

Intraview

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“We manage Intracare's expansion”

Intracare

www.intracare.nl

Introduction



Joey Otten

“We aim for no less than 100% and are very proud of what we have achieved.”



Production team Intracare

I am Joey Otten, head of our production team and I am honoured to kick off this latest edition of Intraview.

A lot has changed in the years that I worked for Intracare. Whereas our production used to be run with fairly simple machines, I am now heading a state-of-the-art site where we manufacture our products to strict GMP standards.

Despite the big changes in the past years, it is still a pleasure to work at Intracare. No day is the same and no challenge too great. Besides our customers, we also need to deal with the authorities imposing stricter regulations and this requires quite some adaptations and discipline from the production personnel. For example, our production personnel has recently received advanced training again to become 'pharmaceutical professional'. A tough training, but necessary to keep everyone up to date.

This is all part of Intracare's growth process. This process also involves working overtime. Unfortunately, we are not able to manufacture everything within regular working hours. Therefore I often need to call on the guys, after working hours or in weekends. The great thing is that my men do this with great pleasure and without complaining.

Our product is Intracare's showcase, so we emphasise product quality but the finish is definitely important as well. We aim for no less than 100% and are very proud of what we have achieved.

I feel that the team is becoming increasingly better attuned to each other and functions well overall. I have great respect for my team and the work that they get done.

Despite our recent expansion, we are already reaching the limits of our production capacity again and this may sometimes lead to tensions. Therefore I am very glad that the neighbouring building was acquired so that we can continue to grow after the renovation (end of this year) in the years to come. This offers new possibilities for the future. We are also investing in new machines which should make our work easier.

I hope you enjoy reading this edition of Intraview and if you ever have the opportunity to visit us for a look behind the scenes, you are more than welcome.

Best regards,

Joey

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Intracare commissions new GMP pharmaceutical room

Intracare recently opened a GMP pharmaceutical area at their plant in Veghel.



Research of water quality at Dairy Academy in the Netherlands

Clean drinking water can convincingly improve the technical results on a dairy farm.



Intracare's New faces

Let us introduce the new talents who recently started at Intracare.



Stävie Hage uses a full range of Intracare

In 2016 Stävie Hage Jorbrucks AB became dealer for Intracare's hygiene products and liquid dietary supplements for poultry for the southern part of Sweden.



Intracare presents active programme at VIV Asia

VIV Asia is gradually starting to become one of the most important trade shows for intensive livestock farming in the world. In this region too, more and more farmers see the advantages of Intracare products.



Intracare's contribution to antibiotic reduction

Antibiotic resistance in livestock farming is a global problem. Intracare is getting more involved in the discussion about this topic worldwide.



Agrihealth

In 2010 we were looking for a good manufacturer of organic acids and a hydrogen peroxide product for water sanitation.



Welcome in the new digital world of Intracare

Social media has become an essential part of Intracare's interaction with customers. Let's have a look to the new website of Intracare.



Intracare commissions new GMP

pharmaceutical room

It is Intracare's ambition to manufacture a wide range of antibiotic-free medicinal products for (intensive) livestock farming. In order to realise this ambition, Intracare started building some pharmaceutical rooms within its Veghel production site some time ago. These rooms have recently been commissioned and the first GMP pharmaceutical products have been manufactured.

GMP

Despite Intracare still being a relatively young company, we are already quite leading in the development of new medicinal products without antibiotics. To be allowed to manufacture (veterinary) medicinal products, a GMP manufacturing licence is required. GMP stands for "Good Manufacturing Practice" and is a quality standard for all pharmaceutical manufacturers in the world. It is not easy to meet the GMP standards. Huge amounts of time, effort and money were invested to obtain this certification. The purpose of these standards is to minimise the risk of errors and accidents while manufacturing a product that meets the highest quality standards.

This certification is also a quality mark for our customers and gives them an edge in the market, since many competitors do not have this certification.

What does the GMP pharmaceutical room look like?

