



International

July 2023 Newsletter

40 Years and Growing Strong-er

Since 1983, we have been the leading innovator of products that support the health and wellness of animals challenged by stress events, or other production demands. Our innovative product line continues to develop through research relationships with universities and on-farm practice with producers. From our roots in hydration expertise and anticipation of production and consumer needs, we continue expanding our innovative platform—one that is proven to keep animals drinking, eating, and producing.

Thank you for all your support!!



Heat Stress and Bovine BlueLite® research updates

Summer is upon us, and heat stress is affecting our animals' performance.

Since the development of BlueLite® in 1983, TechMix has validated its efficacy via farm studies and university trials. We continue to invest in our products and your business success with our products like BlueLite. In 2022, TechMix worked with two universities to complete two additional research trials with Bovine BlueLite Pellets in the USA and Italy.

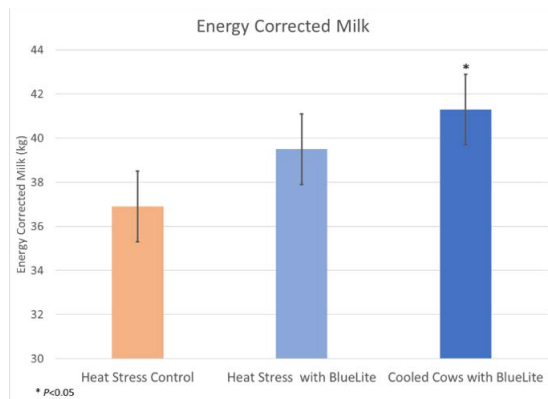
University of Florida

The trial at the University of Florida research farm looked at the impact of feeding Bovine BlueLite under severe heat stress conditions on high production cows. It was conducted during a one-month period and with 52 early lactation cows in four groups. The most notable benefit of feeding BlueLite was the benefit on dry matter intake and subsequent milk production (energy corrected milk). See graph at right.

Università della Tuscia, Italy

This study aimed at evaluating the effectiveness of Bovine BlueLite on milk yield and cheesemaking properties in Holstein dairy cows during the hot season. The trial was carried out under field conditions on a dairy farm, closely managed by the team of Dr. Umberto Bernabucci, who is a leading expert in cheesemaking.

Inclusion of Bovine BlueLite improved milk yield (44.7 vs 44.1 l/head/d, $P < 0.01$) reduced rennet clotting time (20.6 vs 22.6 min, $P < 0.01$) and increased titratable acidity (6.4 vs 6.1°SH/100 ml) ...all important parameters in the production of hard cheeses like Parmigiana and Grana Padano. Bovine BlueLite Pellets are now approved by these two cheese associations.



This graph demonstrates the significant impact to production that BlueLite has on cows.

HydraTabs® – more sustainable packing

TechMix Europe launched BlueLite C Hydra Tabs® at the end of 2018 to offer our distribution partners a new and easy-to-use, effervescent calf electrolyte. We are now selling BlueLite C Hydra Tabs almost all countries in Europe as well as Canada.

The convenient, 20-tab plastic pail has been well received. However, in our efforts to reduce packaging waste and become more sustainable, we created a new cardboard 40-tab carton. Our partner in Germany – Serumwerk, pushed hard for this packaging option, and within six months, we made this happen. We are pleased to now offer this more sustainable packaging for you and your clients.





International

New Zealand – the other side of the planet from Ireland



Dr. Mike Reid held several farmers meeting during his time in New Zealand.

Ireland and New Zealand are about as far away from each other as any two countries on this planet. Yet they share a lot in common with respect to dairy farming. YMCP Vitall® is selling very well in New Zealand thanks to the efforts of World Wide Sires New Zealand. In June 2023, Dr. Mike Reid travelled to New Zealand to provide technical support for the portfolio of TechMix dairy products including YMCP Vitall and RYCaps®. This trip covered both islands of New Zealand and included eight farmer/client presentations, two days at the dairy ag exhibition plus more than six farm calls. "The reception of TechMix has been outstanding. Farmers have experienced excellent performance with Vitall" commented Craig Robertson – general manager of World Wide Sires New Zealand. This trip also showcased the two new videos that TechMix and WWSires created. They can be accessed via this link: [RYCaps® in New Zealand](#)



WORLD WIDE SIRES
NEW ZEALAND

New partnerships

We are happy to announce that TechMix continues to expand with more distribution partners.

Austria

VetnirMed is a veterinary-pharmaceutical private company and has been on the market for more than 40 years (formerly Chevita Ges.mb.H.). Animal Health & Nutrition essentially includes medicinal and supplementary feed for animals. VetnirMed has started with the family of YMCP products, Bovine BlueLite and BlueLite C Hydra Tabs.



Slovenia

GPZ z.o.o. is a Slovenian cattle breeding organization established in 2003 at the instigation of national breeding organizations. Today it represents two Slovenian breeding organizations (for Holsteins and Simmental), which are at least 37 local associations with 5,600 Slovenian cattle breeders. GPZ has started offering Calf Perk®, BlueLite C Hydra Tabs and YMCP Vitall to their customers.



Belgium/Netherlands

TechMix will have a new strategic global partner in Belgium and the Netherlands alongside the existing partners. Elanco will start distribution of YMCP Vitall in this geography beginning in August 2023..



Calf Renova® – now in red capsules



The changing regulations of the EU forced TechMix to change the pink color of Calf Renova®. This change took almost one year to accomplish and now we have a more reddish color capsule for Calf Renova with the same ingredients inside.

Staying on top of the evolving regulations in all markets is a tough job and TechMix has the expertise to handle this. The color change of Calf Renova seems like a minor issue but it involved complex supply chain changes to ensure full compliance and traceability. Just another example of how TechMix "has your back"

BlueLite Forte®

TechMix has a long history of BlueLite hydration products for many applications and species. Bovine BlueLite is a well-known product which is used in high stress situations like heat stress. Until now, we did not have a single dose application of BlueLite for cattle. So, we developed BlueLite Forte®.

