

# Intraview

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International Conference  
on Lameness in Ruminants  
Chile Page 4

Intracare BV participated  
in the debut VIV MEA  
Abu Dhabi Page 8

*“Growing worldwide  
awareness of non-  
antibiotic treatment  
for hoof problems”*

Intracare

[www.intracare.nl](http://www.intracare.nl)

# Introduction



## Welcome to the first edition of Intraview

Intracare has always been a dynamic business, but the last year has beaten everything in terms of developments that were going on within and around the company. For example, in the past year we built a completely new factory which will enable Intracare to continue to grow and lead the field when it comes to developing novel products in the (intensive) farming sector. We now have a state-of-the-art laboratory for our R&D and quality division, a wholly new certified GMP Pharma room, an office area, and much more space for production and logistics. All with the aim of improving the quality of our production process and continuing to grow as a leading company within our sector.

2016 has only just begun and our schedule is already bulging with various activities. This magazine contains a roundup of the topics that are commanding our full attention at present. New products, new developments, with which we aim to stay a top player in this market. We also take you on a look behind the scenes and proudly show off everything we achieved last year. And we hear from a loyal Intracare customer with tips and tricks on marketing Intracare products successfully.

With this edition, we hope to bring you fully up-to-date with what is happening in Intracare. To inspire you and to give you even more energy to continue building with our brands in your market. It goes without saying that our team is always available to discuss this in more detail!

*Jan van Geest*

**“To inspire you and to give you even more energy to continue building with our brands in your market.”**

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# International Conference on Lameness in Ruminants Chile

*Growing worldwide awareness of non-antibiotic treatment for hoof problems*



*In November 2015, we actively participated in the International Conference on Lameness in Ruminants in Valdivia, Chile. We met experts from all over the world to discuss the latest developments in the field of claw diseases.*



Dr. Gerwen Lammers presented to the audience the results of our clinical trial which demonstrated that Intra Repiderma was more effective than treatment with antibiotic spray. In addition, Carly Vulders presented a poster about our trial confirming the high efficacy of Intra Hoof-fit Gel for registration in Canada. Other researchers showed that antibiotics may delay wound healing and that residues can be found in the milk. Two further reasons to use non-antibiotic products!

## **Great challenge**

The program was packed with scientific presentations and discussions, and even the godfather of digital dermatitis, Professor Mortellaro, emphasized that the development of antibiotic resistance will be the greatest challenge of the 21st century!

**Together with Henk van der Vegt and trainer and hoof-care specialist Piet Kloosterman, we had an inspiring time in Valdivia and we would like to thank the organizers of this exciting event! The next Lameness conferences will take place in Munich, Germany (2017) and Kyoto, Japan (2019).**

# GMP pharmaceutical license

*One of the major recent developments is that we are now accredited with a GMP license for pharmaceutical products. The license was granted as a result of the inspection on September 22.*



**GMP** stands for Good Manufacturing Practice: a quality standard that needs to be followed by all pharmaceutical manufacturers. In general it involves working in compliance with fixed procedures, having well-trained personnel, carrying out extensive laboratory analysis, keeping detailed records and performing a series of double-checks before any product can be released for sale. This is done to minimize deviations or other errors during production to ensure that pharmaceutical products are of the highest possible quality.

Improving our existing quality system to achieve the GMP pharmaceutical standard was a very interesting

and informative project. We can proudly announce we have learned a lot and are now able to operate in accordance with the latest European regulations with respect to **pharmaceuticals**.

The relevant GMP pharmaceutical activities are performed in dedicated **cleanrooms**, as can be seen in the images. These areas were recently built and are designed to minimize product contamination. We are very proud of these new achievements, which mark a further step in our commitment to providing the world with innovative products and **alternatives to antibiotics**.

# Intra Calferol strengthens eggshell, bones and calcium metabolism



*Intra Calferol is still a relatively new member of the Intracare product family. But even in a short time it has proved to be a strong pillar of Intracare's liquid nutritional supplement range. For many integrators worldwide, Intra Calferol is THE product when it comes to improving calcium metabolism in animals. In laying hens, for example, it significantly improves eggshell quality, resulting in fewer broken eggs. Intra Calferol also has positive effects on layers' productivity and reduces numbers of dirty eggs. In broilers, Intra Calferol has a positive influence on the animals' bones, leading to stronger legs. This is vital to prevent losses in the last few weeks of the cycle.*

Calferol's benefits can be summed up as follows:

- Strengthens the eggshell
- Leads to strong bones in the animals
- Reduces numbers of dirty eggs
- Ensures stable uptake of vitamin D3
- Improves animals' productivity





Intra Calferol is a concentrated supplement based on chelated calcium, stabilized vitamin D3 and magnesium. Intra Calferol is a pH-neutral product with extremely stable vitamin D3 properties. The product contains chelated calcium that is easily absorbed. Vitamin D3 is an essential element for calcium balance in the blood, bone construction and eggshell quality. The magnesium in Intra Calferol ensures good calcium formation thus guaranteeing a strong calcium structure in the bones and/or eggshell.