Intracare's pharmaceutical products are manufactured in the "clean rooms" intended for this purpose. Actually, the name says it all: the rooms are clean, dust-free and tidy. The incoming air is conditioned and continuously filtered by HEPA filters. These measures minimise the risk of carry-over.

Currently the products Intra Repiderma and Intra Hoof-fit Gel are manufactured in the pharmaceutical rooms. Eric-Jan Ubels works in the pharmaceutical area of the production every day and is very proud that the certification has been obtained: "With my work in the clean rooms I can contribute to Intracare's success every day".

Advantages of registration

There is a growing trend towards authorities becoming increasingly stricter when it comes to the use of products in our market. Large meat and dairy producers are also becoming stricter with regard to food safety and antibiotic-free products. Fastfood and supermarket chains are already advertising antibiotic-free meat and will no longer take any risks when using products to improve the animals' condition. Intracare responds to these trends and with the current registrations we guarantee the supply of high-quality products that are fit for the future.



Eric-Jan Ubels
“With my work in the clean rooms I can contribute to Intracare’s success every day.”

Research of water quality at Dairy Academy in the Netherlands

“Water quality improvement during the trial.”

Recently Pennstate University in the USA completed a survey of water quality at 174 Pennsylvania dairy farms with an average 100 dairy cows. They found, that 45 farms (26%) of those tested had at least one water-quality issue. They correlate the average milk production for these farms, which was at 25 litres of milk compared to farms with good water quality at 28 litres of milk.

Above facts and findings were the reason for Dairy Academy Oenkerk and Intracare BV to start a research on the effect of water line hygiene and water quality on dairy cow and milk performance.

The dairy academy Oenkerk had around 165 cows in lactation, 20 cows in dry period and 135 calves and heifers. They already had emphasized the importance on water quality. The growth of this

farm salt into an active chlorine and add sodium to the drinking water.

After 4 months testing, it did not give the expected result. Apparently these systems only disinfects. Generally known is that chlorine does not clean a water system. It can affect the taste of water and make rubbers brittle and stimulate oxidation of metals. Furthermore, chlorine will chemically react with other minerals like e.g. calcium, which can result in less free Ca present for the animal for bone strength (calves) and milk production (lactating cow).

On October 28th 2015 the research started, following the protocol to:

- analyse the water quality (by Intra Quick Clean device in RLU) at predetermined points: source, tank, calf bowls and troughs at heifers and cows.
- clean the empty water tank reservoir.

- follow a gradual cleaning schedule during a full operational system by adding Intra Hydrocare via a dosage pump to the water until acceptable RLU values are reached. RLU's have been measured every 10 days. Additionally, Hydrocare strips can confirm how much effect Intra Hydrocare has had in the complete system.
- follow a maintenance schedule, by lowering the Intra Hydrocare dosage. This to a level that the water remained suitable for animals to drink and milk yield remained at the proper level.

RLU value with Intra Quick Scan	Definition
<70	Suitable for human consumption
<300	Suitable for animal consumption
300 - 500	Monitoring advised
500 - 1000	Action required
>1000	Immediate action required

Table 1. Water quality values in Relative Light Units (RLUs) and their definition.

Water quality improvement during the trial

The quality of the incoming water was at 10 RLU, which is "human grade". Every 10 days the RLU's have been measured. The measurements were done just before the trial started, and during the first 3 months, displayed in table 2:

Measurements in RLU:	Before cleaning	After 1 month	After 2 months	After 3 months
water tank	2.166	2	1	7
drinking bowls calves	2.737	712	168	175
troughs dry cows	1.395	605	85	53
troughs lactation cows	1.185	218	68	23
troughs heifers	1.544	585	273	100

Table 2: RLU measurements at several point on a monthly interval

After cleaning the tank, the water quality in the tank directly turned to a human grade level (meaning <70 RLU) and was in line with the level of the incoming water. The gradual cleaning schedule with Intra Hydrocare moved the RLU to levels below 300 RLU, meaning the water quality in the entire system had become suitable to drink. These levels are low, taking in consideration that the calves, heifers and cows

constantly are polluting the water by mucus and feeding residues.

