



# International

December 2024 Newsletter

## Calf Protocols

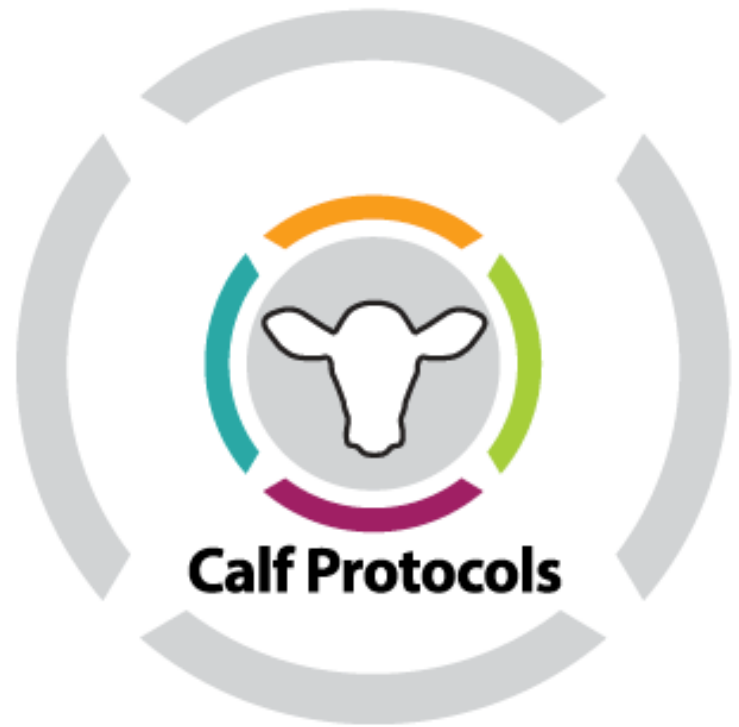
**We are thrilled to announce the launch of TechMix's innovative calf protocols for our international partners.**

These protocols are specifically designed to address the challenges calves face during critical stages of development, promoting better health and growth performance outcomes. TechMix has created a series of four protocols, each tailored to support calves during stressful events such as scours (diarrhea), calving difficulties, extreme weather, transport, and weaning. By incorporating high-quality electrolytes, energy sources, probiotics and targeted supplements, these protocols help maintain hydration, support gut health, and enhance overall calf well-being.

These comprehensive solutions are designed to address specific calf health issues effectively. Each product in the TechMix lineup is strategically developed to address distinct challenges, ensuring a seamless and holistic approach to calf care. What sets us apart is the convenience of offering all these scientifically backed solutions designed to work synergistically from a single trusted source, making it easier for distributors and farmers to access what they need.

The introduction of these protocols in Europe marks a major milestone in calf care. With TechMix's science-driven solutions, farmers and distributors can feel confident their calves will thrive even under challenging conditions.

These protocols can be translated into your languages and are a great tool for you to demonstrate the value of TechMix calf products and their use on farm. Ask Sjors Zuurhout with TechMix for more assistance in creating these for your markets.



**Diarrhea/Scouring Calf**



**Newborn/Weak Calf**



**Transported Calf**



**Weaning Support**



# International

## Introducing new products

We created two new products for the international market, both focused on calf health but catering to different needs. Both products will be available by the end of this year.

**BlueLite® C:** This versatile electrolyte provides multiple energy sources and acidification to rehydrate calves and promote gut health. It can be administered with milk, milk replacer, or water, enhancing digestion and offering a proven method to ensure hydration in young calves. BlueLite C is an easy-to-use, effective solution that provides readily digestible energy and electrolytes whenever hydration support is needed. Unlike BlueLite Replenish™, which is designed specifically for calves with diarrhea, BlueLite C is a more general purpose electrolyte that is also used whenever calves require additional hydration, energy or additional stress support.



**Respirex:** Stressful events like transport, weaning, or environmental changes can make calves prone to respiratory issues, affecting their growth and productivity. Respirex, made with thyme oil, anise oil, peppermint oil, and Vitamin C, supports respiratory health by reducing coughing, acting as an expectorant, and opening airways for relief. With additional antimicrobial, anti-inflammatory benefits and the pain associated with it, Respirex helps calves recover faster, regain appetite, and stay active, ensuring they achieve their genetic potential and maintain overall health.



## EuroTier 2024

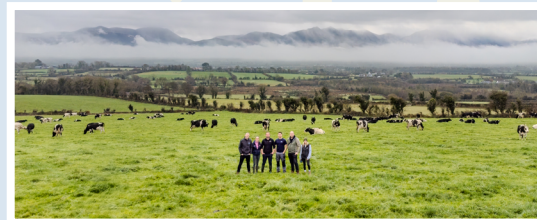
TechMix was excited to participate again at EuroTier 2024, taking place Nov. 12-15 in Hannover, Germany, where we proudly showcased our products at the TechMix booth. Over the course of four days, we had the privilege of connecting with partners from around the world including Asia, Canada, the U.S., the Middle East, Africa and, Europe.

