

# Business Link Trip

- Holland, December 2011
- Livestock sector
- Arman and Gagik

- **PUM**
- MoU was signed between PUM and CARD.
- Ms. Dziunik Aghajanian the Ambassador of Armenia in The Netherlands was at the meeting. Her Excellency, Extraordinary and Plenipotentiary Ms. Ambassador mentioned about greenhouse project gov of Armenia has initiated.
- Was discussed importance of EU quality standards for Armenia. PUM experts mentioned that all countries in EU accept seeds produced in Holland without any test. Even France. Because of high quality standards in Holland.



## de heus

was established in 1911. In Russia and other countries is known Koudijs brand

Main production, about 80% is in poultry feed, but also has feed for cows.

In the production portfolio there are premixes, vitamins, minerals, starters for young animals and mixed supplements...

The company started successfully sell products in Poland and success was connected with the teaching farmers how to cultivate new grasses and the value of new grasses.

**Actions:** CARD may start to introduce some products for cattle.



## BARENBRUG – Great in Grass

- One of the world leaders in grass seed production. 3 or 4 in world market. Don't have presence in Caucasus. Have about 15% market share in Poland.
- Developing new grasses takes 15 years of research work.
- Yearly sales is 70,000 ton. Exporting 80 countries and have about 500 employees.
- 25 spices and 700 varieties of which they sell in Holland 250 varieties.

### Actions:

- One should look at complete management of grass production which includes soil analyses, fertilization, cutting, storing etc. Grassland management is bigger issue, seeds are only 30% of the success.
- CARD wants with the support of BARENBRUG to start couple of demo projects in March – April.
- But to do it CARD should find out the soil type in the selected regions, plots through soil analyses.





# Dekker

- Dekker is specialized export of Dutch Holstein and Red&White cattle to many countries worldwide. The managing director Alexander Ten Have explained how they do export and expressed interest to work with CARD.
- Red & White Holstein cattle are strong and with good milk production characteristics, with good fat and protein content.



## Trouw Nutrition

- The leading compound feed, mixed minerals, vitamins for fish, poultry, cattle and pigs. One of the world leading producers, certainly number one in Europe. 40 million USD investing in R&D yearly.
- Area Manager Roelof van de Fliert expressed interest to work in Armenia and provided his view how to work:
- Minimum quantity is one container, 3 tons of each products. If market is interesting they may do feasibility to start 20,000 ton production plant, which may cost 2,0 million USD.

**Actions:** we should send samples from NKR, Asatur and Black Ox farms for analyses and start to bring different feeds for test trails and marketing



- **Intervet or now MSD USA**
- Intervet already has distribution of vaccines for poultry, but they are interested to work with pig and cattle medicines.
- Export manager Stefan Kanter recommended to with most modern products and also prepare small business plan to show how we are going to promote and sell medicines. Evaluate market opportunity for each product.
- Also, recommended to add couple of fertility products and mastitis management plan and products.
- To start minimum 30,000 Euro order and reach 3-4 order a year up to 100,000 Euro early turnover.

# **Insemination Techniques Training & Management**

- Pig insemination supplies and trainings.  
Founder and manager Mr. Jan A. Veltkamp might be good source if CARD wants to help to develop pig insemination project.
- Aram will take a lead and contact him if there is a need.



- **MACHINEHANDEL LEKKERKERKER B.V.**
- Assembling, fixing and selling second hand dairy processing equipment sometime also new equipment. Do also complete production line and the customers place.



- **GD Vet Lab**
- Biggest European vet laboratory. This is more government to government work and cooperation.



# Visited cattle farms:







