFIC FOUNDATION

The nutritional value of lot samples which fit with the SunLite® concept was measured in a certified laboratory using 6 official protocols (see table). The nutritional characteristics of the samples which contribute to caloric value are protein content, (available) carbohydrate content and fat content. The protein content of varieties is around 2 to 3 grams/100 g, fat content is very low, and often less than 0.2 g/100 g. The potato contains a high level of available carbohydrates, mainly starch-based (up to 90%, in the range of 8 to about 20 g/100 g) and sugars (up to about 10%, in the range of 0.25 to 1.25g/100 g).

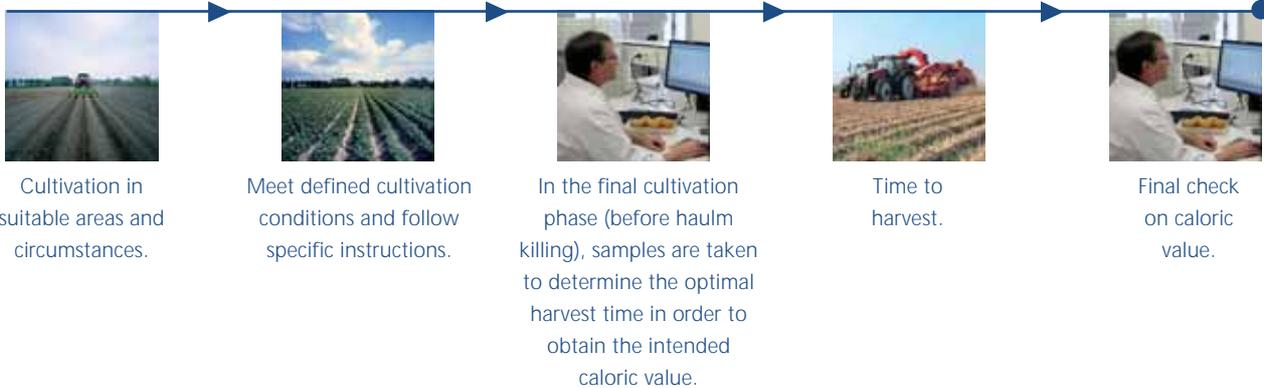
Kcal (per 100 g) = (4 x protein) + (4 x available carbohydrates) + (9 x fat) (in which content is expressed as gram per 100 gram of product).

<b>CCFRA Code:</b> IS/99609/00014	<b>Date of Receipt:</b> 12/02/07
<b>Description:</b> Adora	<b>Condition on Receipt:</b> Satisfactory for Analysis
<b>Client Code</b> lot Code: 534, Lot: 13, Size Class: 40-50	<b>Testing Performed:</b> 15/02/07 - 28/03/07
<b>Comments:</b>	<b>Display Until:</b>
	<b>Use by/BB:</b>

Test	CCFRA Test	Reference	Result
Energy (k joules)	TES-AC-335	UKAS	219 kJ/100 g
Energy (k calories)	TES-AC-335	UKAS	52 kcal/100 g
Protein (Kjeldahl)	TES-AC-087	UKAS	2.07 g/100 g
Total Carbohydrate (by difference)	TES-AC-335	UKAS	13.2 g/100 g
Carbohydrate (avail)	TES-AC-335	UKAS	10.6 g/100 g
Fat (Weibull-Stoldt)	TES-AC-536	UKAS	0.09 g/100 g
Moisture (Vac 70°C)	TES-AC-097	UKAS	83.6 g/100 g
Ash (@ 525°C)	TES-AC-086	UKAS	1.06 g/100 g
Fibre (AOAC) Total	TES-AC-203	UKAS	2.6 g/100 g
Protein N Factor	Protein N Factor		6.25

## 4 HZPC QUALITY MEASUREMENT AND GUARANTEE

The SunLite® concept is based on the production and sale of potatoes with a reliably lower caloric value for the ultimate consumer. Quality control and quality guarantee are therefore very important and form the firm foundation of this concept.



## 5 VARIETY SELECTION IS ESSENTIAL

We currently have three varieties in the HZPC range which are ideally suited for the SunLite® concept. These varieties ensure year round supply. Important elements to select cultivation areas are the required soil types and the availability of irrigation. Cultivation should also be supported by the right fertilisation advice in order to obtain the required SunLite® potato.

### Carrera

- Early
- Most consistent in all different areas
- Unique uniform shape with bright skin
- An early high net yield in the desired sizes

