# **COMPANY PROFILE**



# COMPANY OVERVIEW

### **COMPANY NAME:**

CV. HORTINDO AGROKENCANA FARM

### **OFFICE / FACTORY:**

Dsn. Krajan 2 RT 04 RW 01, Desa Tutur Kec. Tutur, Kab. Pasuruan 67165 East Java - Indonesia

### **ESTABLISHED:**

March 1st, 2002 (Legally)

### **SCOPE of ACTIVITIES:**

Frozen Food and Snack

### **PRODUCTION RANGE:**

- Frozen Food : Sweet Potato, Vegetables, Cassava,
   & Fruits.
- Pie
- Snack

### **PRODUCTION CAPACITY:**

6 x 40 feet (22 mt) containers/month

### **EXPORT TO:**

Japan, South Korea, United Kingdom, Netherland, and USA

# COMPANY HISTORY





CV. Hortindo Agrokencana Farm was established in 1997. It began in floriculture business with the cultivation of cut flowers, especially cut chrysanthemum flowers.



In 1998, development was focused on the horticulture field. We encouraged export supply of Japanese eggplant as raw materials for food companies, targeting Japanese market.





In 2000, plantation of vegetables, including sweet potatoes, was initiated.



In 2001, various Japanese crops, namely wasabi, shishito, zucchini, horenzo, spinach, white radish, daikon, etc., were cultivated and sold to supermarkets.





In 2002 Japanese buyers visited our farm land and advised us to build a sweet poatatoprocessing plant.



At the end of 2003, we began to build a sweet potato plant in Tutur Village, Pasuruan, East Java.



In February 2005, production of sweet potato product was initiated for export to Japan.Varieties include: Naruto, Ayammurasaki, Beni Azuma, Kokei. First export to Japan was shipped in April 2005.



In 2008, our product development led us to expand our export scope to South Korea. By now, besides Japan and South Korea, our products have also reached United Kingdom, Netherland and USA.



In 2016, we initiated cassava production for export 2020 to the UK.



at the 2020, we started producing papaya and breadfruit. Papaya products are produced starting in 3 june for export to the Netherlands in 20 June.



# VISION

To become a world-class and globally competitive agroindustrial company, Into a company in the field of agroindustrial global competitiveness, empowered with the best quality & service. Become a world class company empowered with the best quality and service.

# MISION

- Become a company with the best performance in the field of agribusiness that is managed professionally
- Delivering healthy food around the world
- Have a positive impact on employees, the environment, and the country

# We hold 5 corporate values that we always try to implement such as:

### Sense Of Belonging

A sense of belonging is a view and attitude were aware that the company not only belong to the stockholders, but also belonging to employees of CV. Hortindo Agrokencana Farm, thus arising the attitude to maintain and preserve the company's assets.

# 5 CORPORATE VALUES

#### Cooperation

Cooperation that is an attitude in the interact or relate to effective social between individuals, between individuals with working group on CV. Hortindo Agrokencana Farm which together carry out activities to realize the objectives of the company

### Intergrity

A consistent, whole, and commited team work, in word and in deed, based on certain values and ethnic

### Intellectua

Intellectual property is the desire of every employee of CV. Hortindo Agrokencana Farm into a human are always hungry for knowledge that are beneficial to himself and CV Hortindo Agrokencana Farm.

#### INNOVATIVE

is the attitude to always put forward ideas, methodology, or creating something new and original that aims to provide added value for the company.

### Quality Management Certification Affiliated

## Association



The Halal certificate is a document which guarantees that a product or service aimed at Muslim population meets the requirement of Islamic law.



FSSC 22000 is a food safety management system that can provide a trusted brand assurance to the consumer good industry. This certification has been approved by the Global Food Safety Initiative (GFSI) as the standard that applies globally.



**HACCP (Hazard Analysis and Critical** Control Points) is a quality assurance system that is based on the awareness that hazards can arise at various points or stages of production but can be controlled.



FDA (Food and Drug Administration) is a regulatory agency for the registration of foods and drugs located in the US, which regulates the processing and organization of foods and consumer goods. Every country that will export to the United States, must have this permit













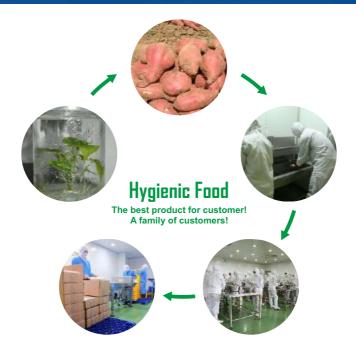
### CV. HORTINDO AGROKENCANA FARM











We are a food processing company. We are manufacturing foods for international and local markets. To reach global health standard, we set our priority to produce hygienic food. We have been certified HALAL, HACCP, FSSC 22000 and also US FDA Registered. We have been exporting frozen fruits, frozen vegetables and snacks to Japan, South Korea, United Kingdom, the Netherlands, and USA. We have been exporting Frozen fruits, Frozen vegetables and snacks.



## **OFFICE / FACTORY:**

Dsn.Krajan 2 RT 04 Rw 01, Desa Tutur, Kec.tutur, Kab. Pasuruan 67165 East Java - Indonesia

Phone : (0343) 499 476

E-mail : hortindo\_doc@yahoo.com

Mobile Phone: 0878 2999 9900

Website : www.hagkenfarm.com Instagram : hagkenfarm\_indonesia

Facebook : hagkenfarm YouTube : Hagken Tv