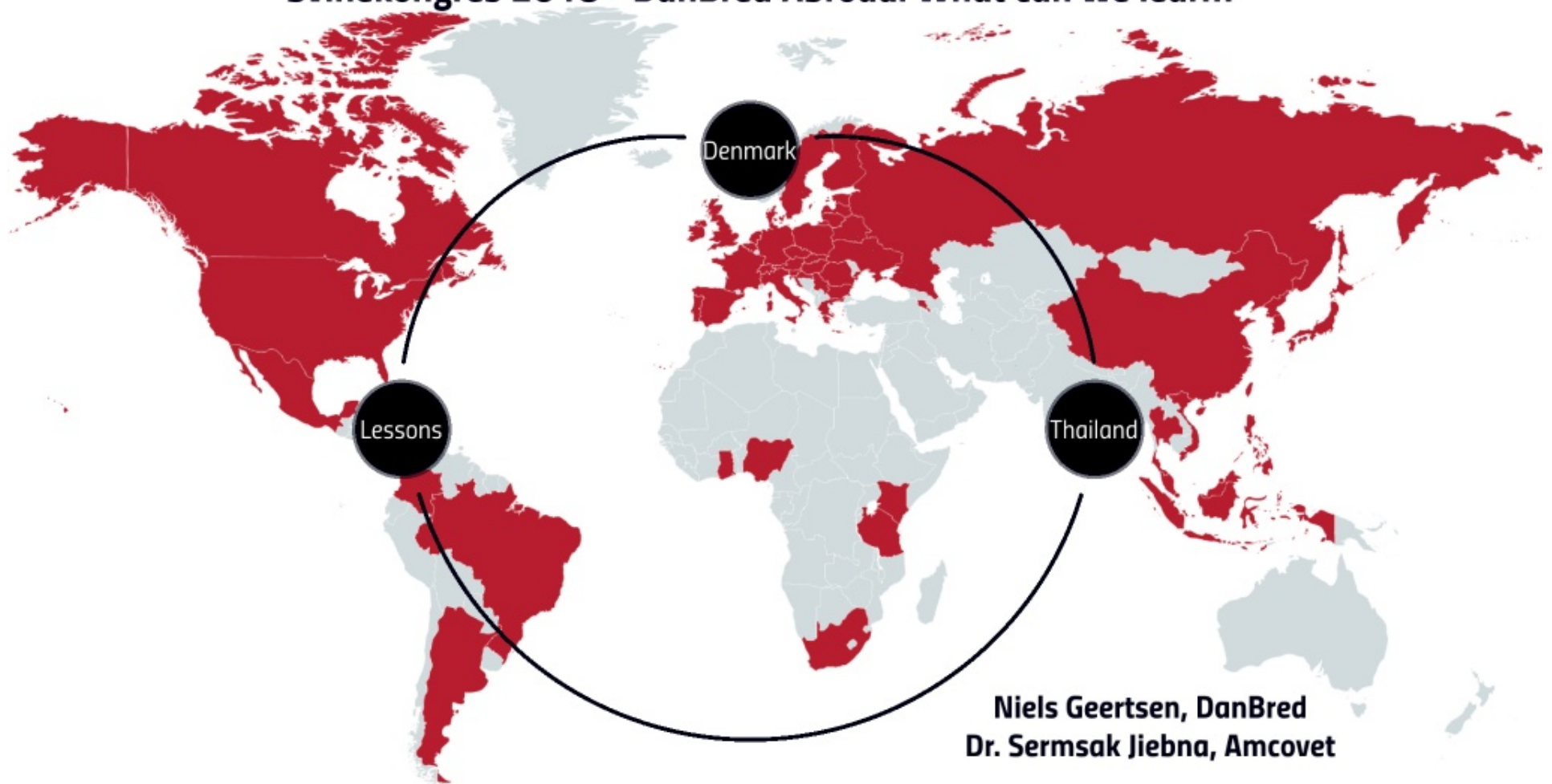


Svinekongres 2018 - DanBred Abroad: What can we learn?





Denmark

The land of bacon

Agenda

Niels
Geertsen

Why
Thailand?

