



International

December 2020 Newsletter

YMCP Vitall® Experiences

With the addition of YMCP Vitall® to the TechMix range of products, both farmers and distributors are able to provide a better solution for fresh cow needs. Thanks to the strong support from our distributors we have had a successful introduction of YMCP Vitall and look forward to continuing to grow our sales in 2021.

YMCP Vitall has given our distributors the opportunity to bring a wider range of products to their clients. Boluses are often the fresh cow treatment of choice. For example, in the Netherlands, ZBH Agriservice previously sold a wide range of fresh cow boluses directly to farmers. Now, instead of selling 4 to 5 different boluses, he sells YMCP Vitall and has virtually eliminated the others.



Cathal Phelan from Galmoy, CO Kilkenny, Ireland

“Peak milk yield has improved, the cows are cycling after 2 to 3 weeks which is incredible. We compared them to the cows that got a calcium-only bolus, and there is no comparison.”
- Cathal Phelan

“I explain the product, and they are convinced”, Oswald Zantboer says. Besides YMCP Vitall offering solutions to the distributor, it certainly helps farmers doing their routine farm management as well; Roberto from NSG in Italy explained that he sees the results immediately; the cows starting to drink very well and almost all metabolic problems disappear. “Farmers are reordering, so it must be successful”, he said. We have heard of instances where farmers change up their fresh cow protocol, such at the Anderstrup Dairy in Denmark, where they will provide every 2nd calf cow and greater, the recommended 1st and 2nd dose of YMCP Vitall.

It gives us great pleasure to hear everyone’s experiences and insights. Going into 2021, we will continue the trajectory we have and keep on building to improve the YMCP Vitall brand.





International

COVID-19 Distributor Experiences

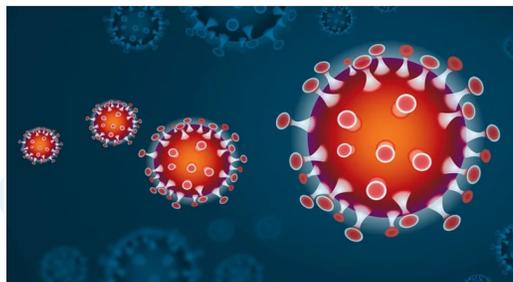
2020 has been a year like no other. With the Covid-19 pandemic causing much sorrow across the world, families have been affected and countries doing what they can to fight the virus. The pandemic also affected global dairy markets, as the demand of dairy foods declined. On average, EU countries have only seen a limited decline in average milk prices, due to the European Commission providing financial support for storage costs for milk powder in response to the Covid-19 crisis. Unlike in the EU, US milk prices have strongly fluctuated in much of 2020; hitting record low prices in May but noted a strong increase in months following. As the 2nd Covid-19 wave is spreading across the world, restaurants, universities, and food services may need to close down again – causing uncertainties in the dairy market, once more.



Covid-19 and the measures we have implemented have caused all of us to find alternative ways to maintain business relationships, serve existing customers and develop new ones. Tais from Genetica21 in Portugal said: "Keeping good relationships with clients is most important: first - ask their permission to come to the farm; second - wear a mask during

the entire visit and always keeping a safe distance." We have all become accustomed to working in this new way. Many other distributors have increased their marketing efforts, such as NWF Agriculture based out of the United Kingdom: "To ensure we still get our message out, we have increased the frequency that we send out bulletins and technical updates via post, e-mail and social media, which again seems to be well received," said Adam Clay, Head of Technical. Holstein Genetika from Hungary are wearing GoPro action cameras whenever they are on farm. The Hungarian consultants will do a barn walk and later send the video to the US nutritionists. Since travelling is virtually impossible, it is a clever way for US nutritionists to manage feed rations and cow behavior from a distance of 6,000 kilometers away.

Others are relieved by the fact that the agriculture industry is considered an essential business in many countries globally, which implies that business will continue, changed as it is. Tomas from Czech Republic mentioned: "Our overall growth pace might slow down or pause because of the second wave of Covid, but it will not decrease - people will still need our products".



With that being said, we have to keep our heads up and stay positive. We don't know when it will end or what changes our industry will eventually face, but we will all continue in our role that helps to put food on the world's table.

TECHMIX CONNECT

Improved Distribution

TechMix has introduced a new warehouse in Rotterdam, the Netherlands. With a new warehouse in the Netherlands we are able to decrease shipping time and get products to our distributors much faster.



YMCP Vitall in New Zealand

TechMix is excited to announce that YMCP Vitall has officially been registered in New Zealand and is planned to arrive at the pasture-based farms in 2021.

NSG in Italy

We are delighted to announce that NSG will be serving the Italian market with the full dairy range of products.



New distribution partner in Greece

New opportunities arose in the summer of 2020 in Greece, where our new distributor, Vitfarm, implemented BlueLite products to successfully counter the negative effects of heat stress.



International

Now introducing, Nextein APF®

TechMix continually looks to innovate and develop new products to help our customers and grow our offerings. We are excited to share that we recently launched Nextein APF®, a Nutrient Dense Liquid. Nextein APF is a hydration and nutritional supplement specifically formulated to help pigs of all ages during various stress events. TechMix was able to use our knowledge and expertise to develop a new product that is not only a Nutrient Dense Liquid but is also formulated to allow optimal osmolarity for each application.

While Nextein APF is only currently available in the USA, we are highlighting it to demonstrate TechMix's commitment to growing our product offering, developing new expertise and processes, and finding unique new methods to keep animals drinking, eating and producing.



Many of our product innovations come from ideas from our customers and distributors, and we look forward to hearing from you as we look to our next groundbreaking product. Finally, stay tuned, our International product pipeline continues to look very promising and exciting.

Social Media

Due to Covid-19 causing lockdowns and travel restrictions in many areas around the world, it's more difficult to stay in touch with customers. Fortunately, social media allows the ability to be in constant contact with existing customers and the opportunity to reach new clients. Among the different platforms, TechMix is excited to utilize Twitter to interact with our audience.

Twitter is not just a place to grow customers through word-of-mouth marketing, it is also a great place to meet customers and engage in everyday conversation. By using Twitter, we will aim to increase our exposure to dairy farmers and other potential customers by sharing content with photos, videos and graphics. Our goal is to use this platform not solely

for commercial purposes, but also to create a learning experience where farmers can learn about daily dairy management challenges.

We have found videos to be a successful way to relay our messages and we are excited to announce our new video campaign featuring Dr. Michael Reid, #DocMikeTalksCows. Throughout his video series he will be explaining common challenges in hydration, calf rearing, barn design, and more.

If you own a [Twitter](#) or [Facebook](#) account, make sure to follow us and retweet or share Michael's videos. Both YouTube and Facebook allow subtitles to be inserted into the video, which makes it perfect to customize for international use. Please contact Sjors Zuurhout at sjorszuurhout@techmixglobal.com for more information.



TECHMIX CONNECT

TechMix, Europe

We are excited that Harry Sintemaartensdijk joined the TechMix International team. Harry will provide technical support to both Dutch and Belgian dairy farmers and veterinarians.



TechMix, Europe

TechMix is increasing its presence in Ireland, United Kingdom and Latvia by hiring Dr. Michael Reid. Michael will manage current business and new business opportunities in these countries as well as leading technical support internationally for dairy animal health products.



TechMix, USA

TechMix announces the addition of Kelly Coulson as our new Swine Sales Account Manager for Minnesota, Nebraska, and Kansas in the US. Kelly adds tremendous depth to the TechMix team with over 15 years of experience in the industry.



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

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