

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



Pol Abiven

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



The Phosphea team in Kuala Lumpur.

Olmix Asialand launches first feed additive factory in Vietnam

Viphavet Olmix Asialand broke ground for its first feed additive plant in Binh Duong, Vietnam recently.

The plant is designed in accordance with Fami QS, Quality and Safety System for Specialty Feed Ingredients and their Mixtures. Once ready it will operate 24 hours, six days a week producing up to 5000 tonnes in its first year. It hopes to meet local demand as well as demand from other Asian countries.

With this project, Viphavet Olmix Asialand will become one of the three leading distributors of veterinary drugs and feed additives in Vietnam.

According to the Chairman of Vietnam Animal Husbandry Association, Nguyen Dang Vang, Vietnam imports 95-98% of its feed additives as local production cannot compete with overseas sources.

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.

Merial's new avian website delivers disease management resources

Merial has introduced a comprehensive new online resource at avian.merial.com dedicated to support poultry and egg producers with knowledge and resources, as they strive to advance the health of poultry and their business through an increasingly complex and dynamic environment.

"The Merial Avian website is part of our continual focus on our

customers and a response to their requests for sharing expertise," said Jérôme Baudon, Global Head of the Avian Business at Merial. "Our goal for the website is to be a valuable, ever-expanding resource that begins or continues a dialogue between our customers and our dedicated Merial Avian teams about the challenges of poultry farms and how we can address

them together."

The new website addresses various poultry diseases and business challenges faced by farmers and egg producers. Additionally, it illustrates Merial's approach to deliver solutions through people expertise, products and services.

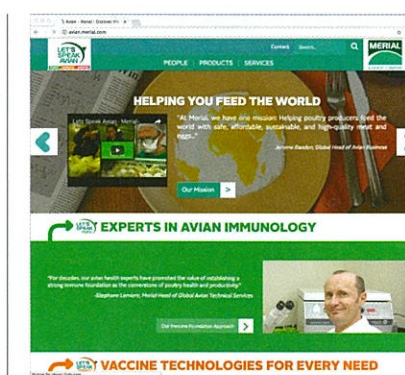
Educational information includes insights about top avian health topics, such as: food safety solutions; avian influenza approaches; the importance of a strong immune foundation for birds; the history and benefits of vector vaccine technology; optimizing egg production; and addressing pathogen threats at the local level.

"Our mission is to support our customers with comprehensive

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. **Ap**



avian health solutions that improve the health and productivity of their flocks and the efficiency of their operations. That commitment includes equipping them with a wealth of knowledge and information exchange, including our new website, to enable optimal disease prevention and operational efficiency," added Mr Baudon.

Safe Cleaning & Disinfection of drinking lines

IntraHydrocare

The most effective drinking system disinfectant

Safe & Effective

How safe is your water?

How safe is your water?

Intra Hydrocare has a dual effect: It removes the biofilm and disinfect the drinking water. Safe and very effective!

Intracare

Tel: + 31 (0)413-354 105

WWW.INTRACARE.NL