Agenda

This presentation will cover the following topics

- Why focus on Thailand?
- The Amcovet-DanBred partnership
- What to take away from this?

Niels Geertsen Production Specialist, M.sc



Professional experience

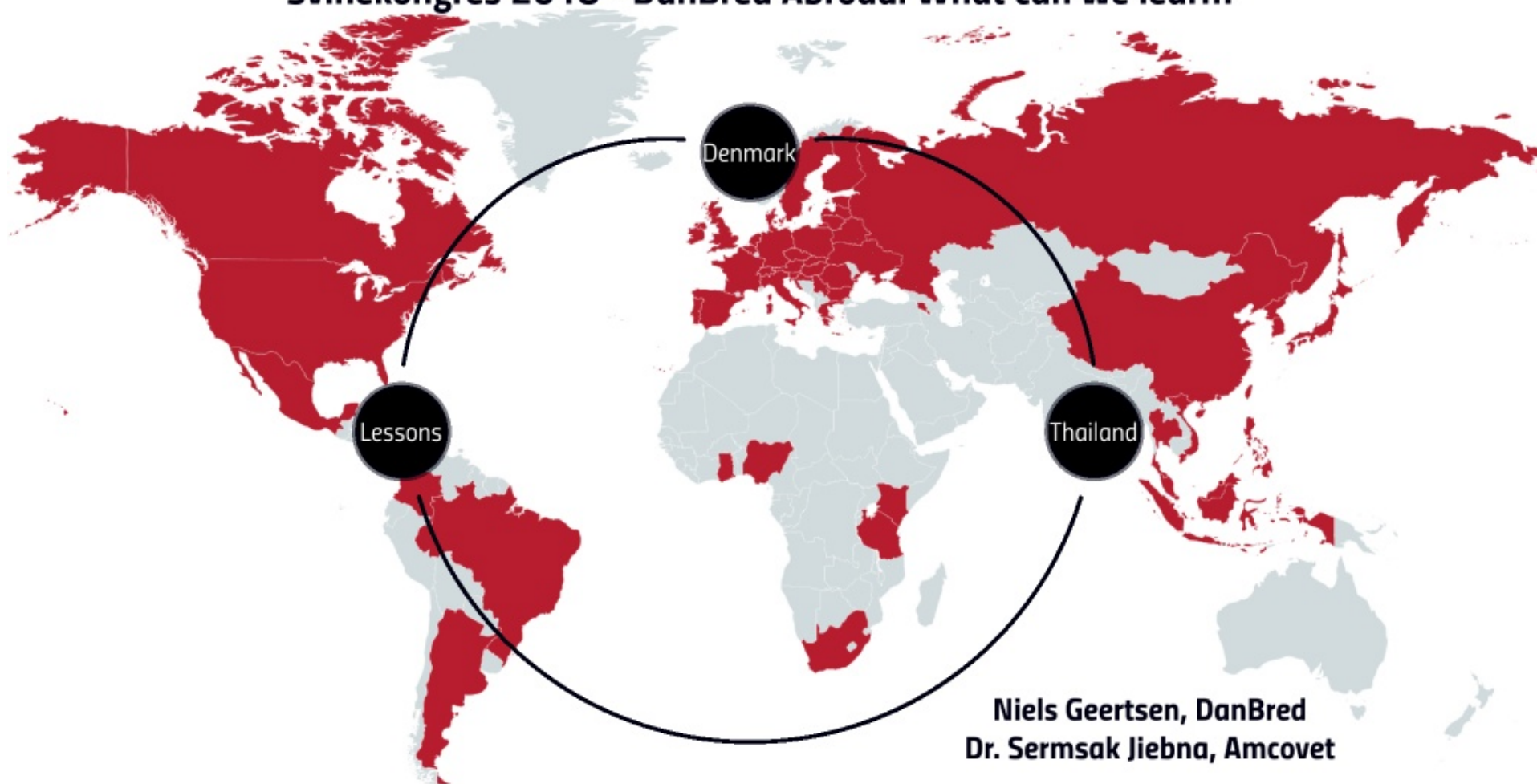
- 2018 - DanBred, Production Specialist
- 2016-2018 - DanBred, Technical Sales Manager
- 2010-2016 - University of Copenhagen, M.Sc. Animal Science
- 2013-2014 - University of Illinois, Graduate student
- 2006-2008 - Farm worker
- 2006 - Dalum Agricultural College, 1.S

