



International

December 2021 Newsletter

Exhibitions

Fig. 1



After a couple years of Covid, with lockdowns and other measures, our industry slowly opened up for exhibitions in the 3rd quarter of 2021. For many, this meant the time was finally there to physically meet up with acquaintances, friends, and business partners.

- For Niels Erik Haahr, HV Genetics in Denmark (Fig. 1), it was the first time participating at an open farm day with the TechMix portfolio: "it was a great day, with a lot of interest in the portfolio".
- Oswald Zantboer from ZBH Agriservice in the Netherlands also attended an open farm day with the support of TechMix's Technical Manager in the Benelux, Harry Sintemaartensdijk (Fig. 2). Oswald mentioned: "Its so nice to finally meet up with new and existing customers again".
- Holstein Genetika, attended the national Hungarian agriculture exhibition with TechMix's Technical Managers Dr. Michael Reid and Dr. Rodrigo Garcia (Fig. 3).
- IndTech, our partner of swine products in Spain, participated at the FIGAN exhibition in Zaragoza, Spain (Fig. 4).

Fig. 2



Fig. 4

At TechMix, we value the exposure that our distributors create at exhibitions, and this is why we offer customized support to help our distributors create more impact. If you participate at exhibitions, please contact sjorszuurhout@techmixglobal.com to see how TechMix can help you!

Fig. 3



Mo'Milk®

TechMix is introducing the swine product Mo'Milk® to the European market. Mo'Milk was originally created by TechMix USA in 1983 to help sows with constipation issues around farrowing time. Today, with a new formula containing advanced probiotic & electrolyte technology, Mo'Milk has demonstrated profitable results for highly prolific genetics. In 4 trials conducted on farms in Germany and Spain, the results were consistently positive (Fig. 5).



Mo'Milk is now available in Spain and will be soon available in select EU markets.

Fig. 5 Field Demonstrations

11% 
Less Pre-Weaning Mortality
Summary of 3 farm trials

7% 
More Weaning Weight
Summary of 3 farm trials

6% 
More Sow Feed Intake
1 farm trial

9% 
More Average Daily Gain
Summary of 2 farm trials

13% 
More Fertility
1 farm trial

8% 
Less Weaning to AI Interval
Summary of 2 farm trials



International

Elanco Spain

Since 2006, TechMix and Bayer Spain partnered to distribute TechMix dairy animal health products in Spain. In 2020 Bayer was acquired by Elanco globally, which brought a new chapter in the dynamic market in Spain. Not only did Elanco Spain continue with the TechMix dairy portfolio, they have now brought YMCP Vitall® into their offering.



YMCP Vitall is now part of Elanco Spain's The Vitall 90™ program, where it is very well positioned along with Fresh Cow YMCP® and RYCaps®. In the month of October, Dr. Antoni Ferro and Dr. Rodrigo Garcia, organized extended training sessions with the Elanco Spain team over 8 days and took place throughout Spain. The goal was to train Elanco on the scientific data behind YMCP Vitall and practical guidance. We would like to thank the national Elanco team: Montserrat Tarancón, José Alberto González Santamaría, María Lourdes Augé and their team in the field; Alfredo Suarez, David López, Candi Olalla, Monica Pena as well as sales representatives and key account managers – we look forward to your successes ahead!

Social Media

As social media is widely available today, people are eager to obtain more information in a shorter timeframe. TechMix has been active on social media with much of our focus on Facebook. Many of our distribution partners are also very active and we try to follow all of you.

Last year TechMix included Twitter and Instagram in our portfolio of social media platforms to reach more people in more places, in addition to LinkedIn. To reach even more people, not only have we broadened our social media presence, we have improved our social media presence, we have improved our social media impact with new message formats.

We commonly hear: "A picture is worth a thousand words", but can you imagine how many words a video is worth? With that being said, we launched a video series about heat stress. Hosted by Dr. Rodrigo Garcia, the video series ran from April until the end of the heat stress season, providing viewers with a lot of valuable information about heat stress, the effects of it and the solution; Bovine BlueLite®.