We shared our booth with our German partner, Serumwerk, who showcased the launch of FYSCO, an innovative new webshop concept. FYSCO allows farmers to purchase TechMix products online, with a commission structure that compensates veterinarians for their involvement.

We had a fantastic time at EuroTier and are already looking forward to returning in two years!

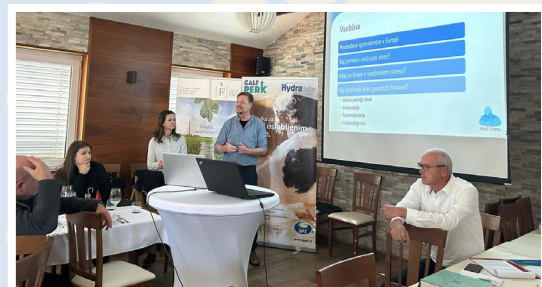


## TECHMIX CONNECT



### TechMix in Ireland with World Wide Sires Ireland

Tami Fasching and Sjors Zuurhout traveled to Ireland with Mike Reid and met with Mike Quirke, a dairy farmer in County Kerry, Ireland, to talk about his use and success with YMCP Vitall on his farm. Thanks to Mike Quirke and Andrea Rafferty and Ronan Sioucrú with World Wide Sires Ireland for meeting with us.



### Harry in Slovenia

TechMix's expansion into Slovenia last year included a partnership with GPZ z.o.o. Harry Sintemaartensdijk, Ruminant Associate Technical Manager with TechMix, visited GPZ to highlight Slovenian dairy innovations, including sustainability practices like a unique manure separation system. We thank CEO David Pricnic and his team for their warm hospitality and insights.



### Mike in Poland

In October, Dr. Michael Reid, TechMix Business Manager, traveled to Poland to visit farms and meet with WWS Partner. The trip revealed a strong enthusiasm for improving animal health, and we're proud of the growing impact of TechMix solutions in this market.





# International

## TechMix events with you!

October and November were exciting months for TechMix as we continued to prioritize personal connections and the sharing of product research, market developments, and the latest industry trends.

### Animal Health Partner event in Budapest, Hungary

TechMix hosted its first Animal Health Partner Meeting in Budapest, Hungary Oct. 14-17. This event focused on three objectives: a scientific symposium, a farm visit, and networking.

Held at the prestigious University of Veterinary Medicine Budapest, the symposium showcased our flagship product, YMCP Vitall®.

Presentations were delivered by internal and external experts, including Lance Baumgard (US) and Alexander Starke (DE). A farm visit to CLA Milk Dairy, a cutting-edge dairy farm with 2,000 Holstein Friesian cows producing an average of 11,600 liters of milk per lactation, offered participants valuable insights into large-scale dairy farming. The event brought together 26 participants from Germany, France, Benelux, Latvia, Denmark, Germany and Spain. With support from our Hungarian partner Holstein Genetika, the event was a resounding success.



### Pre-EuroTier meeting in Hannover, Germany

The day before EuroTier opened, TechMix hosted a symposium for our genetics partners to network, share best practices, and discuss new programs like the calf protocols. The event also featured presentations on new product launches and YMCP® research.

Highlights included valuable insights from Tomasz Tyszecki (WWS Partner, Poland), Andris Zalitis (Vidzemes Veterinārais Serviss, Latvia), and László Szilágyi (Holstein Genetika, Hungary), who shared success stories and challenges in their markets. Marketing and Artificial Intelligence (AI) topics were also covered by TechMix Marketing Leader Tami Fasching and Sjors Zuurhout, while Serumwerk's Nora Abendschön introduced FYSCO, the new webshop concept.

We extend our gratitude to all participants for making this event educational, engaging and rewarding.



## New Hires

### Dr. Kevin Cain

We are excited to announce that Kevin Cain, DVM, has joined TechMix as the US Bovine Technical Services Veterinarian. Dr. Cain will be instrumental in helping partners and customers better understand how TechMix products offer physiological benefits that lead to optimized performance outcomes.



### Cristina Fortun

We are excited to announce that Cristina Fortun has joined TechMix as the Customer Service and Logistics Assistant for the International Team. She is based in Spain.



## TECHMIX CONNECT



### World Dairy Expo in Madison, USA

At the 57th World Dairy Expo, TechMix engaged with many of the 55,000 attendees from the U.S. and many other countries from around the globe. The event provided excellent networking opportunities and highlighted TechMix's global reach and innovation.



### Expanding YMCP Vitall into France

Through a collaboration with Elanco France, TechMix successfully introduced YMCP Vitall bolus to French dairy farmers. This partnership provides effective post-calving support for cows and marks an important step in bringing innovative solutions to the French market.



### Visiting SPACE in France

TechMix attended the SPACE exhibition in September in Rennes, France. The show was attended by more than 90,000 visitors. During the three-day event, key meetings were held with TechMix partners including Lallemand, Elanco, Atafen, Nutribio and BioArmor. YMCP Vitall was the focus of many conversations with suppliers and customers.

Interested in submitting information or photos for the next newsletter? Please contact Sjors Zuurhout.

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