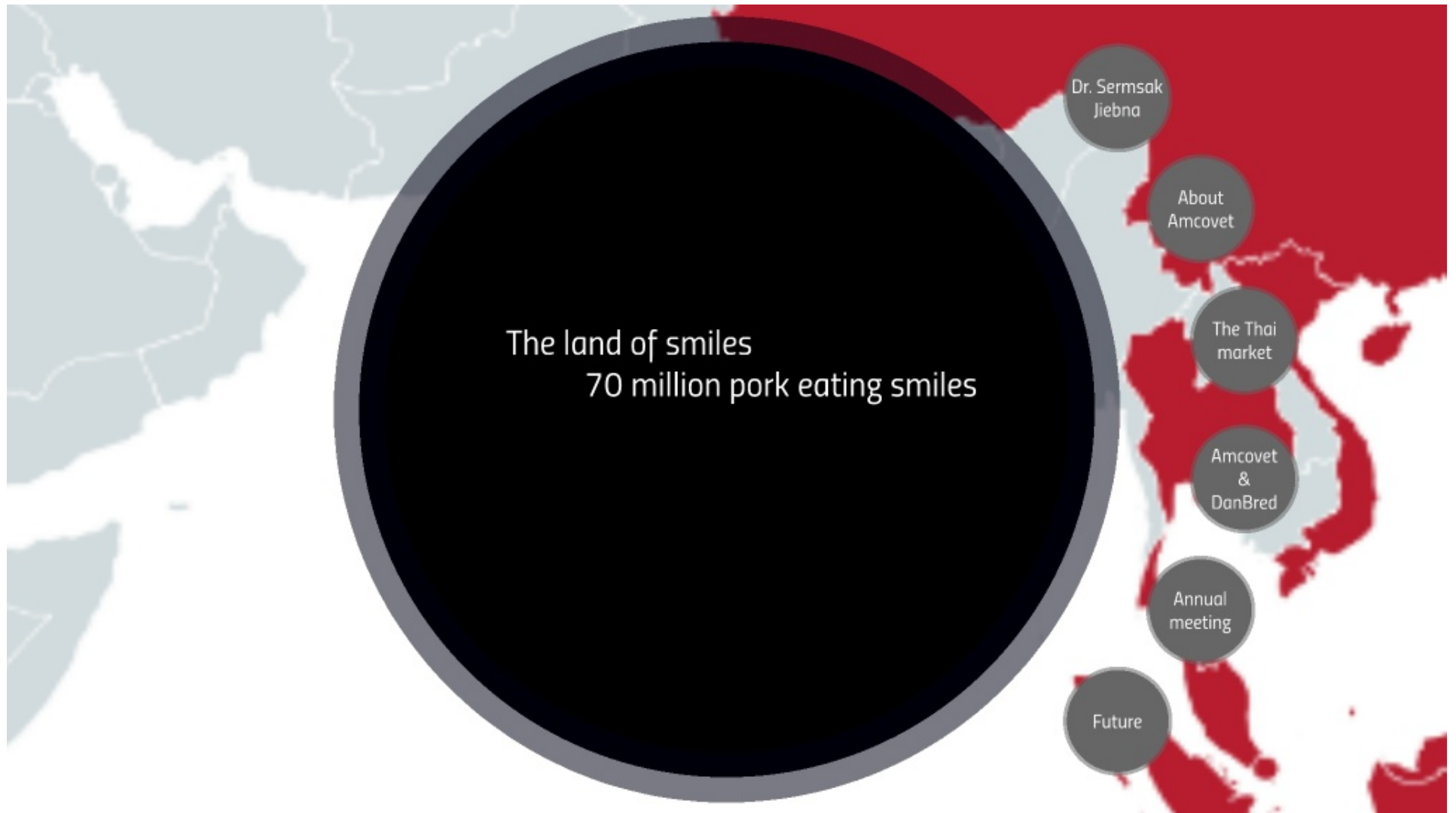
Why focus on Thailand?

