

# *Erfolg im Stall*

**SPECIAL ISSUE**





## The world of Schaumann

Dear reader,

With its quality products and creative and innovative solutions for livestock production, Schaumann has left a lasting mark on many markets in over 45 countries, both within Europe and further afield. In this special edition, we would like to present the story of Schaumann's success in a number of countries.

The brand's beginnings

Sophisticated products for animal nutrition, feed hygiene and stall hygiene have established Schaumann as a strong international brand in the agricultural sector. The foundations were laid around 75 years ago. The idea was to improve the quality of animal nutrition and to increase profitability in agricultural production, with innovative self-mixing concepts for feed produced on the farm.

Examples of our achievements

Blends of minerals and active ingredients as feed supplements were Schaumann's initial focus of attention, always geared to market conditions and the practical demands of farming. Targeted basic research, scientific trials, practical tests and innovative products steered the company's success. One example is the Schaumann probiotics introduced to the market back in the 1990s.

New products from the field of biotechnology enabled Schaumann to develop its position as a partner for agriculture. The acquisition of the company Lactosan Starterkulturen and its rapid development into an ultramodern technology centre opened up new avenues.

Intensive research and development work in fodder preservation paved the way for an outstanding range of biological silage additives. The treatment of around 20 million tonnes of silage with Bonsilage in over 35 countries is an impressive vote of confidence on the part of farmers.

The wide world of Schaumann

Subsidiaries were founded in the Czech and Slovak Republic as long ago as 1994, followed in 2000 by Schaumann Polska which quickly gained a leading market position. Collaboration with partner firms in south-eastern Europe (e.g. Serbia, Slovenia, Bosnia, Romania and Albania) is just as successful as that in the Baltic States, Northern Europe and Asia.

From 2006 to 2010, additional subsidiaries were founded in Ukraine, Russia, Croatia, Romania, France, Italy and China, all of which are operating successfully. Besides the classic Schaumann product range, the company predominantly markets acids and Bonsilage.

In Western and Southern Europe, Schaumann has a presence in Switzerland, the Benelux countries, Portugal and Spain. New cooperative ventures have been initiated in South Africa, Norway and Turkey, where significant initial success has already been achieved. With the launch of commercial activities in Asia, Africa and America in 2004 and 2005, Schaumann opened up important global business segments.

Five-star quality

This global presence and networking brings Schaumann customers clear economic benefits, both now and in the future. These are joined by significant benefits in terms of innovation and performance. For example, for a number of years Schaumann has offered its own concept for biogas plants which optimises plant performance and increases the efficiency of biogas production.

An outstanding quality assurance system guarantees safety and confidence.

I hope you enjoy reading these stories.

**Dr. Johann Hammerer**

General manager, Schaumann Agri

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**This small country on the Mediterranean is known first and foremost as an up-and-coming tourist area with a beautiful coastline, and is becoming increasingly popular.**

► However, most of the tourists are still ex pat Albanians who fled the country during the Hoxha regime or migrated in recent years, and who come back to visit their relatives. These ex pats are also vitally important to the country's economy and purchasing power, as many of them invest in Albania or send money to relatives still living there. Schaumann started its activities and deliveries of products back in 2004. Through the intermediary of the 'ALMAKO' business cluster, it entered into a partnership with a feed mill which continued for several years until it was dissolved in 2010. Since then, Schaumann products have been sold very successfully in Albania via a general importer. In association with the business cluster, many lectures and seminars have been held over the years with a view to increasing farmers' expertise and optimising production processes. Numerous excursions and farm visits to Austria and Germany have given many farm managers an insight into modern livestock production methods. It is mainly thanks to this knowledge transfer and continuing professional farm support that Schaumann has become

widely known in Albania. For example, Schaumann was instrumental in explaining and bringing the silaging of alfalfa or lucerne to Albanian farmers.

The focus of Schaumann's activities lies in cattle and poultry; pig production is not very widespread on account of the large Muslim population. Nevertheless, recent years have also seen continuous development in pig production, supported very intensively by Schaumann.

Alongside the classic self-mixing concept, collaboration with individual ready-made feed producers is particularly sought after, including for poultry farms. Most of the few larger farms (especially in the dairy sector) are owned by Albanian investors who see promising opportunities in agriculture. As a hang-over from its communist past, Albania lacks a tradition of family-run farms that have grown up over the course of many years. Conversely, it has large numbers of tiny farms producing only for their own needs.

Professionalism in Albanian livestock production is steadily increasing, taking small steps forward. Alongside improvements in infrastructure (road system, electricity supply, etc.) and the processing industry, Schaumann is making its own crucial contribution in this respect with its consultancy services and range of ultra-modern production resources. ■



## The modern and lucrative

**Schaumann entered the Byelorussian market more than 10 years ago.**

► For the entire duration of its presence in Belarus, the company's specialists and consultants from its Byelorussian partner, ODO ASS-TOR, have cooperated closely both with agricultural businesses and with state officials. In the initial phase more efforts were devoted to raising cattle and especially cows. The company's specialists have participated in a series of negotiations regarding cooperative farm projects and have conducted many seminars.

In the next phase, the company has focused more on pig farming. Deliveries of premixes for pigs today amount to more than 60 % of imports. Major efforts have been devoted to consultations and assistance to zootechnicians and managers of pig farms.

Other areas of interest are biological conservation products and conservation of silage and crushed corn. Customers are very interested in Bonsilage Forte. The company's specialists have managed to implement conservation of oil rapeseed. In this year alone, more than 100,000 tonnes of this crop were conserved. Some advantages are the early harvest (in April), which makes it possible to use the land subsequently for other purposes, such as under corn, and the high concentration of nutrients in the silage. Only Bonsilage has successfully been able to cope with the task of conserving and has done so directly during the harvest. Other conservation products currently available on the market have suffered setbacks.

As has been stated above, the main emphasis is placed on cooperation with agricultural businesses, on consultation and on implementing into practice the newest findings related to animal product farming, and this is another reason why our specialists are giving lectures at courses to increase the qualifications of zootechnicians and managers, known as „Master klas“. It is also thanks to this that Schaumann currently has a very good reputation both among employees working in agriculture production and among employees of state structures.

The development of agriculture in Belarus in recent years has been stable. From year to year, the numbers of cattle, pigs and poultry have increased. Production of animal products has also grown as a result. The development of animal product production and farming as a whole has been achieved thanks to major support from the state.

In the past few years, several hundred cooperative farms have been reconstructed or newly built. The farms are equipped with the most modern technology. Farms equipped with robots are no longer an exception in the country. Several new large-capacity pig farms have also been built with the most modern technology. For these reasons, the Byelorussian market is very lucrative. ■







## Belgium

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# Three languages, one nation

A particular feature of Belgium is its linguistic variety, with two principal languages: French in Wallonia and Dutch (or Flemish) in Flanders. A third language, German, is spoken in the East Cantons.

► Until the mid-1960s, Belgium was a very prosperous country. Besides its rich African colonies, it also had a wealth of mineral resources in Wallonia. This changed with the handing back of the colonies and the decline of the Walloon mining industry. However, these changes were paralleled by strong development in agriculture in Flanders, aided by the construction of the international port of Antwerp.