Intra Calferol is now in use worldwide, and more and more markets are showing an interest in it. For example, we are even seeing Asian markets using Calferol to improve the quality and productivity of shrimps. And with great success: thanks to Intra Calferol, the young shrimps are very active and have stronger shells.

## Practical trial demonstrates the power of Intra Calferol

In a professional layer unit in Eastern Europe with a total of 75,000 animals, a group of 35,000 layers was treated with Intra Calferol for four days every two weeks over a period of two months (total 16 days). A control group of 40,000 layers was left untreated. The dosage rate was 1.5 litres of Intra Calferol to every 1,000 litres of drinking water.

### The following results were obtained:

Breed: **ISA Brown** • Trial start date: **13 March 2012**

Broken eggs (%)		
	Control	Intra Calferol group
Week 64	3.58	3.15
Week 66	3.80	2.87
Week 68	3.76	2.75
Week 70	3.50	2.80
Average	3.66	2.89

Hen-day egg production (%)		
	Control	Intra Calferol group
Week 64	81.3	81.5
Week 66	80.9	81.9
Week 68	80.4	81.6
Week 70	78.2	81.5
Average	80.3	81.6

Dirty eggs (%)		
	Control	Intra Calferol group
Week 64	8.4	7.9
Week 66	8.7	7.2
Week 68	8.4	6.9
Week 70	8.3	7.0
Average	8.5	7.3

*The results show that the use of Intra Calferol quickly bears fruit. The group treated with Intra Calferol scored more highly on all parameters. The investment per layer for the 16 treatment days was 1,4 eurocent.*



Intracare BV  
participated in  
the debut  
VIV MEA  
Abu Dhabi



*The Middle East is an important market for Intracare. So it was not a difficult decision when the VIV came up with the initiative of holding a trade fair in the region. In mid-February the first edition of the VIV MEA finally became a reality. The fair was held in Abu Dhabi's impressive ADNEC exhibition centre.*

We were naturally enthusiastic when the VIV approached us a year ago and asked if we would be interested in such a fair. The Middle East represents a significant growth market for Intracare and we are always keen to participate in VIV activities. Its trade fairs are known for their professional approach with serious business-to-business customers.

We can look back with enormous satisfaction on this first edition of the VIV MEA. We attracted a lot of footfall to our stand from 35 different countries and there was huge demand for the Intracare Hygiene programme. We will certainly be back for the next edition.



## ***Dutch Poultry Centre symposium***

*Intracare was also one of the speakers at the symposium "Dutch approach for better performance of your poultry business". As part of the programme, Marc Spackler from Intracare gave a lecture on reducing antibiotic use by improving water quality. Over a hundred participants attended the lecture and their feedback showed that the subject is highly topical in this region.*

## ***Our booth during the VIV MEA***



*New production facilities Intracare in Veghel. Including GMP Pharma area.*



*The total overhaul of the Intracare factory in Veghel (Netherlands) was completed in late 2015. The office has been extended and ample space has been created for the fully modernised R&D department. Intracare now has a state-of-the-art laboratory (for chemistry and microbiology) with facilities that meet the latest pharma industry requirements.*

