



MINISTRY OF FOREIGN AFFAIRS
OF DENMARK
The Trade Council

JEROS: THREE DECADES OF ELEVATING HYGIENE STANDARDS IN THE FOOD INDUSTRY

DANISH INDUSTRY PIONEER JEROS AIMS TO EXPAND ITS GLOBAL FOOTPRINT, STRIVING TO SET NEW STANDARDS IN FOOD SAFETY AND SUSTAINABLE PRACTICES IN THE BRAZILIAN MARKET.

Since its foundation in 1963, JEROS, a Danish family-owned enterprise, has carved out a significant niche in the realm of hygiene solutions. Beginning with the manufacture of plate cleaners for small Danish bakeries, JEROS has expanded its operations on a global scale, now offering an extensive range of hygiene products including plate washers, crate washers, barrel washers, and industrial dishwashers.

Under Evita Rosdahl's stewardship, succeeding her father Knud Rosdahl, JEROS has not only maintained its longstanding heritage but has also enriched it further. Presently, the company, headquartered in Odense, exports approximately 85% of its sales internationally,

boasting a client roster that features major global entities such as McDonald's, Pepsi, and Nestlé.

Recently, JEROS, based in Odense, has turned its attention towards South American continent, focusing particularly on entering the Brazilian market. Evita Rosdahl expresses enthusiasm about the new market opportunities: "Brazil, as a major food supplier, stands out for its professionalism, crucial in our market strategy. This leadership role makes Brazil a strategic entry point into Latin America, offering expansive opportunities in countries like Argentina and Chile."

In Brazil, the societal issue of creating safe food takes on a critical importance due to the country's status as a major global food supplier. Ensuring the safety of food is not just a national concern but a global imperative, given Brazil's extensive export of agricultural products. The emphasis on food safety in Brazil is not only vital for protecting public health but also for upholding the country's reputation as a reliable and quality food producer on the international stage.

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Evita Rosdahl,
CEO of JEROS



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TIPS TO ENHANCE YOUR SUSTAINABLE EXPORT STRATEGY IN BRAZIL

Focus on Food Safety: Companies should prioritize the development and showcasing of solutions that enhance food safety, as this is a key market opener for Brazilian exports.

Implement Automation Technologies: Implementing automation technologies can be a strategic move in Brazil, where labor is becoming more expensive and less available.

Adopt Resource-Efficient Technologies: Emphasizing resource-efficient technologies is crucial, especially as this approach meets the growing production demands in Brazil, making it a highly attractive proposition for the market.



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Elevating Hygiene Standards in Brazil

"JEROS' dedication to enhancing food safety is a direct reflection of our alignment with the Sustainable Development Goals, particularly SDG 3 which centers on health and well-being," says Evita Rosdahl, CEO of JEROS. "Our focus on increasing food safety is not only relevant but essential in the Brazilian market. This commitment underlines our approach to not only addressing but also significantly contributing to this crucial global goal."

This emphasis on food safety by JEROS is particularly impactful in Brazil's expansive food industry, where maintaining high standards of hygiene is critical for both local consumption and global exports. By providing advanced hygiene solutions, JEROS ensures that food safety standards are met, thereby protecting public health, and supporting sustainable food systems worldwide.

A New Era for Sustainability in the Food Sector

Alexandre Hornemann from the Trade Council in Brazil, with his expertise in the food production industry, has been assisting JEROS with navigating the Brazilian market.

In his discussion about Brazil's role in relation to the SDGs and its market dynamics, Alexandre Hornemann highlights the country's prominence in the global food industry. "As a significant food producer and a leader in food production, Brazil represents a key market for technologies aligned with the SDGs. The importance of Brazil in the global food sector is substantial, despite the geographic distance from the European Union," he notes.

Despite Alexandre's extensive knowledge of Brazil's food sector, Alexandre was taken aback by the heightened emphasis on sustainability, particularly regarding water conservation, a key benefit of JEROS' products. Alexandre expresses his surprise, stating, "The focus on water saving in Brazil was unexpected. Initially, we assumed that, due to Brazil's ample water resources, this wouldn't be a major issue. Yet, we found the commitment to water conservation more significant than anticipated." This statement underscores the evolving sustainability priorities in the food sector, even in resource-rich areas.

Evita Rosdahl acknowledges the strong focus on SDGs in the Brazilian market: "Our experience in Brazil has shown that the market is not only mature but also actively seeks to engage with SDG-centric initiatives. There's a notable commitment to and focus on sustainability within the industry."

This advancement in the Brazilian market marks a significant shift, empowering companies like JEROS to seamlessly incorporate SDGs into their business strategies. It paves the way for solutions that are not just commercially feasible but also contribute to a sustainable future.

JEROS is therefore optimistic about its future role in the Brazilian market. Evita adds, "Our recent visit made it evident that there is a demand. We're confident that once we finalize the necessary approvals, which should happen shortly, we will successfully install our first machine with a local producer in Brazil."

Participated in the SDG
Business Accelerator, 2022.
An initiative driven by the
Trade Council with focus on
sustainability and export.



**SDG BUSINESS
ACCELERATOR**

JERO'S CONTRIBUTION TO THE SUSTAINABLE DEVELOPMENT GOALS

3 GOOD HEALTH AND WELL-BEING



Good Health and Well-being

JEROS enhances food safety standards through its advanced hygiene solutions, directly contributing to better health and well-being by ensuring the safety and quality of food products.

6 CLEAN WATER AND SANITATION



Clean Water and Sanitation

By developing technologies that optimize water usage, JEROS plays a crucial role in water conservation, supporting sustainable water management in both urban and rural communities.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Responsible Consumption and Production

JEROS' commitment to reducing chemical usage in their cleaning processes exemplifies responsible production practices, aligning with sustainable consumption and production patterns.