



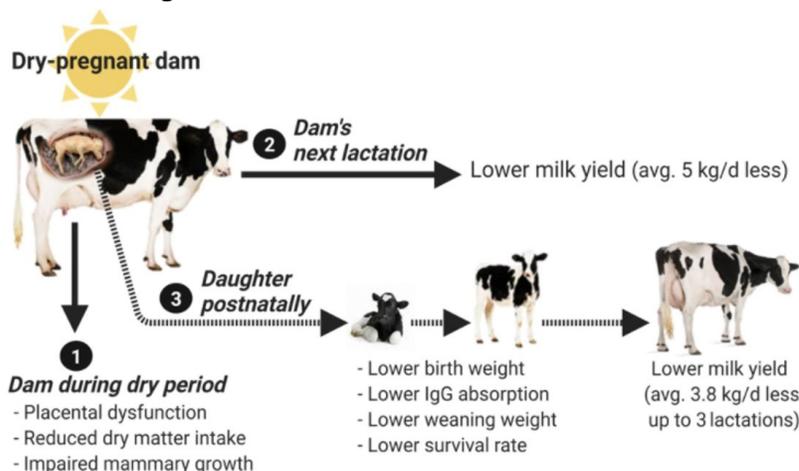
# International

May 2021 Newsletter

## Heat Stress Awareness

Science and research continue to demonstrate the impact of heat stress on dairy cows. More importantly, we continue to see and hear of farmers improving their profitability by using Bovine BlueLite® products during heat stress and other stress periods. Bovine BlueLite is part of an effective heat stress solution for dairy cows during warm summer months – not only for improving milk production but also for reproduction.

**Figure 1: Heat Stress Affects Multi-Generations**



Recently research has been published to show the impact of heat stress on the future generations of affected cows (Figure 1). Researchers from the University of Florida and California Davis demonstrated that exposure of pregnant cows to heat stress during late gestation not only impairs dam's subsequent lactation but also has carryover effects on daughters' and granddaughters' lifetime performances.

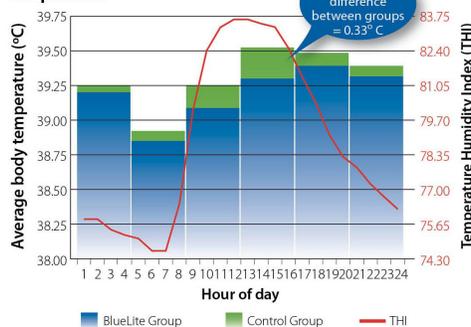
Reducing heat stress during the dry period is crucial to minimize milk loss of the dam, but also to prevent milk losses of their daughters and granddaughters. Yet, despite the growing amount of information and awareness, some farmers continue to ignore the impact of heat stress and the benefits that can be gained by using various heat stress tools, such as BlueLite. It is our role as educators and suppliers to continue to show our clients how to improve their productivity.

Research conducted in Puerto Rico, being published by American Dairy Science Association in 2021, showed a reduction in body temperature in cows fed BlueLite (Graph 1). Farm data from a Tennessee dairy showed the negative outcome on conception rate when BlueLite was not provided one year (2016) during the heat stress period (Graph 2). The Kestrel DROP units help us to precisely measure the THI that the cows are exposed to.

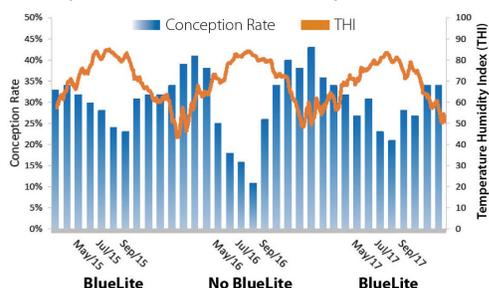
To provide your key customers with an effective tool to measure and address heat stress, TechMix will again be providing Kestrel DROPs to our distribution partners.

**Graph 1**

**Effect of Bovine BlueLite® on body temperature**



**Graph 2**  
Impact of THI & Bovine BlueLite on Conception Rates



TechMix continues to bring you the latest information on heat stress in dairy cows and how Bovine BlueLite is part of your toolbox of solutions. If you want additional information, or wish to organize online training, webinars or more, please let us know.



# International

## NutriBio is Expanding!

NutriBio, located in Cork, Ireland, has been a foundation supplier of TechMix since the start of our European business in 2011. In May 2021, NutriBio will start production in a new specialty animal nutrition manufacturing facility – also located in Ireland.



The new facility will have more automation and capacity with 4 times the current capacity with the added benefit of being GMP+ quality certified.

According to Richard Lynch, sales manager with NutriBio, “This has been a very exciting journey. It is wonderful to see the first products being produced at the NutriBio new plant are Fresh Cow YMCP® and Bovine BlueLite. We are really excited to be working with TechMix in the next phase of their expansion across existing distributors and new potential markets. We look forward to welcoming our business partners to visit our facility over the coming years and will continue to invest in the technologies required to meet our customer’s needs.”

## Q&A Partnership with Latvia

As a distributor partner of TechMix, you know that we continue to invest in business, technical and marketing support to you. We recently had an opportunity for a discussion with Anete Zalite and Egils Juitinovics of Vidzemes Veterinarais Serviss (VVS) in Latvia. This is their story.