# Intracare Exhibitions

## Calendar

Exhibition	Dates	Location
NutriFair	20/01/2016 – 21/01/2016	Fredericia, Denmark
Mixed Feed Veterinary	26/01/2016 – 28/01/2016	Moscow, Russia
VIV MEA	15/02/2016 – 17/02/2016	Abu Dhabi, U.A.E.
Fima Zaragoza	16/02/2016 – 20/02/2016	Zaragoza, Spain
Horticulture Business Days	16/02/2016 – 18/02/2016	Gorinchem, The Netherlands
RMV Venray	23/02/2016 – 25/02/2016	Venray, The Netherlands
Inahgen 2016	24/02/2016 – 26/02/2016	Pasay City, Philippines
LIV Venray	01/03/2016 – 03/03/2016	Venray, The Netherlands
Ildex Vietnam	23/03/2016 – 25/03/2016	Ho Chi Min City, Vietnam
Salon International de l'Agriculture au Maroc	26/04/2016 – 01/05/2016	Meknès, Maroc
VIV Poultry Summit Europe	16/05/2016 – 18/05/2016	Utrecht, The Netherlands
CAHE Animal Husbandry Exhibition 2016	18/05/2016 – 20/05/2016	Shenyang, China
Dairy Expo, , during May	02/06/2016 – 04/06/2016	Qingdao, China
Animalia 2016	14/06/2016 – 17/06/2016	Istanbul, Turkey
Avi Africa 2016	21/06/2016 – 23/06/2016	Johannesburg, South Africa
World Buiatrics Congress	03/07/2016 – 08/07/2016	Dublin, Ireland
VIV China	06/09/2016 – 08/09/2016	Beijing, China
Space 2016	13/09/2016 – 16/09/2016	Rennes, France
The National Ploughing Championships	20/09/2016 – 22/09/2016	Co. Offaly, Ireland
IPEX 2016	22/09/2016 – 24/09/2016	Lahore, Pakistan
RMV Hardenberg	01/10/2016 – 03/10/2016	Hardenberg, the Netherlands
Saudi Agricultural show 2016	02/10/2016 – 05/10/2016	Riyadh, Saudi Arabia
Agrena	06/10/2016 – 08/10/2016	Cairo, Egypt
Elmia Agriculture	19/10/2016 – 21/10/2016	Jönköping, Sweden
LIV Hardenberg	25/10/2016 – 27/10/2016	Hardenberg, The Netherlands
Fiere Zootecniche Internazionali di Cremona	26/10/2016 – 28/10/2016	Cremona, Italy
Eurotier	15/11/2016 – 18/11/2016	Hannover, Germany
RMV Gorinchem	22/11/2016 – 24/11/2016	Gorinchem, The Netherlands
Zootecnica 2017	02/02/2017 – 05/02/2017	Thessaloniki, Greece

The production and logistics areas have also been more than doubled in size. In addition, Intracare now has its own GMP Pharma area. New automatic filling machines have also been installed, enabling production to work even more efficiently.

Thanks to these developments, Intracare is fit for the future and able to meet the stringent quality standards that our customers expect. All with the aim of developing and producing serious alternatives to antibiotics.



# Bio-Vet Ltd Şti Turkey

## How and when did cooperation start between your company and Intracare?

We had a local veterinary clinic until ten years ago and worked in poultry, especially in the layer industry. At the end of 2005, an Avian Influenza outbreak occurred for the first time in Turkey and caused very bad consequences in the poultry industry. As from that moment we decided to change our path. We wanted to cooperate with a good company that was known for its high quality products worldwide. We met with Intracare during VIV Europe 2006 in Utrecht and realised that we had found the opportunity we were looking for. And now we are very pleased to be a member of the Intracare family.

## What is your “secret” - why is your company so successful with Intracare products in your local market?

Our secret is “experience + high quality products = success”. We have worked in every part of the poultry industry for many years. If you work in a live production

industry, you must be very careful, make correct decisions, use reliable products and follow innovations regarding your job. We did it and combined our experience with Intracare’s products. Using high quality products for your job always takes you forward.

## How did your competition react when you entered the market with Intracare products and how did you beat them?

We have many competitor companies and products in our market. It was the same in the past as well. When we entered the market with Intracare products, we used them firstly in poultry houses where we gave technical service. We saw their results and advantages. So we believed in them. Above all, you must believe in your product. If you really believe in it, you can recommend it with confidence. Intracare products proved themselves in the field. So we beat our competitors with the quality of Intracare products and our knowledge.

## What can Intracare improve to increase your Intracare sales?

Intracare's varied support is very important for our company. First of all, we have good cooperation. Intracare supports us in every respect and we share everything, like experiences, trials, with each other. Intracare is an innovative company which is continuously developing. It is growing day by day with its staff and product range. To do business with such a supplier company is a great opportunity for Bio-Vet and other partners of Intracare. Besides this, Intracare's constant product quality really helps us to increase our sales.

## What would be your "golden tip" for other Intracare distributors?

We have two different golden tips for other Intracare distributors.

### As a distributor:

"Hug Intracare firmly" Intracare has been a main supplier to Bio-Vet since 2006. Intracare products always have top priority in our sales program. We imported some feed additives from other companies in Europe in the past. But our relationship and trade with them finished after a while because those companies didn't have standardized product quality. There are many companies in the world from which we can import a lot of products, but it is very difficult to find an honest and reliable company like Intracare.

### As a veterinarian in the poultry industry:

"Use high quality products for prevention and medication in your job". We don't know how it is in other countries, but in our country price is always the most important subject. In our working lives we never chose the cheapest product for prevention and medication. The most important thing for us was the positive result of medication. We always chose quality and won.