Today, almost all of the large Belgian feed firms are located in this region. In addition, 90 % of the pigs are reared in this part of the country.

Corn-cob mix (CCM) plays an important role and the Schaumann silage additive Bonsilage CCM is used with great success. Feed mixes are either produced on the farm or are manufactured by contractors and sold to the pig farms.

Schaumann Agri International has operated successfully in Belgium for several years with the company's own probiotic 'Protecur' which is licensed for piglets, sows and fattening pigs as well as broilers. The probiotic is sold via a wholesaler to feed manufacturers who use it in the production of several hundreds of thousands of tonnes of ready-made feed or supplements for pigs. The feedback is excellent and trials with heavily muscled animals have shown a decline in mortality. The province of Antwerp extends to the Dutch border. This region is



the hub of the dairy industry, with large numbers of farms producing above-average yields. Rindavit products, Schaumann licks, Tirsana products, special products for calf rearing and the silage additives Bonsilage Plus and Bonsilage Mais are sold via dealers. A Schaumann specialist coordinates contacts between trade and industry and provides focused support to large farms in Flanders.

Wallonia, especially the Ardennes, is the centre of fattening of the 'Belgian Blue' cattle breed. The animals are reared on pasture from spring to autumn and are then fattened intensively on concentrates during the winter months.

The East Cantons are also an area of intensive milk production, based predominantly on grass and maize silage. Cereals are not widely grown. The silage additives Bonsilage Plus and Bonsilage Mais are used here too. ■



## Bosnia and Herzegovina

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# The positive experience

A predominantly mountainous landscape, a complex political situation following the civil war, which led to the administrative division of the country into two independent parts, and a very low rate of self-sufficiency in cereals and maize are the key points of today's Bosnian livestock production. Over 90 % of all farms have five to ten fattening animals; the classic large farms normally seen in Eastern Europe no longer exist since the disintegration of Yugoslavia.



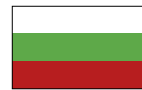
► The stable partnership with MIM COOP from Banja Luka, launched in 2001, has risen to these challenges and peculiarities and, ever since, the name Schaumann and its products and feeding concepts have been synonymous with quality, stability and high production performance among Bosnian producers.

The east of the country is mainly devoted to pig production while the west concentrates on poultry production and dairying. The small size of the farms does not usually allow for direct supply; producers therefore tend to rely on collaboration with countless small shops.

Qualified specialists from MIM COOP and Schaumann regularly work together to provide information and support to customers. The result is the consistent use of over 50 different products. Besides mixes of minerals and active ingredients, milk replacers, feed acids and silage additives, the range on offer also includes premixes and special products. The leading Bosnian producers, in both pig and dairy production, are using Schaumann products with great success and are therefore able to make positive recommendations to small customers throughout the country.

As Bosnia makes further progress towards European integration, the future of agriculture lies in continual improvements in production, increasing farm size and acceptance of European standards. This will create a good foundation for further qualified Schaumann activities in Bosnia and Herzegovina. ■





## Gradual consolidation of farms

The excellent climate, beautiful countryside and access to the Black Sea and River Danube provide favourable conditions for the development of Bulgarian agriculture, tourism and trade.

► The southern central and south-east regions of Bulgaria are leading centres of dairy production. Pig farms are concentrated in the north-east region. Over 90 % of farms keep up to ten cows or sows. Numbers of animals and the number of farms keeping ten to twenty dairy cows are on the rise. A steady trend towards gradual consolidation of farms can be observed. Bulgaria has a number of large, multifunctional farms with over 1,000 dairy cows and over 2,000 sows. According to official statistics from the Bulgarian Ministry of Agriculture, over 550,000 cattle (including 330,000 cows) were being reared as at the end of 2011. The number of pigs was over 600,000,



including 53,000 sows. Thanks to effective collaboration with the general importer BONMIX, 2008 saw the start of intensive Schaumann activities in the cattle and pig sectors. The excellent production figures achieved,



particularly in pig production, were due not only to the high quality of Schaumann's products but also to its effective consultancy services and professional support.

The extreme summer temperatures gave the Schaumann products SchaumaCid F Granulat and Schauma Wean in particular a chance to demonstrate their outstanding effectiveness. Customer excursions to leading German and Austrian farms, the Hülseberg estate and the EuroTier exhibition and the superbly organised on-the-spot technical seminars play a large part in the extraordinary economic success of Schaumann's customers.

Working together with Bonmix, Schaumann supports farmers by providing modern feeding concepts, efficient products for animal nutrition and feed preservation and outstanding expert consulting services. ■



## A five Star Company

Schaumann China was founded in Shanghai in February 2010 as first daughter company of Schaumann in Asia-Pacific region. The first preparations already started back in 2006, initiated by Dr. Hammerer, executed by our Tech director Hang Shi, mainly to apply for a license in order to sell and get in touch with the market.

► The biggest issue was and is the registration of products: involved Austrian and German colleagues told me that China is the toughest country, even more difficult than Russia or Ukraine. Out of 5 applied products we only got 3 products through, 1 is still pending and another we gave up. The average time of registration takes 2-3 years. The next step is to cooperate with local feed mills in order to bring in our experiences and make local products.

Today we have 4 registered products, namely Rindavital Energie-trunk, Protecure (Bonvital), SchaumaCid Drink C and Ovilac WA. Out of these products we believe that Protecure is the product with most

competitive edge. On one hand China is the country with biggest feed production and has half of the worldwide swine-population, but on the other hand China is also by far the biggest antibiotics market worldwide. The heavy use of antibiotics already "destroyed" the gut of the animals and it is difficult to convince customers only with one short-term trial. Since the Chinese market is the biggest in the world, there are lots of producers and it is not easy to get a chance for a test.

Feed producers are concentrated and 50 biggest makes 50 % of total output. We contacted a dozen of these top market players, but big feed mills tend to develop their own probiotics and additives. They invite us only to present our Protecure, tell them everything they want to know, they even ask for advices for Research & Development.

In China we have to launch small packaging units, like 100 g for Protecure and 1 kg for SchaumaCid Drink C, because the employee wants to save work and is not willing to weigh, and the owner wants to avoid misuse – he accepts a higher price. The environmental thinking is still missing here. ■





# More than just a holiday destination

When we think about Croatia, what comes to mind first and foremost is holidays, sun and sea, and not so much livestock production or agriculture.

► Nevertheless, Croatia has a not insubstantial livestock industry, based mainly in the east of the country, well away from the coastal regions. Croatia's agriculture is characterised by small units: large numbers of family farms keeping fewer than ten cows or sows and farming only a few hectares. But there are also a few major agricultural operations with large numbers of animals and extensive acreages. Larger farms are found mainly in the 'Slavonia' region (in south-east Croatia), where dairy farms in particular have been set up in the open countryside in recent years. At the end of 2011, according to official Croatian statistics, the country had around 185,000 dairy cows and 1.2 million pigs, including 77,000 sows. Due to the rapid structural changes and the still small unit size, a decline in animal numbers can be expected.