	Last year 29-10-2014 / 28-10-2015	Current year 29-10-2015 / 28-10-2016
Ave. number of cows	165	188
Number young stock/10 dairy cows	8,8	6,4
Ave. kg milk/cow/cay	29,3	30,6
Protein content	3,43%	3,62%
Ureum	2,7	2,4
Fat content	4,19%	4,23%
Ave. number of days dry off	54	42
Calf mortality day 2 thru 60	6,5%	3,0%

The effect of clean drinking water on milk and farm performance

All parameters at the Dairy Academy are administrated daily administrated via CowVIsion monitoring system. Table 3 compares the current year, based on Intra Hydrocare, with the previous year:

The dairy academy Oenkerk actually has a larger herd size. The growth of this farm was realized by a lower number of young stock needed per 10 dairy cows and less days of dry off. The average daily milk yield had improved by 1.3 kg milk per cow. The protein level increased almost immediately. The improvement of the potein level, with an average of 0.19%, together with 0.3 points lower urea level, are strong indicators for better protein utilization. The decrease of calf mortality , pre weaning, gives a good indication of what water can mean for an improved health condition.



Intracare's New faces

Intracare is expanding their business worldwide so it is understandable that we contracted some new talents, to strengthen our team. We proudly present our new members in our team, who are really well willing to serve you.



Anita Makaloski

My name is Anita Makaloski. I am 34 years old and I was born and raised in Veghel. I am responsible for the production of labels and occasionally help out in production. My hobbies are shopping, sports, and going on holiday.

Daisy Roijackers

Hi, I am Daisy Roijackers (24), I have recently completed my Master of Animal Science at Wageningen University and I have been working at Intracare at the R&D Department for nine months now. Here I am mainly involved in registrations of products outside the EU. In addition, I also support clinical trials and product development. In my spare time I like to go horse riding and running.



Roy Klerks

I am Roy Klerks (30) and I have been working in the Sales Department for nearly six months. I graduated from the HAS University of Applied Sciences and worked at Cargill. At Intracare I am, gaining much experience by visiting customers together with various sales managers. Soon I will focus on new markets for Intracare. My hobbies are motor cycling, walking my dog and travelling.

Marja Raymakers

Hello, I am Marja Raymakers (36) and with my colleagues I am responsible for cleaning at Intracare. I have been working here for two months and I enjoy the good atmosphere and nice colleagues. Outside my work I like animals, cycling, walking and going out.



Eric-Jan Ubels

My name is Eric-Jan Ubels (45) and I have been working at Intracare for five months. I used to work at a pharmaceutical company where I gained a lot of experience. I am currently working on setting up the cleanroom in the pharmaceutical rooms according to GMP standards. In my spare time I enjoy ballroom dancing, making jewellery, watching Formula 1 and doing fun things with my kids.

Martijn van Erp

I am Martijn van Erp (25) and after my Animal Husbandry study and nearly ten years' logistic experience, I started working as Warehouse Manager at Intracare. Together with the team, we make the most of every day. Intracare is a really great company, where everyone is valued and the right people get the right opportunities.



Rick van Kilsdonk

Hi, I am Rick van Kilsdonk (20), born and raised in Uden, and I have been working as an intern at the Intracare's laboratory for two months. In my spare time I enjoy walking, cooking and photoshopping. I think Intracare is a pleasant company, full of friendly people who like to teach me things.



Nadine Boons

My name is Nadine Boons, I am 34 years old and I have been working at Intracare, at the Logistics Department, since February this year. I used to study at Fontys Hogeschool in Eindhoven. I have three children and a nice boyfriend and live in Mariaheide. In my spare time I like sports (boot camp, Zumba and piloxing).



