



International

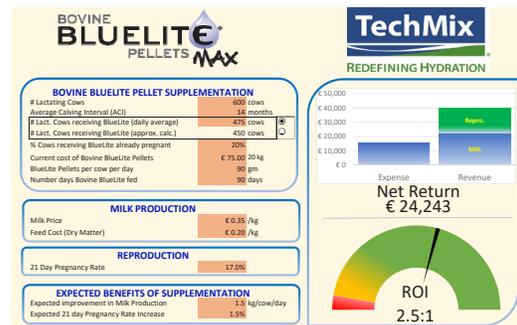
May 2019 Newsletter

Be Prepared for Heat Stress Keeping your cows cool from the inside out

Summer last year was one of the hottest and driest that we have encountered in quite some time. Not only did we see challenges in feed quality and availability, heat stress was severe for dairy farms that observed decreases in milk production of up to 40%, not to mention the dramatic decrease in reproductive efficiency.

Another summer is on its way; are you ready for the next heat stress season? To help you support your customers, TechMix has updated our heat stress product portfolio by adding BlueLite® Powder in 1 kg bags, new packaging for Bovine BlueLite Pellets MAX and the addition of BlueLite BoviCool Premix. In addition, we also created a Heat Stress Calculator to give insight into the financial return you might expect by using Bovine BlueLite during the heat stress season. This calculator can help facilitate the selling process by demonstrating a positive ROI when Bovine BlueLite is supplemented during the hot season. We were pleased with the success of BlueLite last year, and with the product changes and updates we expect even larger demand. Together, we can help farmers better manage during those tough hot summer days.

In May of this year, TechMix coordinated meetings with several of our distributors in Europe. Dr. Zach Janssen, US Bovine Technical Service Veterinarian, and Dr. Rodrigo Garcia, International Bovine Technical Service Veterinarian, were the keynote speakers. Distributors participating included MTS (Czech Republic), Fuite (Netherlands), Vidzemes Veterinarais serviss (Latvia), Genimpeksas (Lithuania) and Holstein Genetika (Hungary). Their focus was on heat stress, how to prepare for it and potential solutions to address it. We always welcome these events and look forward to working with you in the future to plan additional ones.



We hope that you have observed over the past year that TechMix is investing in multiple media channels to support the products that you provide to your customers, including Bovine BlueLite and heat stress solutions. Originally, we invested in advertisements in Holstein International, both electronic and in their magazine. A current US marketing campaign, "Oh Oh Oocyte", is focusing on reproduction challenges associated with heat stress. Recently, we introduced this same information in an eNewsletter via Dairy Global and we experienced a very good response to it. Dairy Global is published by Proagrica which also publishes Poultry World, Pig Progress, All About Feed and Future Farming. Through the magazine, website and newsletter, we are able to reach out to more than 100,000 farmers, globally.





International

Exhibiting TechMix in your Markets



TechMix is excited to see and hear about the exhibitions our distributors attend and exhibit at. We continue to receive great photos and feedback from the exhibitions our distributors participated in. We think you do an excellent job in creating great booths where many of our products are displayed. We at TechMix feel proud of the efforts you make, and would like to offer marketing support to all of our distributors for creating banners, brochures and assistance regarding the layout of a booth. Please continue to send photos and any other feedback you have from exhibitions you participate in.

Tips & tricks:

- An exhibition is not just promoting products; it's about creating an experience. Customers want to feel, touch and smell the product – having the products on display is important to create the experience and generate curiosity.
- Exhibitions are a great opportunity to meet many current and potential customers in a relatively short period of time. Use social media and any other communication opportunity you have to let your customers know you're participating in an exhibition. Doing so will increase awareness of the event, of your participation and improve customer relationships.
- Utilize exhibitions as a way to show off your brand. It is important to have consistency during these events (i.e. brand colors, furnishings, etc.). The more exhibitions you attend and display your brand, the more customers and other exhibitors will start looking to see you there.
- Generate excitement at the exhibitions you attend. Whether that is through a new product launch, new trial information, or a giveaway of sorts it entices attendees to visit your booth space.



Influence of Social Media

It is hardly more than 10 years since smartphones became available and started to be used - today the world can't turn without them, with the majority of people using them daily. Social media continues to gain momentum in our day-to-day lives and those of our customers. Virtually everybody has access to it: the farmer just before lunch, the veterinarian checking out an article - shared by a colleague or even your own posting a picture of your best cow! In the past, a significant budget was needed to post an article in a magazine. Today it's almost free to publish online, changing strategies to reach more people. "Every Company is a Media Company" means a company has the ability and responsibility of publishing their story to reach out to more and more people – use it when you can! And remember, TechMix is here to help you with strategies and ideas.