Schaumann has been active in Croatia since mid-2001, initially via a number of general importers and since 2009 via a wholly-owned subsidiary, Schaumann d.o.o.. The company's seat, offices and warehouses are in Kunovec Breg, near Koprivnica. The focus of its activities lies in the classic Schaumann areas: the provision of intensive specialist farm consultancy services and the marketing of minerals and active ingredients, as well as feed preservation and feed hygiene additives.

Due to the high summer temperatures, activities with a view to protecting fodder quality and guaranteeing high feed intake are an important focus of consultancy services in the dairy sector. This includes silage preparation with Bonsilage and the stabilising of feed mixes using Schaumasil TMR G. The many excursions undertaken to Austria, to Lactosan but also to the Hülseberg estate and the Euro-Tier trade fair, testify to the farmers' keen interest in modern production methods.

Products are sold direct to farms on the one hand and, on the other hand, via the reselling companies which are very numerous in the more intensively farmed regions. The resellers supply all necessary basic agricultural commodities to the small family farms in particular, and to some subsistence farmers as well.

Croatia's accession to the European Union, scheduled for 2013, is viewed with scepticism in agricultural circles as it is feared it will accelerate the pace of structural change. On the other hand, there is also an expectation of higher funding from Brussels.

Schaumann looks forward optimistically to the future in Croatia and aims to support farmers as a reliable partner even in difficult times. ■



# 20 years of Schaumann

Schaumann ČR s.r.o. was founded in 1994. An important quality of our company is the stability of our advisory team. In 2012 we have 21 professional advisers, of whom 18 have worked for us since the company's beginnings.

► Despite uneasy beginnings, they have managed to implement Schaumann's concept in many businesses, ranging from private farmers with a few cows to large businesses and pig and cattle farmers. Animal nutrition is Schaumann's top priority. We cooperate with leading experts in nutrition and conservation of feeds and biogas. This guarantees that the latest scientific findings make their way to our customers through training activities. Thanks to the innovative activities of our parent company, we have successfully introduced a new series of pig nutrition products named SchaumaLac, which are intended for piglets, fattening of pigs and breeding of sows and which contain the probiotic product Bonvital. For both pigs and cattle, trace elements were added in organic form.

The Czech agriculture sector was affected beginning in 2003 with continuous reduction of numbers of pigs, and the level of the country's self sufficiency in this respect fell to less than 50 %. This had a major effect on our customers, who included cooperative farms and smaller pig farms. Most of the fed sows and pigs are located in large businesses without their own land (600 pigs and more). These businesses have to buy all of their feed from large industrial producers of feed mixes, where we have very low representation in their nutrition. Schaumann ČR has only a 7 % share of the pig nutrition market in the Czech Republic.



The number of cows and other categories of cattle is relatively stable. The average annual output of all breeds of milked cows in 2011 was 7,811 litres. The structure of agricultural businesses is specific due to a high concentration of animals and the number of hectares of agricultural land for a single farm. Schaumann ČR holds nearly a 20 % share of the cattle nutrition market.

Quality feed is the most important product for cattle farming and production. Schaumann ČR is a renowned expert in this sector, and in 2011 we conserved 34% of all silage feeds.

In recent years thanks to state support, the production of biogas has received a lot of attention. Schaumann has achieved excellent results in the biogas sector both in relation to affecting fermentation and conservation of feeds for bio gas stations. Thanks to its excellent know-how, Schaumann is among the leading companies involved in these activities in the Czech Republic. ■

# Health and Performance Right from the Start

Your specialist for animal  
nutrition, feed hygiene and  
biological silage additives.





## Growing services

Schaumann products have been marketed in Estonia by TeknEst OÜ since 2002. Thanks to the broad product range and extensive Schaumann know-how, feed and silage additive sales have performed extremely well. Ever-growing numbers of farmers have been able to find solutions to their day-to-day feeding problems in partnership with TeknEst and Schaumann products.

➤ This summer was relatively successful for Estonian farmers. The weather conditions – plenty of rain and moderately warm temperatures – led to a good cereal harvest. However, they also led to major problems during silaging, resulting in substantial losses in terms of grass silage quality and low crude protein content.

Due to the weather and the soil conditions, cows in Estonia are fed mainly on grass silage. Only very few farmers have maize silage as well. The silage additive best suited to the climatic conditions in Estonia is Bonsilage Forte.

In addition, the calcium content of grass silage fluctuates very widely in Estonia. The broad range of Schaumann mineral feed products together, with the Tirsana and Schaumasil product lines, offers a suitable solution for every farm. This is confirmed again and again by Arne Rosild, a TeknEst sales representative and consultant. TeknEst also sells the market's widest range of products for calves and young cattle.

This year has seen the construction of the first biogas plants in Estonia. TeknEst's managing director Ivar Lapa is keen that Estonian biogas plant operators should have the support of Schaumann's expertise and experience to see them through the challenges facing them in this area.

What TeknEst appreciates most about Schaumann is its vast expertise and broad range of top-quality, 5-star products which enable it and its employees to offer customers the best possible service at all times. ■



## Efficiency of a Concept

R&V Eurotrading OY has been importing and marketing Schaumann products since 1999. Its activities were focused initially on the area of silaging.

➤ Because fodder preservation in Finland at that time was done almost exclusively with the addition of chemical aids, and because contemporary official advice viewed the use

of biological silage additives with suspicion, an initial hurdle had to be overcome in the shape of an extensive programme of trials on the effectiveness of Bonsilage products under Scandinavian conditions, from 2000 to 2002, before the products were finally licensed. Although the use of acids in silaging is still very important, around 40 % of all Finnish silage is now treated biologically and that proportion is rising steadily.

The products Rindavital Energietrunk and Kalbi Aktiv were introduced to the Finnish market in 2004 and for many years have been marketed very successfully via the nationwide logistics system of the country's largest dairy.

Since 2006, Eurotrading has also sold feed additives in the dairy sector. An established trade name on the Finnish feed market is Rindavit

Top Super which, in addition to high levels of vitamin and trace element supplements, also contains the Schaumann active ingredients Ass-Co-Ferm and Bovin-S-Komplex. Top Super is used mainly on high-performance farms in the TMR, together with products from the Tirsana and Schaumasil lines. Simple recipes can be produced using grass silage, cereals and rapeseed meal. With the aid of these Schaumann products, the farm's own feedstuffs can be used efficiently and the need for bought-in components can be minimised. It is also possible to use rations with – for Finnish conditions – very high basic fodder contents, which has a direct effect on farm profits. Despite the traditional strength of the ready-made feed industry, this concept is attracting great interest from farmers for the reasons given above.

As a service to farmers, Eurotrading offers assistance with the taking of fodder samples and the drawing up of suggested rations based on the results. An efficient logistics system allows nationwide sales, despite the small farm units and long distances involved.

In close partnership with experts from Schaumann, Eurotrading constantly engages in intensive further training for its employees in order to guarantee its ability to maintain its strong competitive position in future. ■





► Working together with established French partners, Schaumann France was able to make Bonsilage a leading brand. Training and seminars for companies and customers are organised via Schaumann France, based in Saint Jean de Linières, Angers. Further active on-the-spot exchanges with farmers often lead to product developments, such as Bonsilage Sorghum, a response to climatic changes in south and central France.