Remco Vermeer

Hello, I am Remco Vermeer, I live in Schijndel and I am 21 years old. In my previous job, I worked for a company that was involved with machinery for the feed industry. At Intracare I am responsible for loading and unloading trucks. My favorite hobby beside Intracare is playing soccer.



Nick Das

Hi, I am Nick Das (26) from Eindhoven and I have been working as a quality inspector at Intracare for three months. It is my passion to ensure that every product that leaves our company is of perfect quality. In my spare time I like to play football and have fun with my friends.



Roan Swinkels

My name is Roan Swinkels (23) and I am the latest intern at Intracare. I am studying International Business and Languages and my graduation project is to execute an export plan for a new product of Intracare, for the French market. Intracare is a great company to work at, where I get the opportunity to develop myself and prepare for the field. In my spare time, I like to meet with friends and family, travel and encounter new cultures and go mountainbiking.





Stävie Hage uses a full

Team of Stävie Häge

range of Intracare

In 2016 Stävie Hage Jorbrucks AB became the dealer for Intracare's hygiene products and liquid dietary supplements for poultry, for the southern part of Sweden. Mr. Anders Kristensson is the owner, 3rd generation at the farm and active member of the Swedish group of poultry breeders. Besides the ability to distribute Intracare's products Stävie Hage has its own broiler production with 5 poultry houses, rearing annually 1.25 mln broilers.

To become even more convinced of the Intracare's product range, the idea was born to test a full concept of Intracare products in 3 houses for 4 rounds.

“Working with the full concept of Intracare products give a good comfort feeling.”

In between rounds, the empty house was disinfected by Multi Des GA and the water lines were treated with 3% Intra Hydrocare. The schedule during the round was for the first week 6 days Intra Nutrimix followed by 1 day Intra Hydrocare and the following weeks the schedule was 3 days Intra Liposol, 1 day Intra Calferol and 1 day Intra Hydrocare. Dosages according to Intracare's general recommendations.

	Control	Full concept Intracare
Number of broilers	531.000	354.000
7-day weight (g)	168	185
Av. Weight (g)	1.944	1.911
Growth (g/day)	54,4	56,9
Feed intake (g)	3.242	3.076
FCR	1,67	1,61
Foot score	7,7	2,8
Mortality (%)	3,5	3,4
Cassation (%)	2,4	2,6
European Broiler Index	314	343
Daily water / house (M3)	5,53	6,14

The results of the 4 test rounds (354.0000 broilers) have been compared with 6 previous rounds (531.000 broilers) for the same houses.

The impact of Intra Hydrocare can be concluded from the 11% higher water intake. Before we started the trial, the water quality was been measured with the Intra Quick Clean scan. The incoming water was of human grade, while at the end of the line levels close to 1.000 RLU were registered. Despite they were using an electrolysis system (generating 24/7 chlorine on the water), but this worked insufficiently. During the 4 test rounds, the clean water system and sanitised water supported the water consumption, while these rounds fell in winter, which makes it even more remarkable.

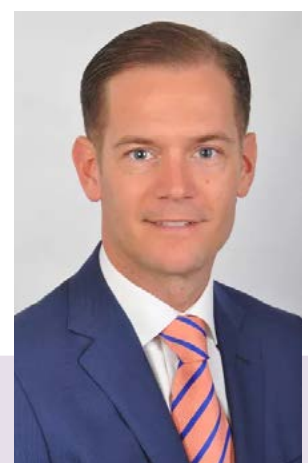
The booster effect of Intra Nutrimix can be clearly observed by the additional weight at 7 days of + 17 gram (= +10%) to 185 gram.

The improved utilisation of the feed and lower foot lesion score, which we both often see upon using Intra Liposol and Intra Calferol, became clear by a feed conversion improvement of 6 points and a higher European Broiler Index of 29 points (EBI = daily weight gain (g) * survival (%) / FCR * 10). This is mainly realised by needing an average of 166 gram less feed, while the Average Daily Growth is +2.5 gram higher. Although the foot score lesions of 8 at the control group was already low, the figure is more than halved to only 3 points during the trial.