“We came to know about TechMix at World Wide Sires (WWS) conferences where we learned many of TechMix’s distributors are also part of WWS. We heard many good things about the company, and more importantly about their products and we soon were convinced and became a distribution partner in 2017. We have a good partnership with the TechMix team, and we are grateful to be a

partner for launching hydration products to the Latvian market. Both TechMix and VVS have a similar understanding of the importance of preventing animal health challenges and the special role that hydration plays in it. Both we and our customers trust these products, because of their undeniable positive practical evidence. The support of the TechMix team is versatile and helps to build close relationships with our customers. Examples include co-organizing valuable seminars and webinars about relevant subjects, such as Leaky Gut Syndrome, calf scours and other issues in dairy, beef, pig and poultry farming. From a marketing point of view, TechMix offers a variety of promotional and educational materials such as (translated) documents, videos, exhibition items and advertisements. Our customers enjoy the TechMix branded items that are given to them. Every once in a while, Egils publishes an article into a well-known Latvian magazine and we always ask TechMix to provide a nice-looking complementary graphic, which has always added value to the overall look of the article.

We have been fortunate with the support TechMix provides and in the future, we would like to continue our partnership and keep organizing seminars and webinars. When the pandemic is in the past, we would like to reorganize farm visits and expand our animal health and nutrition business with TechMix into our neighboring country, Estonia.”

- Anete Zalite and Egils Juitinovics

## TECHMIX CONNECT



### Mo'Milk in Spain

TechMix has reformulated and improved Mo'Milk® – a complementary feed for peripartum sows and gilts to increase gut health and address constipation. Spain is well known for its large and efficient swine production. TechMix and our Spain distributor IndTech will introduce Mo'Milk in the Spanish market during the summer of 2021. Later in 2021, we will bring it to other international markets.



### YMCP Vitall success in Turkey

After a challenging period with the Turkish Lira exchange rate, Tahir and his team at Ata Fen are developing a strong market for the TechMix products. Early in 2021, Ata Fen decided to include YMCP Vitall into their animal health portfolio. The results are tremendous, and the product is proving itself to be a vital part in the daily management of the Turkish farmer.

### Continuous efforts by Buckingham

In late 2019, Rick Bergmann and his team at Buckingham joined the TechMix family of distribution partners. Located in Manitoba, Canada, Buckingham is leading the charge for TechMix swine product sales across Canada. Here is Rick (left) and his son Luke with the newly approved Swine BlueLite.





# International

## Calf Perk in Canada

In 2018 TechMix launched Calf Perk® in the US, a patent pending product to support the newborn calf with overcoming cold stress and difficult births. Calf Perk was based on 40 years of research and use in human medicine for infant support. It contains energy stimulants from naturally occurring caffeine, to provide the challenged newborn calf with a much-needed energy stimulant to get the calf on its feet, suckling, as well as increasing its body temperature and respiration rates.

In January 2021, TechMix launched Calf Perk into Canada via Kane Veterinary Supplies and has been a tremendous success so far, starting out with the beef calving season during the first quarter of 2021. Besides the amazing and proven performance of Calf Perk, there was also good success on social media, where Calf Perk became a viral topic – farmers were filming their calves being perked up with others asking where they could get the product. In addition, a Calf Perk radio campaign was launched at the same time, in northern US. Since radio does not have borders, we were able to gain exposure came in Canada as well, creating additional awareness of this critical solution.

With our proven success with Calf Perk in the United States and now Canada, we have plans to continue expansion of this highly unique product, that can make a critical difference for a very challenged calf. Please stay tuned as we look to further markets.



## Webinars

The Covid-19 pandemic has not ended yet, and that means that physical contact remains limited. So how can you still reach a large group of customers? How can you get that personal connection with farmers? One effective answer is through webinars. Webinars are an easy

and effective way to connect with your customers and ideal since there is no need to travel nor have physical contact. Since the beginning of the Covid-19 pandemic, TechMix has participated in over 50 webinars which were organized by many types of businesses – from individual veterinarian practices to large feed corporations.



We grew in our acceptance and support of this expanding form of communications and decided that it was time to host and sponsor webinars, starting in the US at DCHA with Dr. Hake and Dr. Smith, but also with Dr. Oetzell with Hoards. These webinars were focused on the US dairy farmer but was well-attended from the international market. Following up on this, we wanted to build a foundation with the Dutch veterinarian sector, and so we organized a webinar at Utrecht University about alternative treatments for calf scours, by Dr. Tommy Heffernan. Following the success of this webinar we sought out other opportunities, such as a fresh cow webinar with DLG in Germany. We helped our partners in Latvia, Lithuania, Turkey and others with their webinars.

Do you want to create more business impact with your customers by using webinars? Please contact Sjors Zuurhout via [sjorszuurhout@techmixglobal.com](mailto:sjorszuurhout@techmixglobal.com). He will provide you support on how to build a webinar and how TechMix can be a part of it.

## TECHMIX CONNECT

### TechMix, USA

We are excited that Amy Slark has joined the TechMix Bovine sales team. Amy has over 21 years of experience in the dairy industry and is based in Wisconsin.



### Immuno-Dynamics

In late 2020 TechMix acquired the Wisconsin-based company, Immuno-Dynamics. Formed in 1979 Immuno-Dynamics has been the market leader in colostrum technology for human and livestock applications. The combination of science and innovations from the new alignment is focused on keeping animals drinking, eating and producing.



### Central Plains Dairy Expo

In March, TechMix attended Central Plains Dairy Expo in South Dakota. Although attendance was down, it was nice to interact with attendees and see their interest. We look forward to upcoming events and being able to have face-to-face discussions again.

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

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