A success story with valuable lessons

- On the Thai market for more than 30 years
- Close connection with our distributor Dr. Sermsak, AMCOVET
- Why is it he have been so successful?
- What has he done in the Thai market?
- What can we learn from him ?

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Dr. Sermsak Jiebna D.V.M



Professional experience

- 1985 - CEO OF AMCOVET and ABCO-ANIMAL BREEDING
- 1985 - COOPERATE WITH DANBRED
- 1982 - TECHNICAL MANAGER OF AMCOVET
- 1977 - MANAGER AT CP-FOODS
- 1977 - KASETSART UNIVERSITY, VET.MED.

About Amcovet

A key actor on the Thai market

- Overview of the Amcovet Group
- The Siam Agroviet Multiplication Farm

Amcovet
Group

Siam
Agroviet

Amcovet Group



FARM SYSTEM



PIG
BREEDS



FEEDMILL



TECHNICAL TEAM



PRODUCTS



Siam Agroviet - Multiplication Farm

2800 sows, full line





About the Thai market

Overview

- Population 1.2 million sows
- Avg. PSY = 20 piglets/sow/year
- Independent not cooperative

Top 10

Exports

Trend

Price

Top 10 producers worldwide



What we export

3% exports of cooked pork
97% local consumption
No export of live animal



Trend for the pig industry

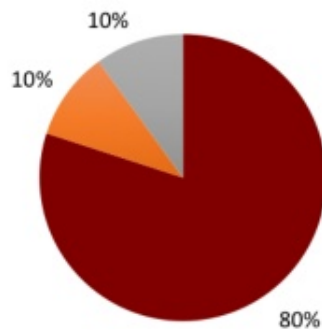
Back yard – less than 10 sows

Small farm – 50-200 sows

Medium farm – 201-2,500 sows

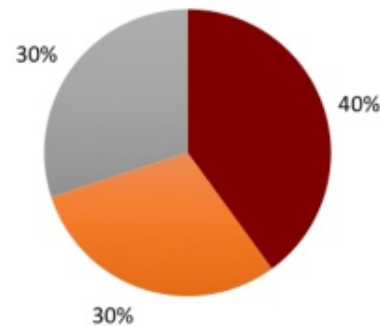
Big farm – over 2,500 sows

1970



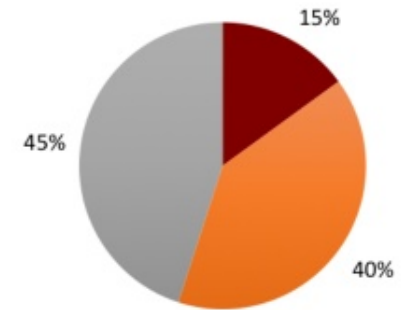
■ Back yard ■ Big farm ■ Integrated farm

1990



■ Back yard ■ Big farm ■ Integrated farm

2018



■ Back yard ■ Big farm ■ Integrated farm

Price in Thailand (2018) per kg.

Cost per live weight per kg. for **good management** (high productivity): about **1.1€**

For **bad management** (low productivity): about **1.7€**

Average price: about **1.5€**

Average cost: about **1.45€**





The Amcovet-DanBred partnership

A success story that date back to 1985

- A brief history
- Amcovet's strategy for selling DanBred

History

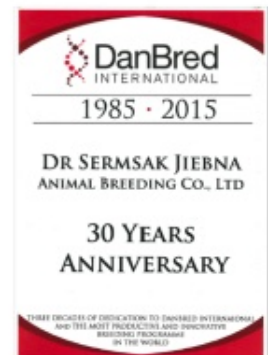
Strategy

Growing
together

A brief history of Amcovet and DanBred

1985

- 1st import of Danish pig to Thailand
- Market is full of hybrid
 - Hypor
 - Segher
 - PIC
 - De kalb