In Brittany and Vendée, Bonsilage CCM has established itself on sow units. This product supports fermentation processes and stability after the opening of the silo.

The grass silage scene is dominated by Bonsilage Plus. Bonsilage Forte is very important in the south of France, especially in the Roquefort region around Albi. This area is home to over 1,000 farms producing Roquefort cheese from sheep's milk. The *Lactobacillus lactis* strain in Bonsilage Forte safeguards the high quality of grass silage, inhibits *Clostridia* and ensures optimum fermentation.

## The land of the connoisseur

**Schaumann France was founded in 1996 with the aim of establishing the Bonsilage silage additive range on the French market. France is Europe's largest potential market for biological additives for maize silage.**

Silostar Protect Granulat has proved successful for the surface and side treatment of silos, primarily in Normandy and the west of France.

Endosan, a probiotic for calves comprising the strains *Lactobacillus rhamnosus* and *Enterococcus faecium*, has been used successfully for years by a leading manufacturer on the French/European market in whey/fat concentrates for early calf weaning. Fewer cases of early diarrhoea and more agile calves confirm the quality of the product.

Schaumann products containing medium-chain fatty acids (MCFAs) have proved successful, particularly in piglet feeding.

The top product Rindavital Energietrunk (top dressing after birth) is sold by several firms under ten different labels. As a result, drenching with a compressor is a thing of the past.

Schaumasil Supra NK and Stabilis, two products based on buffered propionic acid, are used successfully to stabilise hay bales.

Rindavit and Rindavital mineral products are sold direct to the farmer via a Schaumann specialist and partner companies.

Thanks to innovative concepts and outstanding products, Schaumann France is well on the way to positioning itself as a leading brand on the French market. ■



## Country of contradictions

**Schaumann has been active on the Greek market for nearly 40 years. A reliable exclusive partner was found at the time in the shape of a company called Leotsakos. The business has now passed to the 2nd generation and is being run by family scion Yiannis Leotsakos. It sells minerals and supplements for all livestock breeds, plus milk replacers, silage additives and acids.**

► There is a special emphasis on Millaphos products for sheep, since the production of feta cheese is very important in Greek agriculture. But Rindamin, Rindavit and Rindavital products are also well-represented on the market.

All Schaumann products are sold directly to the farmer on the Greek islands and mainland by Schaumann sales representatives and by dealers. Schaumann products are also represented in concentrate mixes manufactured by feed firms. Leotsakos' field staff design

farm-specific rations and advise and support farmers in all areas of livestock production.

The focus of agricultural production in Greece is in the north of the country, which is also where the SchaumaLac products for pigs are most widely used. The north is where the large farms are located. The area also has dairy herds with 300 to 1,000 cows giving yields of 9,000 to 10,000 kg of milk per cow.

The south of the country, the Peloponnese and the islands, with the exception of Crete, are not so intensively farmed. Crete is home to large broiler and pig fattening units.

The further south one travels in Greece, the more maize and cereal cultivation declines, so that many feedstuffs have to be imported and the production of meat and milk becomes too expensive. Olives, citrus fruits, pistachios and wine are the main income sources of farmers in the south.

Although the crisis in Greece has rightly been a topic of discussion for a number of years now and the economic situation is precarious, Greek agriculture is doing well. Producer prices are high and farmers enjoy a secure income. Everyone has to eat – even in Greece – and they do so often and with pleasure! ■





## Hungary

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# A successful re-launch

Schaumann took its first steps in Hungary back in the early 1990s. However, the activities launched at that time were quickly suspended due to a number of difficulties. A second, much more successful launch took place early in 2002. The partnership with a general importer proved very successful, especially in the dairy sector. Subsequently, the pig division was integrated into the Schaumann subsidiary Schaumann Kft., followed later by the dairy division.



► The pig population in Hungary is steadily declining, falling to a level below 3.0 million pigs for the first time in mid-2012. Cattle numbers have remained relatively stable at around 700,000. Farm structures differ widely, in both pigs and cattle: around a third of animals are kept on small family farms, with the remainder reared on farms operated by in some cases very large agribusinesses.

Schaumann's primary focus in Hungary is clearly in the area of pig and cattle feeding, and in feed preservation, particularly in the area of fodder quality (silage preparation) for dairy cows. Due to the high use of concentrates and the large proportion of maize silage in the typical Hungarian dairy cow ration, the use of the Schaumann active

ingredient complex Ass-Co-Ferm and the use of organically bound trace elements have proven a success.

In pigs, top-quality farrowing concentrates such as SchaumaLac Plasma 50G and SchaumaLac Ferkelstart 30 Protect have persuaded farms of the effectiveness of Schaumann products. Besides promoting the classic self-mixing concept, the company also produces tailor-made finished feed for customers in cooperation with several feed mills.

In addition to these activities in cattle and pigs, Schaumann also has a focus on biogas production in Hungary. Schaumann's extensive in-house expertise in this field is attracting huge interest in Hungary as well, although the number of plants remains small. ■



## Italy

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# Concepts make their mark

Schaumann Agri Austria was set up in 2002 when Schaumann began working with the Italian firm Rieper, Vintl, South Tyrol. In 2005 Schaumann Agri Austria entered into a cooperative venture with the trading company CIMA, from Castillogne delle Stiviere, to market Bonsilage products.



► The generous support offered by the Italian state triggered a veritable construction boom in biogas plants from 2007 onwards. With its expertise in biological process consultancy, Schaumann has built up an excellent reputation in this field in the German biogas market and is now also keen to break into the Italian biogas market.

To transfer its know-how efficiently to Italy and actively support its partner CIMA, it set up a subsidiary, Schaumann Italia GmbH, in March 2010.

The electric installed capacity in Italy has more than tripled from 160 MW at the end of 2010 to around 570 MW one year later, with around 55% of the plants producing between 500 and 999 kWel. Schaumann is one of the biggest suppliers of expertise to the agribusiness, particularly in the area of biogas and biological silage additives. In terms of biogas, its tailor-made BC.Pro mixtures of trace elements and additives combined with professional biological advice ensure optimum fermenter biology. In the area of silage additives, intelli-

gent combinations of lactic acid bacteria strains result in cost-effective preservation and optimal methane exploitation in renewable raw materials, guaranteeing better milk and fattening performance on cattle and pig farms by increasing the quality of the basic ration. The product concepts Silasil Energy for biogas and Bonsilage for animal feed have become firmly established brand names in Italy.

In a subsequent stage, Schaumann also aims to actively market its high quality range of cattle and pig products through a campaign of specially-developed sales activities and via its own dealer channels. The combination of modern and efficient feed concepts is designed specifically to breed success. Around 4.4 million cattle and 7.5 million pigs in Italy are already looking forward to being fed Schaumann products. Most farms in Italy are run by full-time farmers. This is due to a large extent to the excellent climatic conditions and fertile soils, particularly in the well-known Po Valley, which form a solid basis for future competitiveness. ■





## A country shaped not just by banks

Together with Liechtenstein and Monaco, Luxembourg is one of Europe's smallest countries. Only 430,000 people live in the country and the same number of frontier workers cross the border every day from Belgium, France and Germany. Besides the variety of banks and European institutions established in the country, it is often forgotten that Luxembourg also has an ultra-modern farming sector.