Designed to provide immediate energy, calcium, electrolytes and antioxidants for immune support and hydration, BlueLite Forte is soluble powder supplied in a single dose (500 g) packet. It is highly palatable, making it the drink of choice for sick or stressed cows.

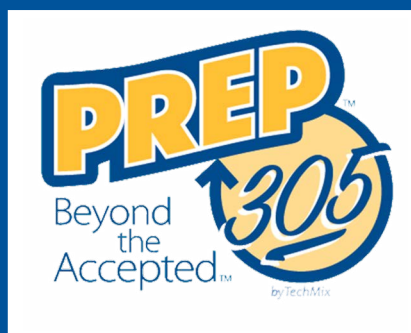




International

Update PREP305™

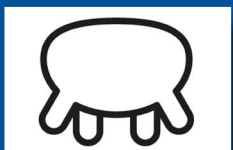
Unlike many other fresh cow products which may give a response but do not actually improve the cows' performance (outcomes), the YMCP® family of products provides real results and has history to prove it. PREP305™ is the program designed to help cows have a successful and profitable lactation with five outcomes that drive this. Click on the logo/icon links to see more information.



Microbiome: The microbiome is the community of bacteria that live in the cow's gut. A healthy microbiome is essential for the cow's digestion and nutrient absorption. PREP305 helps to promote a healthy microbiome by providing the cow with prebiotics and probiotics.



Immunity: A strong immune system is important for the cow to fight off infections and disease. PREP305 helps to support the cow's immune system by providing her with vitamins, minerals, and other nutrients.



Lactation: PREP305 helps to maximize the cow's peak milk production and lactation performance. The program does this by helping the cow to adjust to a lactation diet, reduce inflammation, and improve nutrient utilization.



Reproduction: PREP305 helps to optimize the cow's health and body condition to support her reproductive potential. The program does this by helping the cow to maintain a healthy weight, improve her fertility, and reduce the risk of mastitis.



Sustainability: PREP305 helps to elevate cow welfare and support productivity, longevity, and environmental stewardship. The program does this by helping the cow to live a longer, healthier life, produce more milk, and reduce her environmental impact.

PREP305 is a comprehensive program that goes beyond a single ingredient product providing short-term results. It is designed around outcomes benefiting the cow to ensure her needs are met for a productive and profitable lactation.

TECHMIX CONNECT



TechMix visits Canada

Kane Veterinary Supplies, Buckingham Ag, and ProbioTech are our three Canadian distribution partners – each with different products for the Canadian swine, beef and dairy producer. Over the past months, both Dr. Mike Reid and Dr. Rodrigo Garcia have travelled to Canada to support our dairy health business. Here, Rodrigo met with dairy vets in Quebec with the Kane Vet representative Dale Salisbury.



WWSires Annual Training Meeting - Malbork, Poland

In June, Dr. Niko Brunner and Dr. Rodrigo Garcia participated in the WWSires Annual training. This world class event was held in Poland (combination of classroom and on farm training) and was an excellent opportunity to meet up with existing partners of TechMix as well as meet new friends.



TechMix in Kuwait

Saber Baccouche visited our Kuwait distributor Meerkats Trading Company to present information about various BlueLite products available from TechMix. It was great to see how our products and their use are growing in the Middle East.



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Awaken the Future™ with Calf Perk® from TechMix

Calf Perk® is an innovative, easy to use product that we are now launching across Europe. The results of Calf Perk are very visual – calves will respond within minutes of application. The visual response is very convincing and therefore is perfect for testimonials and social media. This led us to create the “Awaken the Future™ Calf Challenge”.



The idea behind the Awaken the Future is to trigger the interest of the digitally active, young, and engaged farmer generation. With this “Challenge”, our distribution partners can test the waters, go more digital/social media with marketing, and experience the effect of geotargeting in social media.

Czech Republic was our first market to offer the Awaken the Future Calf Challenge. It was a lot of work between TechMix marketing and Tom Novotny and we have learned a lot from this experience and created a lot of new exposure for MTS Spol. We expect this to translate into more sales in the fall and winter months ahead.

For more information on how this could be implemented in your region, please contact Sjors Zuurhout.

TechMix Seminar: Heat Stress



In April, TechMix hosted a seminar about new and current topics on heat stress in Riga, Latvia. Approximately 25 partners that are the most active with the heat stress portfolio met. The event lasted for 1.5 days and consisted of a full day in the conference room, where various subjects were presented such as implementation of BlueLite and product development. Additionally, a heat stress discussion panel, led by our moderator Rinse Boersma, was held.

The second day consisted of a farm visit to a 1,600 cow dairy farm close to the Estonian border. It was inspiring to see how our TechMix products were implemented during the visit.

We want to thank the team from Vidzemes Veterinary Serviss, Anete, Andris and Egils, for organizing this great event!

TECHMIX CONNECT



World Pork Expo – Iowa, USA. June 2023

This international event draws clients from all over the world. Here is a picture showing our partner from China – Shanghai Elite, who visited us during the show. Shanghai Elite is our distributor in China for our swine portfolio and is currently importing the swine Blue2® product. We also discussed BlueLite opportunities for dairy and beef cattle in China.



10 years and going strong

At our recent regional meeting in Riga, Latvia, we were pleased to “congratulate” five TechMix partners for 10 years of growing together. Holstein Genetika (HU), UAB Geminpeksas (LT), Serumwerk (DE), MTS Spol (CZ) and Genetica21 (PT) were recognized with a 10 year award. We look forward to our next 10 years together.

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

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