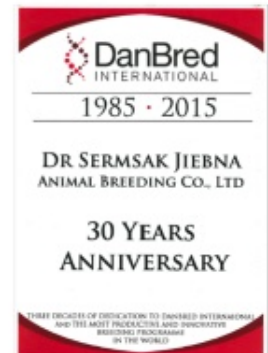


A brief history of Amcovet and DanBred



2000

- DanBred 60%
- Other 40%
 - Canada/Fin nor/USA
- No hybrid company sell in Thailand

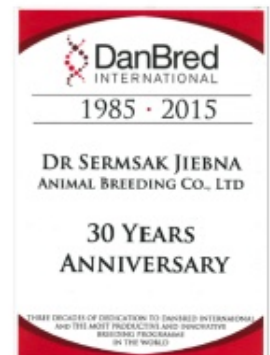


A brief history of Amcovet and DanBred



2018

- DanBred maintain 60 %
- Other 40%
 - Canada/USA



Strategy of Amcovet selling DanBred

Amcovet farm consulting team

Focus on DATA

Follow closely with customer



Amcovet Focus

Checklist - Farrowing Unit						FR-024
[Leslie Farm] Unit: _____ Barn No: _____ #Wk: _____ Date: _____						
Items	Great (4)	Good (3)	OK (2)	Bad (1)	Remarks	
SOWS						
1. Sows' health before farrowing (sick/panting/no appetite: <4%)						
2. Feed or fiber supplement before farrowing						
3. Feed intake before farrowing (move from gestation unit: 3.5 kg, 2.5 kg at 115 days until seeing symptoms of farrowing, then shut down the feeder)						
4. Sows health after farrowing (PMS/Pus/sick/no appetite: <4%)						
5. Medical and monitoring program after farrowing to all sows						
6. Feed intake after farrowing/reach the target and monitor the feed intake						
PIGLETS						
7. Farrowing monitor & methods/recording/report (Heating: _____, _____, _____, _____, _____, _____, _____, _____, _____, _____, _____, _____)						



Develop AMCO system for

- How to make > 90% farrowing rate
- How to reduce leg problems
- How to make pre-weaning mortality < 4% (more than 4 kgs.)
- How to reduce shoulder wound problem

	Weekly batch										
Pre Wean Mortality	4.7	7.4	4.8	5.9	3.9	4.5	4.6	6.2	8.0	6.0	5.5
Avg. Weaning weight	5.5	6.3	7.2	6.5	6.6	6.5	6.1	6.1	5.8	6.9	6.5
Age at weaning	23.7	23.7	27.5	23.9	24.2	24.1	24.1	23.7	23.2	25.7	24.9

Amcovet Focus

FEEDING TARGET [...NurseryFattening.....F3/F4....											
Building no.		Pen no.		#Number of pig							
DATE	AGE (wk)	FEED #	FEED TARGET KG/PIG/DAY	NUMBER OF PIGS			FEEDING				
				#pigs	Death	Culled	total	KG/DAY	#Times	KG/6m	
9/17/2018			0,30	100				30	4	8	
#VERDI			0,30	100				30	4	8	
#VERDI			0,30	100				30	4	8	
#VERDI	5 wk (7.5 kg)		0,30	100				30	4	8	
#VERDI			0,30	100				30	4	8	
#VERDI			0,30	100				30	4	8	



Develop AMCO system for

- How to limit post-weaning set back
- How to reduce wean to finish mortality
- How to reduce small fattening pig (< 85 kgs.)
- Promote to increase average market weight (100-120 kgs.)
- **Save cost** → **increase profit**



Growing together

DanBred support with new Danish's technical data
Continuous training of the Amcovet team
Support for seminar to Thai customers
DanBred visited our customers farm



Result 2016-2017 Annual meeting





Future of Thai market

Where are
we headed

Where are we headed

- Market will be in the hands of integrated such as CP, Betagro and big farm
- Market will focus on cost efficiency
- More wealthy people aware of safety and enjoy tasty pork
- Focus on antibiotic free production