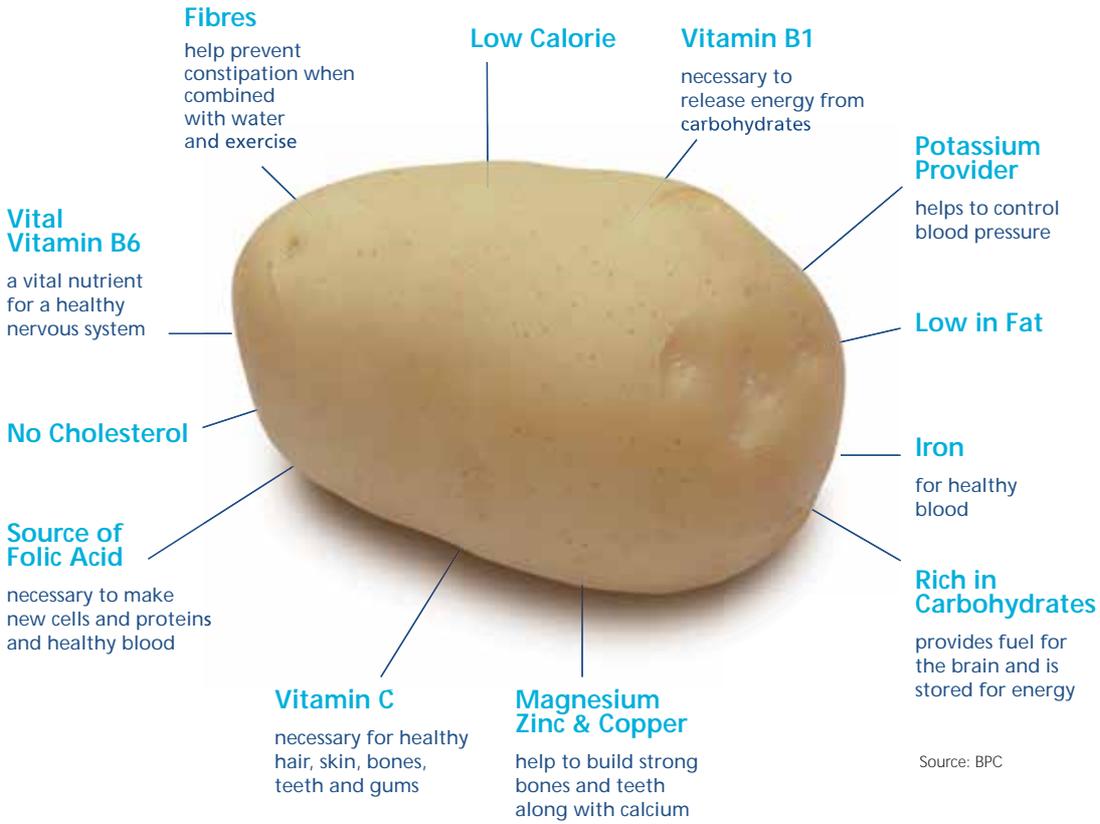
### Adora

- Early
- Strong performance under difficult circumstances
- Relatively high yield
- Strong resistance to mechanical damage

### Vivaldi

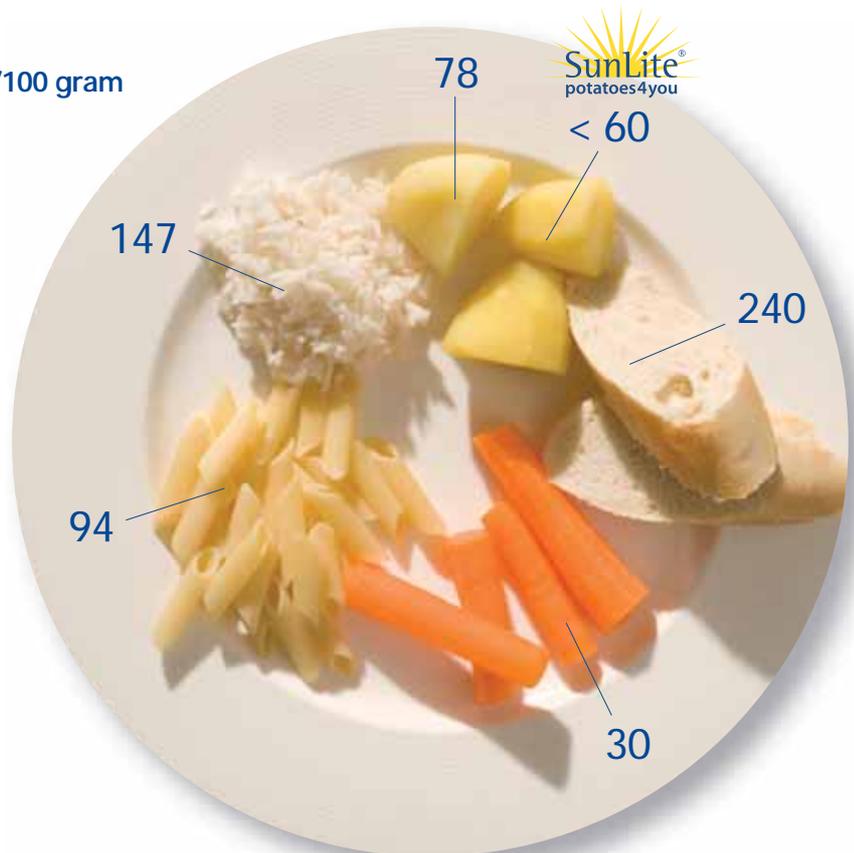
- Second most early
- Wide geographic adaptation
- Highly uniform tuber number
- Excellent appearance and presentation

## Nutritional facts for potatoes



Many diets successfully include potatoes!

kcal/100 gram





The potato is the basis of many consumers' daily food. Its various methods of preparation - boiled or baked, fried or roasted, make the potato a vital part of a delicious meal.

HZPC is continuously working on the development of new potato varieties with specific characteristics for various applications. As such, HZPC is an interesting partner for many different businesses throughout the entire potato chain.

HZPC is recognised as a world leader in the marketing of potato varieties. HZPC's seed potatoes are exported to more than 70 countries. As a seed potato breeder and supplier, HZPC is positioned at the start of the potato chain. The employees of HZPC therefore attach great value to understanding the specific needs of the different players throughout the entire chain.



Head office in Joure/The Netherlands



Research development in Metslawier/The Netherlands

HZPC Holland B.V.  
T +31 (0)513 48 98 88  
F +31 (0)513 48 98 44  
E [info@hzpc.nl](mailto:info@hzpc.nl)  
[www.hzpc.com](http://www.hzpc.com)