► Farmers have enjoyed a variety of subsidies in the past and have invested to a certain extent in modern forms of housing, solar technology and biogas production.

Schaumann has been successfully represented on the Luxembourg market for almost 50 years. Cattle mineral feeds and milk replacers are particularly important on the domestic market. In livestock production, Holstein Friesian cattle are most strongly represented, followed by the fattening breeds Limousin and Charolais. Daily weight gains in excess of 1,500 g can be achieved with these genetics. Maize silage made with Bonsilage Mais increases feed intake and thus guarantees higher daily weight gains.

In recent years, the pig fattening sector has increasingly changed to contract fattening, which is predominantly controlled by the Belgian feed industry.

Schaumann products are stored at Barenbrug Luxembourg, a Schaumann partner firm based in Ingeldorf. Customers receive their goods within 2 days of ordering. Two Schaumann field workers provide customer support and introduce new products as soon as they come out. The field staff of the Schaumann partner firm 'Moulin de Kleinbettingen' also offer Schaumann calf products. In partnership with two local feed manufacturers, individual feed mixes are produced for all types of animal, in meal or pellet form. The original Schaumann minerals are used for this purpose. Schaumann also has a long history of effective collaboration with a contractor who operates five mobile grinder-mixers and a large maize mill. Schaumasil Supra NK is mixed in as standard on the farm at the start of the new harvest, to guarantee maximum hygiene safety of the cereal. ■

## Get the most out of your broilers and layers

# OVILAC WA



with

***Protecure***

Contains the SCHAUMANN probiotic PROTECURE at a high dosage. Application of OVILAC WA is simple and safe with the drinking water.

- higher ADG
- improved feed conversion
- reduced feed intake
- reduction in ammonia
- contains vitamin C + D

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**SCHAUMANN**  
– Erfolg im Stall





# Intensive production sectors



**Milk production has become more intensive in the Netherlands recent years, while pig production has been held back on account of the huge emissions. Every hectare of agricultural land is intensively farmed. After getting off to a good start, biogas production on farms has stalled and this branch of energy generation has migrated into hands of industrial enterprises specialising in waste disposal.**

► Fruit, vegetable and flower growing continue to be important in this small country, which is similar in size to the German Land of Bavaria. The Netherlands is a major export country for Schaumann Agri International in terms of the silage additives Bonsilage Plus, Bonsilage Mais and Bonsilage CCM. The Dutch seed company Barenbrug has had exclusivity with regard to these products for seven years and is the market leader in biological silage additives in the Netherlands.

The products are sold throughout the country via feed firms, contractors and dealers; many firms and contractors are biased towards CCM and fill silos with up to 30,000 tonnes of treated wet maize. Further north, in Friesland, grass silos are filled with harvests from up to 1,000 ha of grassland. Contractors then sell the fermented silage to cattle and pig farms, which are completely won over by the stability of the silage. Successful tests have been conducted with Bonsilage Extra in extremely sugar-rich silage. The introduction of the micro-dosing technique has given an additional boost. Silaging acids and salts have become much less important and are used only occasionally for surface treatment.

Responsibility for sales activities related to Bonsilage products has been transferred to a specialist from Barenbrug, which maintains a close and successful partnership with the Schaumann specialists and the sales partner Schaumann Agri International.

Rindavital Energietrunk is marketed successfully under private label by a prominent Dutch company, as are special products for calf rearing. ■



# Country of contrasts

**Schaumann Polska was founded in Poland towards the end of 1999. In the years before that, Schaumann sold premix to Polish dealers who sold the products on. Schaumann is now one of the largest companies operating in the Polish farming sector.**

► Our customers include the top farms in Poland in the pig and cattle sector, such as the farm run by Ewelina and Henryk Stanossek, which was crowned the best pig producer in Poland in 2011 by the pig-farming journal 'Trzoda Chlewna'. Another example is the farm owned by Leszek Dusznik, which is the top-performing dairy farm in Poland with a yield of over 13,000 kg of milk per cow per year.

Most dairy farms in Poland are very small. According to the Polish statistical office, the country has 464,000 dairy farms with 2.5 million cows. This equates to only five cows per farm. There are only 357 farms keeping more than 150 dairy cows. The larger farms are generally in the areas that were awarded to Poland after the Second World War. The other

regions are mainly home to small family farms, many of which are subsistence outfits.

The number of pigs in Poland is declining steadily, falling to 11.5 million in March 2012. Only those farms which fatten most efficiently can survive the market selection process. Although the situation is difficult, Schaumann's customer base is steadily expanding. Consumers and slaughterhouses want meat that is low in fat, with a lean meat percentage (LMP) over 59 %. As a result, Schaumann customers in Poland invariably use Ferkelstart 50 G for piglets, and products from the SchaumaLac Protect line for fattening.

Because fewer and fewer people want to work in agriculture, in Poland as well, the small farms will either give up or grow in the coming years. A further decline in animal numbers can be expected as a result. However, the farmers who are left will have to work to a high standard, as Schaumann's customers are already well aware.

Working with Schaumann is worthwhile for farmers, in difficult times as well. This successful symbiosis will therefore be extended and deepened in the future. ■





## From St. Petersburg to Lake Baikal

At over 17 million square kilometres, making it the world's largest country by some distance, Russia has set itself the target of self-sufficiency in animal products.

➤ Given that only 13 % of the land area is used for agriculture due to climatic conditions, this target represents quite a challenge, since the per capita consumption of dairy and meat products by the 143 million or so Russian inhabitants is still well below Western European levels. Effective, resource-efficient livestock production is not always standard.

Right from the outset, Schaumann relies on strong partners who are familiar with the specific local production conditions. Combined with top specialist consultancy services and a broad product portfolio, this allows us to guarantee optimum feeding concepts for every farm, in every region. As we have done for over 10 years now.

2007 saw the founding of the Russian company 'Schaumann Agri GmbH', based in Krasnodar. Together with the office in Moscow, this allows Schaumann to keep the teams of our six partner firms constantly up to speed with the latest scientific developments. As a result, customers all over Russia benefit from feeding expertise at the highest level.

In cattle feeding, this long experience combined with intelligent Schaumann products creates the best possible conditions for economic milk production, especially for the preparation of high-quality fodder. Whether dealing with modern sugar-rich grass from the Moscow area, starch-rich maize in Krasnodar or wet alfalfa and grass silage in Siberia, the extensive Bonsilage range has a suitable silage additive for every fodder situation. These top-quality silages,



combined correctly with products from the broad range of mineral feeds, milk replacers and other special products, guarantee healthy, high-yielding cattle with good longevity.

Schaumann is a reliable partner in pig production too – mineral feeds with ideal nutrient content guarantee optimum concentrate mixes for maximum feed conversion and high animal performance. Equipping pig diets with the Schaumann probiotic Bonvital in combination with acid products, in both liquid and granulate form, is a tried and tested form of prophylaxis in order to keep the herd healthy and to reduce the use of expensive medication.