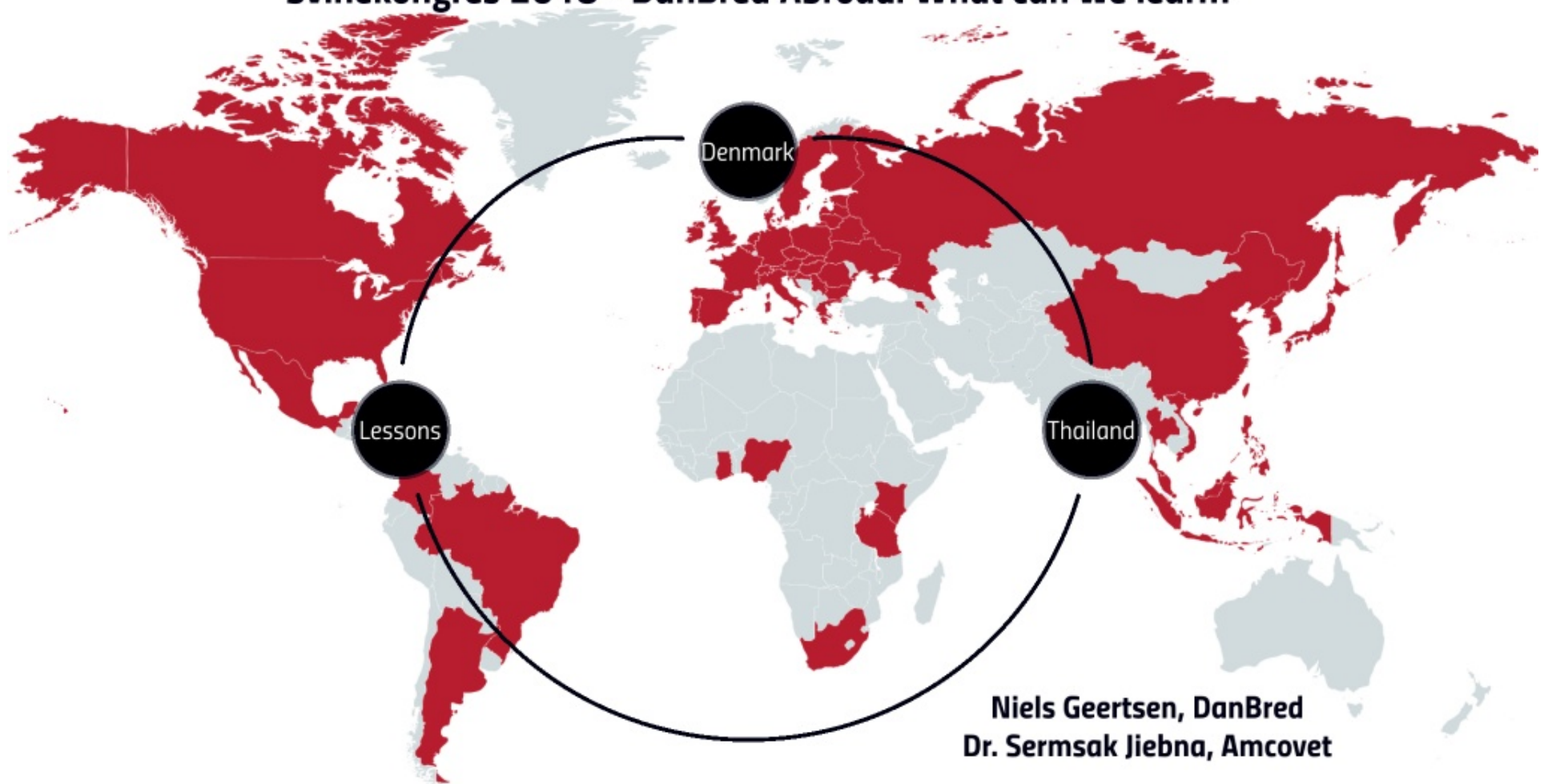



Where are we headed

- More modern slaughter houses
- Focus on meat percentage and slaughter losses
- Growing awareness of animal welfare, and some farm starting to build loose sow facilities



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Lesson to be learned

DanBred
P.O.V

Best of
both
worlds

Progress



Asia from DanBred's point of view

What happens when a DanBred farm is doing well?

