



Pol Abiven (extreme left) and the Phosphea team in Kuala Lumpur.



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## Timab Phosphates becomes Phosphea

Established in 1976 in Saint-Malo, France, Phosphea is wholly-owned by Groupe Roullier, a producer of plant, animal and human nutrition products. Phosphea employs over 290 people and sells in over 100 countries.

"Our five plants, located in France, Spain and Tunisia, have the capacity to produce 670,000 tonnes of inorganic feed phosphates per year, making us the largest producer in Europe, and the second largest worldwide," Pol Abiven, Asia-Pacific Business Director, said at his office in Kuala Lumpur, Malaysia.

Over the past 15 years the company witnessed fast development worldwide.

"Until 2012 all sales staff were based at our head office. Three years ago we decided to set up offices and warehouses in the main areas of the world where our clients are based," said Mr Abiven.

"Local offices give us direct access to our clients. We want to know our clients better, so we can target products to their needs. We offer

them service and product traceability from our GMP-certified plants."

In Asia-Pacific Phosphea has opened offices and warehouses in Malaysia, Vietnam, India and China.

### New identity

Phosphea's new identity marks its dedication and leading position in the animal feed phosphates industry.

"The name Phosphea is a direct and clear reference to our raw material. It establishes the company's specialist status. Our supplements are quality products, thoroughly controlled from the phosphate mines to the plants of our clients," said Hélène Briand, Asia-Pacific Product Manager.

While the company

offers the widest range of products on the market, Ms Briand said what differentiates Phosphea from its competitors is approach of the sales people and the proximity to our clients.

Besides this, the company also produces speciality products developed by its R&D team after input from staff on the field. For example, Neophos, a new generation of feed phosphates, benefits all species, especially when animals are under heat stress.

### Educating farmers

One priority for the company is to attend events in the region. Phosphea attended Vietstock and Poultry India

and will be at VIV Asia in March 2017, where it will present papers on technical topics at conferences.

"In Vietnam the challenge is to stop the use of AGP. This can cause farm performance to drop so we must relook the feed formula. Another trend in the industry is the partial replacement of crude protein with synthetic amino acids. This will mean a change in the formula to which farmers must adapt to. We realise we are not only selling products but must play the role of educator too," said Ms Briand.

To make itself more relevant to the local market the company is eager to start trials in Asia and is looking for a partner.

### Vital supplements

Inorganic feed phosphates are vital supplements in animal diets as they make up part of the animal's DNA component, its cells and bones, and contributes to the animal's performance and use of energy. Made from purified phosphoric acid and calcium, it is used in all compound feed products and comes in granular and powder form.

"If an animal is phosphorus deficient it will not be efficient," said Hélène Briand, Asia-Pacific Product Manager, Phosphea.

In Asia, 90% of feed phosphates used are inorganic. The organic use of phosphate such as animal bones is not advisable, as it is hard to control the quality of products. Feed phosphate is a macro mineral and makes up about 1% of the feed formula.