## What is your favourite Intracare product?

Each Intracare product is very special for us. The most special of all is Intra Hydrocare. It is number one in its class

in Turkey now. Everybody knows that Intra Hydrocare is the top quality product amongst others. Intra Hydrocare is the product into which we put the most effort regarding competitor actions. But we beat all of them one by one. So being of the rival of Intra Hydrocare is very hard work...

## How do you see the future of our cooperation, what do you want to achieve and what will be your strategy?

Intracare and Bio-Vet are companies which accurately gauge the requirements of livestock farming enterprises. Because of that, Intracare products will be the first option for clever customers who want to improve profitability with correct formulations and practical solutions in future.

As Intracare Turkey, we always want to be a company which represents Intracare in a correct and honest way here. Our main aim will be to continue this and to make our products the first choice for all producer companies in the agricultural industry.

### In order to achieve this, we have some strategies:

- To present the correct formulations and high quality of Intracare products
- To show everybody how Intracare products are different
- Fair trade
- Transparency, sincerity and a smiling face

## Company information

- **Name of company:** Bio-Vet Ltd
- **Date founded:** 1 March 2002
- **Number of employees:** 9
- **Location of company:** Bursa, Turkey
- **Sales share (%) of Intracare products compared to rest of product portfolio:** 80%
- **Market share of Intracare products in your country:** 18-20%

# Intra Facts & Figures

## Intra Multi-Des GA, one of the world's strongest disinfectants

Everybody who is checking the website of The CTGB (Board for the Authorisation of Plant Protection Products and Biocides), will see that Intra Multi-Des GA is already effective at a concentration as low as 0,2%. In contrast the CTGB also showed that other disinfectants are not effective below a 0,5 or 1,0% solution. This makes Intra Multi-Des GA one of the most powerful disinfectants available anywhere in the world. In addition, Intra Multi-Des GA meets the latest requirements of modern livestock farming: formalin-free, applicatable at lower temperatures and usable on all types of materials.



## Herman van Iersel joins the Intracare sales team

Herman obtained a Master's degree in Animal Science at Wageningen Agricultural University in the Netherlands. Besides this, Herman has 25 years' experience in the animal feed business, working in feed and feed additives for pigs, poultry and ruminants in well-known international companies such as Hendrix Feed/Nutreco, Borculo Domo Ingredients, Intervet-SP Animal health and Cargill Animal Nutrition. His focus will be on sales and product management for these companies in international markets such as Europe, Russia and Asia, creating a strong market position together with local partners.



## Marketing inspiration

Within Intracare we attach great importance to the appearance of our products. We don't just want to sell chemicals but consider it vital to establish a brand on the market. By establishing a brand you can link brand values to your product, which inspires confidence in the end user. To present our products clearly to the end user, we have developed brochures for each animal group. This gives every user a clear picture of which products are useful for their specific animal group. The Poultry and Pigs brochures are ready now and we are busy working on the Dairy brochure, which will be completed soon. The brochures can be translated into and printed in any language, making our products even more accessible on every market.



## Intracare continues its strong growth in Russia

Despite a economic challenging market in Russia, demand for Intracare products on this market continues to grow strongly. Ramon Agro (responsible distributor of Intracare products throughout Russia) recorded strong growth in sales in 2015. At the Mixfeed fair (last February in Moscow), it emerged once again that Russian integrators are achieving good results with Intracare products and are still prepared to pay realistic prices for them. On behalf of Intracare, our compliments to the whole Ramon Agro team.



## Over 20 million cows treated with Intra Hoof-fit

Based on the volume of Intra Hoof-fit products we sell annually worldwide, we can calculate that over 20 million cows are treated with Intra Hoof-fit every year.

This equates to over 20% of the world's professionally farmed dairy herd. Nice to know, especially given that the figure is still increasing year on year. With the introduction of Intra Repiderma (Intra Hoof-fit in an aerosol sprayer), this trend is only set to accelerate.



## Intra Liposol nearly ready for introduction

A new nutritional supplement will soon be officially added to the Intracare product range. Intra Liposol is a liquid emulsifier that can be added to animals' drinking water. Intra Liposol promotes fat absorption from feed, especially in younger animals which are not yet producing an optimum quantity of bile. Multiple trials (in poultry and pigs) have already shown that growth and feed conversion rate (FCR) can be improved by more than 10%. For detailed trial reports, contact [info@intracare.nl](mailto:info@intracare.nl)



## Intracare builds two new ATEX areas

Intracare is currently building two new ATEX areas (ATEX = ATmosphères EXplosibles). Building these areas will allow us to scale up production of Intra Multi-Des GA. The new facilities will provide room for the production of higher batch sizes.

# Safe Cleaning & Disinfection of drinking lines

## IntraHydrocare

**VIRUSES  
SALMONELLA  
E-COLI**

# 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**

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