It requires:


- Utilizing our distributors
- Supporting them and our clients



To put it briefly

Local presence + international/Asian/Danish expertise

→ The best of both worlds

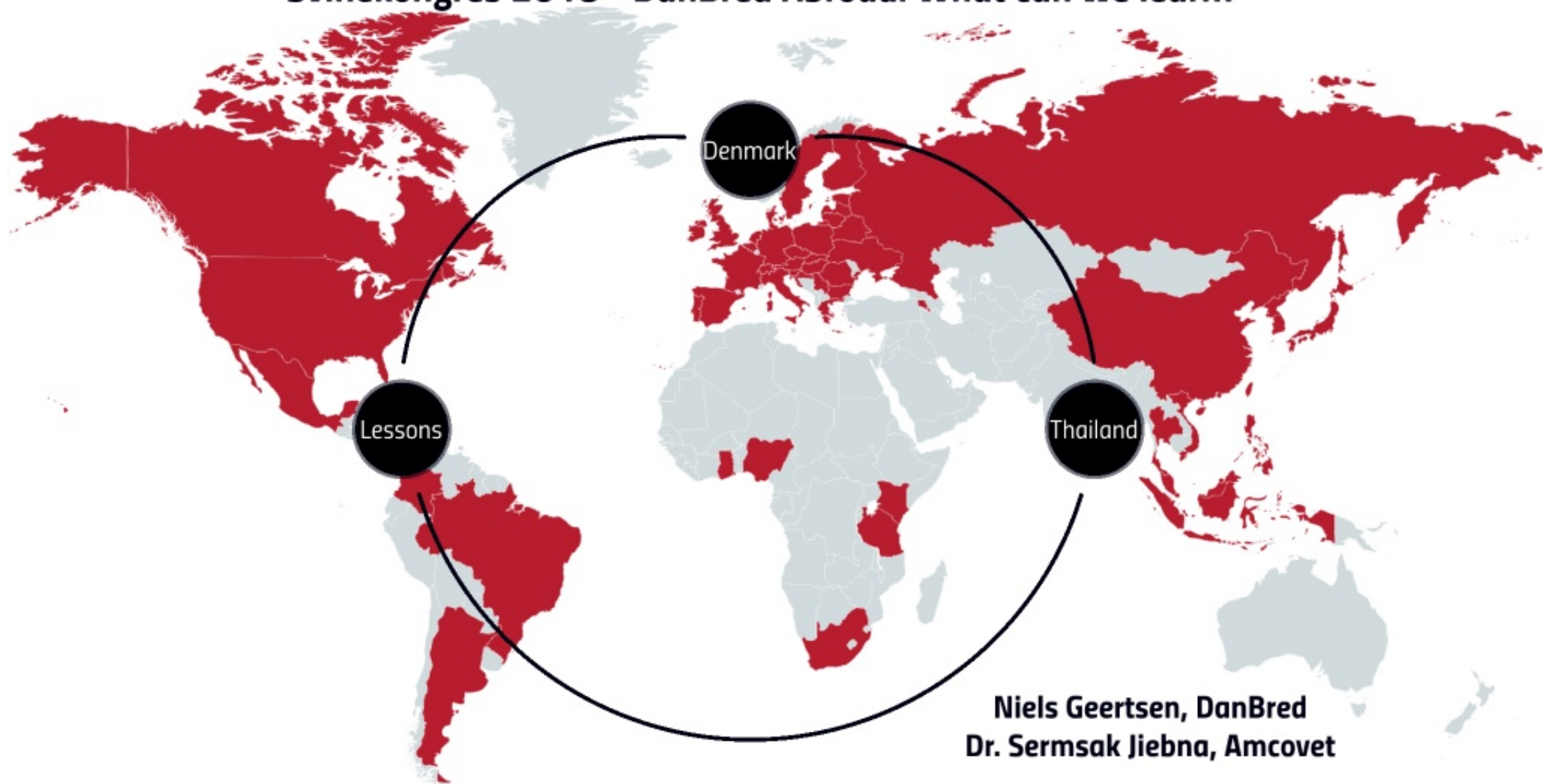


So how do we ensure
progress?

The better competitors and colleagues
we have across the world, the better
we get in Denmark!

Knowledge
is key!

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