Join us and benefit from our long experience with Schaumann feeding concepts in Russia! ■



➤ Due to the fact that Serbian market has been quite unstable and closed in the previous period, with low export possibilities, count of heads has been significantly decreased. In this period, number of pigs (over 3 million in 2004) and cattle (over 1 million heads) have been decreased for almost 30%. Also, very important characteristic of Serbian livestock production is market distribution. Almost 85% of the share are small individual farms with 1-5 heads, while only 15% of farms are big and middle sized.

In despite of all mentioned circumstances Schaumann and Paxel found possibilities to develop their business activities in Serbia and to import and distribute around 12.000 tons of Schaumann products

## The 10th Anniversary

At the beginning of 2013 it will be 10 years since Schaumann started its business activities in Serbia. Through its partnership with company Paxel Schaumann has been continuously present on Serbian market since 2004, offering high quality products to numerous livestock producers, mainly pig and dairy.

(based on 3% premixes, including acids, milk replacers, silage and other additives), in total value of almost 9 million Euros.

These facts brought Schaumann products to the top of the list of imported premixes in Serbia.

Schaumann and Paxel professional teams joined together in effort to support and provide all necessary knowledge and skills to Serbian farmers in order to ensure high-yielding meat and milk production, while keeping production costs on the acceptable level.

Nowadays Schaumann is recognized in Serbia as a top quality brand whose advantages will be more expressed in the future due to inevitable process of farm enlargement and necessity of achieving economic and competitive livestock production. ■





## 20 years of Schaumann

Next year Schaumann Slovensko is going to celebrate 20 years of market presence. In the beginning Slovakia offered great potential with its own strong agriculture.



► The Schaumann concept of advisors - sales representatives with extraordinary knowledge in feeding rations - brought success in pigs sector at first. Next step of Schaumann Slovensko was to convince the breeders of the necessity to preserve and analyze the feed. Since the market accepted exact ration calculation and use of silage conservants, Schaumann Slovensko became the market leader in dairy cow nutrition and feed conservation in Slovakia.

Among ten other competitors we keep our position also by public work of our special advisors in animal nutrition, feed conservation, farm management and biogas production or by quick NIR analyzes of fresh matter, silage and TMR. Meanwhile our team of 13 advisors made Bonsilage the most sold silage inoculant in Slovakia.

Of course the Slovak agriculture also changed. Today the Slovakian market accounts for 460,000 cattle, 170,000 dairy cows, 580,000 pigs, 400,000 sheep and 12 Mio. poultry. An average farm has 240 dairy cows. Most of the farms are still registered cooperatives, other are limited companies or freelancers. The best farm yields more than 12 thousands kg milk with 450 holstein cows.

Unfortunately the economic situation in Slovak agriculture becomes more and more critical. After joining the EU the Slovak government does not support the agriculture and supermarket chains from Western Europe bring foreign milk and meat products on the market. Low EU subsidies and difficult sale of own products paralyze the Slovak agriculture today.

A new hope for the agriculture is the alternative energy sources as photovoltaic and biogas power plants. Two years ago Schaumann Slovensko with support of Austrian and German colleagues succeeded to enter the biogas market in order to become the market leader in feed conservation and fermenter control of biogas power plants. ■



## Strong family farms!

Despite the country's proximity to Austria and hence to one of Schaumann's production sites, it was not until the end of 2003 that the first Schaumann products were delivered to Slovenia.

► Although the livestock population in Slovenia is not very large by international standards, with around 350,000 pigs and 460,000 cattle, it is a competitive marketplace. The cattle population has been relatively stable in recent years, while pig numbers have declined considerably. Due to the geographical proximity, many international competitors (some operating only at regional level) are also represented in Slovenia alongside local feed suppliers. Most of the former are from Hungary, Italy and Austria.

Farms in Slovenia are small in scale and are run mainly as family farms, as a principal or secondary activity. The excellent climate conditions and exceptional flexibility of family businesses allows the farms to remain competitive and to farm livestock successfully despite their small scale. Nevertheless, a further decline in livestock production and further structural adjustments can be expected in the coming years.



Due to the wide distribution of cooperative farming in Slovenia, Schaumann's collaboration with a leading cooperative as a general importer is particularly successful. The focus of Schaumann's activities lies in the cattle and pig sector, and in feed preservation. Schaumann licks are extremely popular among the cattle farms and have become an essential feature of loose housing and pastures in Slovenia. Having an easy and efficient way to supply or supplement with essential minerals and active ingredients is a major benefit for family farms operating under high workloads.

An usual feature by international comparison is the widespread distribution of maize grain or whole grain silage for the feeding of pigs. This low-cost form of grain maize preservation is particularly important in the east of Slovenia and is used as an energy-rich and highly palatable feed on many farms.

Together with our general importer 'KZ-Lenart', Schaumann provides strong family farms in Slovenia with the professional advice and reliable high product quality they need to help them meet future challenges. ■





Europe's No.1 silage additive



# The secret of success is variety

Bundled knowledge and experience from over 10 years of research and development provide the foundation. The result is intelligent combinations of specialised lactic acid bacterial strains. The variety of Bonsilage delivers powerful solutions for every forage type.



The proven basis product.



The proven basis product.



The proven basis product.



For maize silage and TPS.  
Improved stability and digestibility.



For maize grain meal and CCM.  
Protects against uncontrolled yeast multiplication.



For maize wholecrop silage  
in airtight silo towers.





# Quality overcomes long distances

South Africa is a land of contrasts and large distances in this young democracy (after apartheid) and still finding its feet politically with many challenges. Currently the agricultural sector is the division showing the most growth and potential.

► What has been found is that as Schaumann was an unknown supplier in South Africa, our biggest problem has been to change the mind-set of our conservative farmers, which is now happening, moving forward and demand showing its potential.

Eco Feeds was established in March 2009 with the sole rights to distribute Schaumann products in South Africa. The Head Office is in Johannesburg with warehousing in Durban, Johannesburg and Paulpietersburg.

It is a land of vast potential (as population increasing rapidly and food needs rise) especially in the agricultural sector but fairly limited as to sophisticated agricultural markets as found in Europe. Two sectors are found, the commercial sector and rural subsistence farming. The commercial sector does not have the controlled environment found in the European agricultural sector as most pig farms, feedlots and dairies are open-based units and temperatures can vary from 2 degrees to 34 degrees in one day.

Our focus is currently on pigs (herds vary from 2 to 10,000 sows), beef feedlots (100 to 120,000 animals), sheep (2 to 20,000 animals), dairy (2 to 5,000 milking cows) and poultry which is the biggest sector in the meat market. As we continually prove our product success, we are gaining more access into the markets by word of mouth, litera-



ture and sales representation. We are also currently initiating silage inoculants and special products to be sold in the various co-operative shops.

South Africa does not prescribe to the "green" concept, growth hormones/antibiotics are still used in 95 % of production and it has been a challenge for Schaumann to reformulate products to that kind of production. It has been proven again that Schaumann feed concepts, quality of the products and technical support on the field are able to bring benefit for producers also in very complex and vibrant production circumstances such as South African.