The heat stress video series has been a success. It brought knowledge and excitement to our distributors, their clients and all other people watching the videos. We are always looking to improve and increase our content. Do you have ideas, comments or need help with creating your own video series, please contact Sjors Zuurhout at sjorszuurhout@techmixglobal.com.



TECHMIX CONNECT



World Dairy Expo

After a year of absence, the World Dairy Expo was held once again. This year, TechMix participated with a large booth, where Zach, Ashley, Mike, Amy, Nathan, Brad, Tami and Brian met up with friends, partners and customers.



Congratulations Tom & Lucie

On behalf of the TechMix team we congratulate Tom & Lucie Novotny from the Czech Republic, with their marriage!



Visiting New Production Facility

In July, the TechMix team were in Cork, Ireland and were able to visit NutriBio's new production facility. We want to thank NutriBio for their hospitality and wish them all the best in their new production facility.



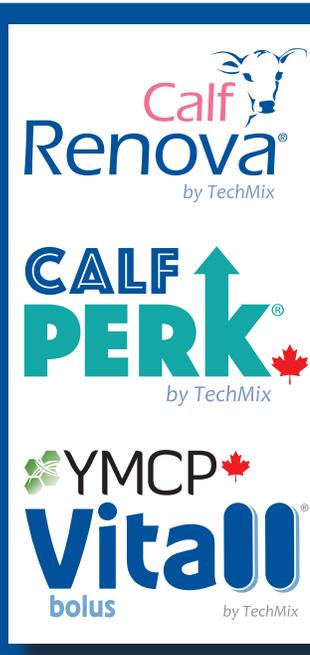
International

Our Canadian Partner - Kane Veterinary Supplies

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 Richard Thompson, National Sales Manager, Production Animals of Kane Veterinary Supplies in Canada. This is their story:

"We started our partnership with TechMix in March of 2020. At that time, we started with Calf Renova® which soon proved to be a good fit for our company and in the Canadian market. We then launched Calf Perk® in January 2021, and are now launching YMCP Vitall. As we grow with TechMix, and develop the business, we organize monthly meetings and planning sessions...critical to define our needs and timeline.

We value the tremendous communication, dialogue and training efforts made by TechMix. One example is that they provide active support and organize training sessions in the field, working with sales reps to help customers (now including WhatsApp group chat that was set up by Dr Michael Reid) and get us new listings at key accounts. Furthermore, TechMix supports our social media initiatives which have proven to be quite successful. Throughout 2022 we will be asking TechMix to attend several producer tradeshows. Kane Vet depends on partners like TechMix to continue to register more products for the Canadian market. We look forward to what the future is going to bring".



TechMix & World Wide Sires

TechMix and World Wide Sires have informally worked side by side since the inception of TechMix Europe in 2011. In fact, World Wide Sires distributors around the world comprise a significant part of our international dairy business. CowManager is a technology product offered by World Wide Sires. This technology very well supports TechMix products such as Fresh Cow YMCP, YMCP Vitall, RYCaps, TriMic® as well as our BlueLite heat stress solutions. Consequently, TechMix and World Wide Sires have formally agreed to marketing arrangement to expand and enhance the distribution of specific TechMix dairy animal health products which in turn will support the semen and CowManager business around the world. Matt Hershey from World Wide Sires and Michael Reid from TechMix are leading the new business and market efforts around the world.



TECHMIX CONNECT

New Packaging

At TechMix, we keep updating our product packaging. We have updated the Fresh Cow YMCP sachet and because of this, there are now 24 sachets in a standard pail. In 2020 we updated the RYCaps jar to ensure better EU packaging supply.



New Hires

TechMix International - We are excited to announce that Saber Baccouche has been hired by TechMix International to manage & support the North Africa and Middle East business including existing business of Firmapro in Morocco, Meerkats in Kuwait, dairy business in Jordan and new potential business in Egypt and Tunisia.



TechMix USA - Vickie Baker has joined the US TechMix team responsible for the Northeast territory. Vickie joins our team with nearly 22 years of success with Zoetis. Vickie and her husband have an 80 cow dairy dairy in Pennsylvania, where they focus on producing A2A2 milk for cheese making.

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

Contact Us

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