



International

December 2019 Newsletter

TechMix Distributor Conference Vienna

TechMix was pleased to host the 9th annual International Distributor Conference in Vienna, Austria on October the 17th – 19th. About 60 people from across the world, of whom several are new distributors, came across the world to this annual event. Despite having low temperatures, we had the pleasure to enjoy some nice fall-time days in Vienna.

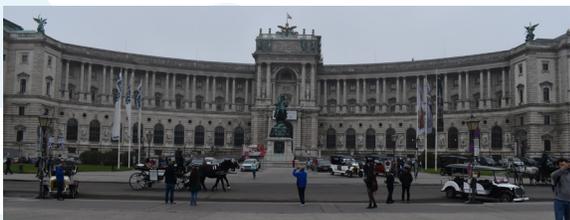


A variety of subjects were presented by our speakers. Presentations were aligned around Stress in Cattle Production, Challenges and Opportunities of Raising Calves and Social Media, Marketing and Webshops. In addition, we had a discussion on Swine Product Updates and TechMix Quality Review.

TechMix announced two new products; Rumen Yeast Caps Jr., a rumen stimulant for calves and Mo'Milk®, a natural laxative for sows and gilts at farrowing time. Both products will be available soon.

On the 2nd day, we had the opportunity to enjoy the classic atmosphere of Vienna by sightseeing and a visit of the Spanish Riding School. It was a great way of getting to know Vienna's culture including seeing some of the renaissance style architecture.

A special thanks for everyone participating in our International Conference, we hope you all enjoyed it and we hope to see you again at our future conference.





International

TechMix Winter Exhibiting

TechMix continues to promote our global presence as well as maintain close connections with our partners and distributors. In January TechMix is participating in two exhibitions.

The Leipzig Veterinary Conference will be held in Leipzig, Germany, January 16-18. The exhibition is primarily focused on the veterinarian business in Germany and is the largest veterinary conference in Europe. TechMix is sponsoring an afternoon session on Treatment of Cattle Diseases and in addition, we have arranged to have Dr. Lance Baumgard, Iowa State University, to be one of the presenters during this discussion. His presentation is titled, "Occurrence and consequences of gut barrier dysfunction in dairy cows". If you plan to attend this event, please visit us at our booth in Halle 2, E12. Dr. Baumgard's presentation will be at 15:30-15:55 on Saturday, January 18, in Saal Dresden in Halle 2.



The *International Poultry and Processing Expo* (IPPE) is the world's largest poultry, meat and feed event of its kind, being held in Georgia, USA, January 28th-30th. In 2019, more than 8,000 visitors came from over 131 countries. As a global producer of high-quality feed products, TechMix is well presented at this exhibition. If you happen to be at the IPPE, please stop by the TechMix booth, A459 in Hall A.



Baby Pig Restart® APF

Specially designed as a starter for young piglets, Baby Pig Restart® has been one of TechMix's very successful swine products. Until now, the Baby Pig Restart contained animal proteins. With the Animal Protein Free (APF) version of Baby Pig Restart, ingredients such as animal plasma and whey powder have been replaced by non-animal proteins derived from natural occurring sources. Replacing animal proteins with non-animal proteins ensures biosecurity and also makes the product comply better with tough feed processing standards internationally. Even though a slightly different composition, trials with Baby Pig Restart APF showed the same results as the non-APF version of Baby Pig Restart ensuring the same performance, but now Animal Protein Free.



Rodrigo and Laurens visited NLPPharma – Discussion of the products with the sales team. NLPPharma is a wholesaler in The Netherlands which which distributes to the veterinarian channel exclusively.

NWF at the UK Dairy Day - David Muysson, Rodrigo Garcia and Sjors Zuurhout went to Telford, UK to visit the UK Dairy Day, where TechMix was well presented by NWF. Besides promoting at NWF's booth, Adam Clay (Head of Technical at NWF) gave a presentation on dairy transition.



TECHMIX CONNECT

Josh Newman; Bovine Sales Account Manager (TM USA): We are excited to announce the addition of Josh to our sales team. Josh is currently managing the north eastern region and has a background of working in the industry. We are excited to have him on our team!



Lianne van den Brink; Intern (TM Europe): Lianne is a 4th year student of Veterinarian Medicine at the University of Utrecht in The Netherlands. Her focus lies within the dairy industry where she likes to work and do research with dairy cows. We're pleased to have her on our team!



ZBH Agriservice Route Truck Sticker - Oswald Zantboer from ZBH Agriservice in The Netherlands has purchased a new route truck. To increase product recognition and exposure, we've designed a sticker to promote Fresh Cow YMCP.



Antoni Ferro gave a presentation in Lithuania – TechMix collaborated with Genimpeksas by organizing this meeting to discuss the TechMix range of products with a group of farmers.

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

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