Eco Feeds is committed to the introduction and supply of products which will become a major competitor in the local market and make Schaumann a household name in the agricultural market. ■



# Challenge with Schaumann for Korean market

Morningbio has established a good business partnership with Schaumann and started the Bonvital business in October 2009. Morningbio has evaluated the large potential market size for Bonvital because of the high product quality and differentiated product effectiveness.

► The fact that AGPs have been prohibited highly motivated Morningbio to launch Bonvital with great interest for the future market in Korea. The highly skillful technologies and deep scientific backgrounds of Bonvital also are matching Morningbios philosophy.

Korea is not a big feed market, but not to be neglected in size. The Korean feed industry produces 17.5 Million tones complete feed per year based on 2010, but most feed materials are imported from abroad, because the agricultural area is very limited due to the fact that two thirds of the Korean territory is mountains. That's why we don't have home mix systems compared to other Asian countries.

Thanks to the support of Schaumann, we successfully completed two seminars in autumn 2010 and in spring 2012. Dr. Hammerer pointed out three factors to find the alternatives for ban of antibiotics from the experiences in EU. The first one was the feeds are roughly grinded. He explained the case of an Austrian slaughter house where

pigs stomachs were inspected and that 30 % of pigs fed by feeds finely grinded suffered from gastritis. The pigs fed by feed roughly grinded had grown without any stomach problems. The second one was organic acids that inhibit pathogens in the intestine and the third one were probiotics that support a healthy digestive tract.

The current customers of Bonvital in Korea are very satisfied with the product quality such as high stability and reproducibility of high function to enable farmers to maintain the health of pigs and chickens. The reputation for Bonvital is spread mouth to mouth among feed producers and famers, and so the future market for Bonvital is evaluated as promising to our expectation. Recently, we introduced a different product, Faro 612 (MCFA), because this kind of product is regarded as one of alternatives for ban of antibiotics. We are convinced that Schaumann's products will get more fame, thanks to the high product quality and endless progress of the product. ■

# Acidifiers and probiotics for pigs and poultry

## **PROTECURE**

Probiotic feed additive

## **SCHAUMACID DRINK C**

Liquid for water application

## **SCHAUMACID PROTECT G**

Granulate acidifier







# Fodder quality as the absolute priority

The production of outstanding fodder quality has a long tradition in grass-rich Switzerland. Innovative products have enabled Schaumann Schweiz to make repeated contributions to help continue this tradition.



► For example, ten years ago Schaumann Schweiz was instrumental in developing the acid-based preservation of roughage. Intensive fertilising, in fodder cultivation among other areas, had previously led to unsatisfactory results in the production of large bales. Farmers either had to accept high disintegration losses due to the long field drying time, or the fodder was too wet and fermentation continued in the bales, leading to excessive heating, corresponding nutrient losses and subsequent mould formation. The use of Schaumasil and later Schaumasil Supra NK made it possible to stop this silage heating and mould formation. Since then, the use of Schaumasil Supra NK in large hay and straw bales has become standard.

With Bonsilage, Schaumann has claimed a leading position in silage additives in Switzerland for over ten years. Thanks to extensive knowledge of silaging and the outstanding effectiveness of its products, Schaumann Schweiz is rated highly by both farmers and the official advisory institutions. Bonsilage products therefore make a crucial contribution to the dissemination of the Schaumann brand and hence to the success of Schaumann Schweiz.

Schaumann Schweiz – A 50-year history. The story of Schaumann Schweiz goes back a long way. The Swiss branch was founded in 1963, as the first subsidiary to follow the original German and Austrian companies. Its strengths lie traditionally in the cattle sector, but forward-thinking pig farmers are also part of the loyal clientele. With its self-mixing concept, Schaumann in Switzerland occupies an interesting niche for the entrepreneurial farmer. Thanks to the progressive mechanisation and automation of feeding, individual component feeding is gaining in importance in economic terms compared with the traditional mixed feed industry.

Bendicht Blaser has been working at Schaumann Schweiz for over 36 years. First as a consultant, later as a regional and sales manager and finally as managing director, he was a leading light from the outset in the development of the pig division in Switzerland. Over the years, he has acquired enormous expertise in every field in which Schaumann products are used. At the end of the year, Bendicht Blaser will leave for a well-earned retirement. One of his final activities was to bring warehousing and administration together in a single location. The resulting increase in efficiency will lay the foundations for the future development of Schaumann Schweiz. He is to be succeeded from 2013 by Thomas Brand, who previously held the position of sales manager. ■



# Strong partners

Pig production is an important economic sector for Taiwan. The Schaumann concept has been put into practice here with great success since 2004.

► Around 24 million people live on this island of 35,800 square kilometres located off the Chinese mainland. The agricultural sector is divided mainly into the areas of fruit farming and pig production. Other products are fish, rice and tea. Some of these – together with bananas and Java apples – go for export.

Pig production is located mainly in the centre (Taichung) and south (Pingtung, Kaohsiung and Tainan) of the country. The pig population comprises around 7.5 million animals, reared on around 10,000 farms. All of these are closed farms which produce no feed of their own but are totally reliant on bought-in feed. The breeds used are Danish LR, Large White, Duroc and Taiwanese 'black' breeds.

Pigs are fattened to around 120 kg live weight. They have a substantially higher percentage of fat than breeds in Europe. Payment is on the basis of live weight, with each producer agreeing the price with his customer.

Active ingredients are supplied through individual mineral components and premixes. In addition, enzymes, toxin binders and other 'specialties' are often mixed in. This complicated feeding concept is very labour-intensive. Farms are seeking simple solutions and are interested in complete mineral and active ingredient products.



Since 2004, Schaumann has been working with the family firm Brewster nutritional technology inc. from Taichung, which markets the Schaumann concept to producers via a network of dealers.

The challenges are many and varied. On the one hand, feed antibiotics are still used extensively in Taiwan; on the other hand, the extreme climate conditions have to be taken into account in designing the formulations.

In addition, housing conditions and feed management differ greatly from the situation in Western Europe, which is reflected in the performance levels achieved. For example, around 17.5 piglets are farrowed per sow per year. The average daily weight gains are in the region of 750 g.

The extensive expertise offered by Schaumann in the area of pig production is being put into practice successfully on the farms. Individual requirements and specific conditions are taken into account in producing the feed mixes. This has made it possible to increase the profitability of farms feeding according to the Schaumann concept. ■



## Milk and meat for the 'granary'

Ukraine's former description as the 'granary of the USSR' is still confirmed by current statistics: in 2011, Ukraine rose to become the world's third largest exporter of cereals. Even in 2012, a year in which most of the country recorded below-average cereal harvests due to the drought, Ukraine is expected to be able to export 20 to 21 million tonnes of cereals.

► In contrast to cash-crop production, which is steered and pushed by politicians as one of the country's few foreign currency earners, the production of animal products still holds huge development potential – the country's 7.6 million pigs and 4.4 million cattle are not yet able (at a self-sufficiency rate for meat currently estimated at around 50 %) to satisfy the growing appetite of the 46 million or so Ukrainians.