TECHMIX CONNECT



USA farmers from Minnesota and Wisconsin travelled to Hungary to give seminars about "Dairy farming beyond BST" and "Robotics". These seminars were very successful and we'd like to thank Holstein Genetika for the organization of this event.



Antoni Ferro met with Meerkats in Kuwait and offered our technical and marketing support.



Gebrs. Fuite and Gerrit Kerssies from the Netherlands participated in dairy farm tours with Laurens Van Gilse in the USA.



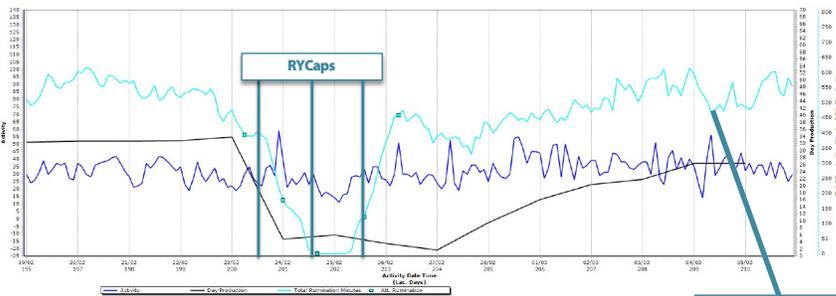
Antoni Ferro appreciated his time in Latvia with Egils.



International

UK Dairy Observation of Rumen Yeast Caps

In the past year, NWF Agriculture joined the TechMix family to distribute our products in the UK. Recently, NWF Agriculture, monitored the results when Rumen Yeast Caps (RYCaps, TriStart) were used on a British farm using Lely robotics. One example is shown on the graph below. Rumen Activity (cyan colored line) and Daily Production (black line) drop significantly on 23/2, which was highly likely due to a displaced abomasum in its early stage. The farmer was able to address the issue by administering one Rumen Yeast Caps for three consecutive days. Just before administering the 3rd capsule, the cow's rumination activity increased sharply. Normal rumination time is considered to be 450-500 minutes per day. As shown, on 26/2, three days after its 1st capsule, rumination activity reached 450 minutes per day. Early detection of a decrease in rumination activity allowed supplementation with Rumen Yeast Caps to recover normal feed intake and proper rumen function, which likely saved the cow from costly surgery, decreased lifetime productivity or even death.



Working together



Vicenç from IndTech joined Antoni for a trip to Guatemala for technical support. Afterwards they travelled to Atlanta to join the TechMix US team at the IPPE exhibition.



Sjors Zuurhout graduated in March and obtained his BSc of Dairy Science. He recently started a Strategic Agrimarketing course and will continue to pursue his studies in marketing, to assist our distributors more effectively and efficiently.

2019 International Distributors Conference



This year's annual meeting will be held in Vienna, Austria – the city of the Renaissance, where the old Baroque architecture, operas and classic arts clash with modern culture. The meeting will be held on Thursday October the 17th until Saturday, October 19th. Like last year, the three-day meeting will include a welcome reception, guest speakers, a group dinner, a city tour. We would like to take this opportunity for you to check your agenda and put these dates on your calendar. You can expect to receive your official invitation in the near future. Please contact Tami Fasching with any questions: TamiFasching@TechMixGlobal.com or via WhatsApp at +1 320 583-8706

TECHMIX CONNECT

Tom Caron; Operations Manager (TM USA):

We are happy to welcome Tom to our QA/QC department. Tom will be overseeing the production of products made in Stewart, Minnesota.



Ryan Proffitt; Bovine Sales Account Manager (TM USA):

We are excited to announce the addition of Ryan to our sales team. Ryan is currently managing the eastern region and has a background of working in the industry. We are excited to have him on our team!



Sonia Casadas; Logistic & Regulatory Assistant (TM Europe):

We are pleased to announce the addition of Sonia to our international team. Sonia will be assisting with regulatory and logistics for our international business.



Nicole Lindaman; Inside Sales Specialist (TM USA):

We are happy to announce the addition of Nicole to our team. Nicole will be helping with sales and other special projects.



Interested in submitting information or photos for the next newsletter? Please contact Sjors Zuurhout.

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