Nevertheless, animal production is experiencing steady growth in Ukraine as well and, since 2005, Schaumann too has been an active participant in optimising livestock production.

The important thing in cattle farming is to optimise fodder preparation. Problems crop up repeatedly in protein supply. The energy comes from maize silage, the basic fodder for many farms. Alfalfa thrives in the chalky Ukrainian soil. It has little trouble with the typically dry summers, but is not easy to preserve – often it is only the stems, rich in crude fibre, that end up in the feed trough, as the valuable leaves are left lying in the field due to mechanical losses. There is also the high buffer capacity of the silage material to contend with. This problem was revolutionised with the aid of the silage additive

Bonsilage Forte – only Bonsilage Forte is able to produce large quantities of lactic acid even from starting material that is low in sugars. Active protection against Clostridia guarantees top-quality silage free of butyric acid.

In combination with highly digestible, stable and palatable maize silage, produced using Bonsilage Mais, a huge increase in fodder quality is possible.

The wide range of mineral feeds and supplementary feeds for cattle enables the highly motivated team of consultants to design optimum feeding concepts tailored to the individual farm.

In pig production too, the broad product portfolio offers a suitable supplement for every farm. Pre-starters, protein concentrates, mineral feeds, acid granulates and acid blends to promote feed hygiene allow flexible solutions for every farm. Maximum feed conversion and performance are the result. ■



## United Kingdom

phone +44 19 52/43 36 44 · peter@realisticagri.com



## Firmly Established

Realistic Agri Limited who are the partners of Schaumann for the UK business have reported a steady growth in trade, especially with the inoculants. Peter Jefferis, of Realistic Agri, reports that the season for grass silage in the spring and early summer was very difficult with the UK seeing the wettest periods for 100 years.

► When silage was eventually taken, crops were quite heavy but nutritional value is lower than normal. However, in the last few weeks some warmer, sunny weather has created good growth and farmers again are looking to take later cuts. It has also been a difficult season for those growing maize and many farmers in the Midlands and Northern areas of the Country are reporting some failures in the crop and are forecasting lighter tonnages. However, with its network of merchants and agents throughout the UK, Realistic Agri are able to report another increase in the sale of BonSilage products, and are also now increasing the market share. The UK market is particularly competitive with many formulations being sold, but the recent tightening up of legislation has seen a number of products leave the market.

The other area showing steady growth in inoculants is the AD market. Realistic Agri with its main partner in this field, BOCM Pauls, are now helping to expand this market and are reporting selling products to over 30 % of the AD units.

Earlier in the year, Schaumann invited a party of farmers to visit the Research Farm at Gut Hülseberg. The party was made up of both dairy farmers and others wishing to concentrate on the anaerobic

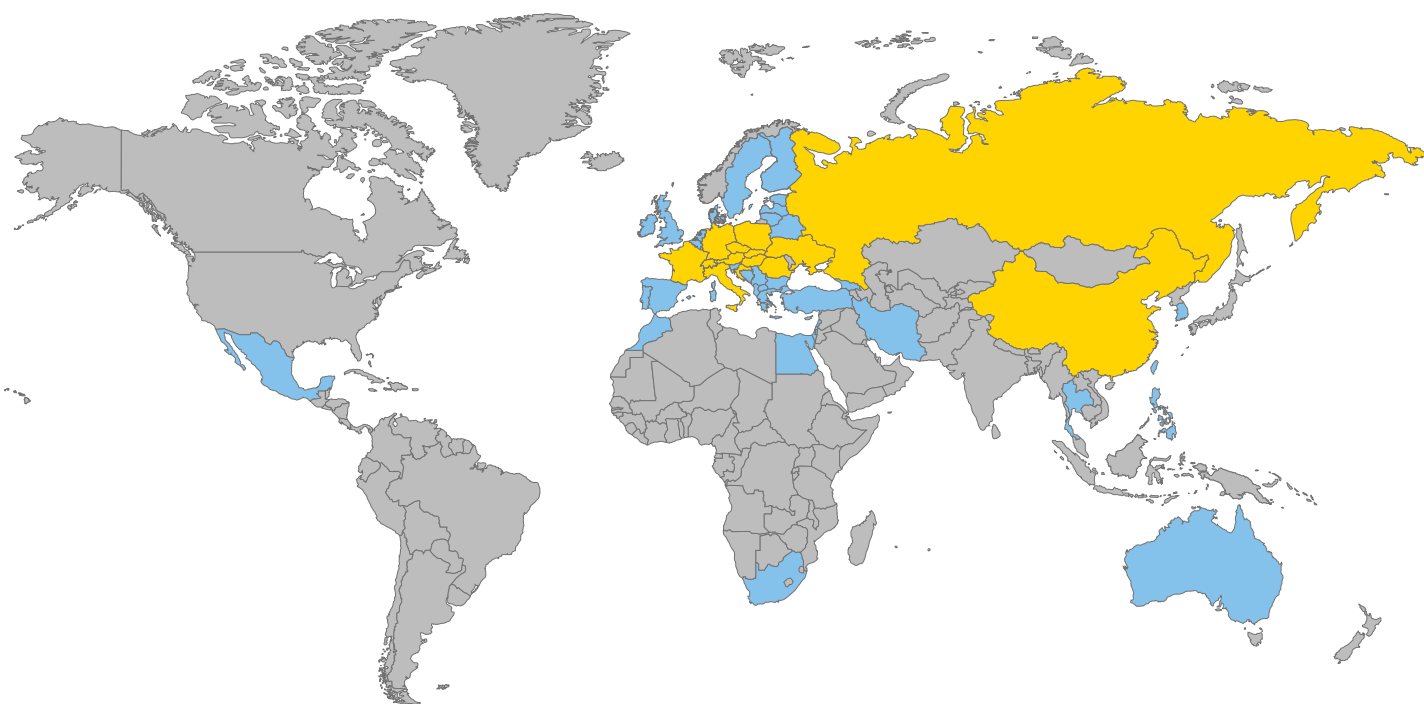
digestion business. Peter Jefferis reported that this trip proved to be very useful, especially from the point of view of dairy farmers seeing the close attention to detail that has to be put in to harvesting the maize crops to obtain the maximum efficiency out of what has been grown. This, he said, is a lesson for dairy farmers and by measuring the efficiency of the forages through the AD plants, they can then translate that to what it would mean to obtain better efficiency out of the crops they are growing to produce milk.

Both Realistic Agri and Schaumann look for every opportunity to try and grow the markets with additional Schaumann products and TMR G is something that is now becoming well established and a product that should show a good growth pattern through this winter and next spring.

Carol Eyke, who is a Director of Realistic Agri, and runs the main office, said that she wished all Companies that Realistic Agri trade with were as efficient and pleasant to work with as Schaumann. Peter Jefferis also commented that we have a sound trading relationship which has created an excellent base to build the business in the UK in the future. ■



## The wide world of SCHAUMANN



■ Companies and Productions ■ Partners

SCHAUMANN is the leading supplier of mineral products and nutritional supplements for livestock diets and concepts for feed and production hygiene. Innovative, tailor-made solutions based on effective research and development and consistently high quality are the mainstay of the company's success.

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