According to Linnea Andersson "we observe that the broilers are more active in the stables during the first week, when Intra Nutrimix is on the drinking water. These trial rounds give a good comfort feeling of working with the full range of Intracare products and can be perfectly used by the Stavie Häge team, to convince the Swedish farmers."



Linnea Andersson
(product manager)
connects Intra Calferol



Mr. Anders Kristensson
(owner Stavie Häge)



VIVASIA 2017

MARCH 15-17, 2017 - BANGKOK THAILAND
INTERNATIONAL TRADE SHOW FROM FEED TO FOOD FOR ASIA



Intracare presents active programme at

VIV Asia Bangkok



VIV Asia is gradually starting to become one of the most important trade shows for intensive livestock farming in the world. In this region too, more and more farmers see the advantages of Intracare products. In addition, intensive livestock farming is developing rapidly in this part of the world. Whereas there used to be a lot of 'backyard farming', this industry is developing very fast in all Asian countries.



Enough reason for Intracare to go all out at this trade show.

Intracare bought 40,000 bottles of drinking water to provide visitors with a refreshment these days. Of course this was linked to the product Intra Hydrocare and the importance of clean drinking water for animals.

In addition, Intracare also provided disinfection mats for the whole exhibition centre at the entrance of the BITEC building. This enabled visitors to visit the exhibition centre in a hygienic manner and prevented any introduction of infections.

Just like other years, this edition of VIV Asia attracted many visitors. At our stand we welcomed visitors from no fewer than 43 different countries, which perfectly shows the international character of this trade show.

It was practically impossible to overlook Intracare during this trade show. Together with our distributor



Vets from the Philippines, Amcovet from Thailand and our partner Behn Mayer, we realised a wonderful trade show and are looking forward to returning in two years' time. We would like to thank everyone who made this trade show a success!

See you next year at VIV MEA & VIV Europe



Mark in your agenda:
VIV Europe 2018:
June 20-22th,
Utrecht,
The Netherlands





Intracare's contribution to antibiotic reduction

Antibiotic resistance in livestock farming is a global problem. More and more bacteria are able to develop resistance against certain antibiotics, making it increasingly more difficult to find medication against this type of pathogen. The Netherlands started 6 years ago with the reduction of antibiotics in intensive livestock farming.

In 6 years' time, the use of antibiotics has been reduced by 58%. What is remarkable, however, is that despite this reduction the technical results in this industry have still improved.

“Over 30 years antibiotic resistancy will be death cause number 1.”

Recent figures from the World Health Organisation show that reduction is a necessity. They predict that, in 2050, globally no fewer than 10 million people per year will die as a result of antibiotic resistance. This will make it the number one cause of death.

Intracare and its role in this discussion

The Netherlands is leading in the implementation of a strict antibiotic reduction policy. This already prompted Intracare years ago to start developing and registering antibiotic-free (medicinal) products. In the past years, Intracare has developed some successful antibiotic-free products, with an even better efficacy than antibiotics. This is one of the reasons that Intracare is officially classified as one of the most innovative companies in the Netherlands.

These developments also mean that Intracare is getting more and more involved in forums and meetings discussing the reduction of antibiotics in intensive livestock farming. For example, Intracare was one of the speakers at the well-attended Poultry Summit organised by VIV in Utrecht. But Intracare also puts in an appearance outside Europe, for example in Cambodia where Intracare delivered a long presentation to CPF specialists about the possibilities of antibiotic reduction in feed.

Actions speak louder than words

Many manufacturers pretend to contribute to the reduction of antibiotics in the market. Still there are few manufacturers that can present hard figures to prove the volume of antibiotics they actually reduce. For example, Intracare now has Intra Repiderma, which is a one-to-one alternative to antibiotic spray.

For every spray can Intra Repiderma now sold, one antibiotic spray can less is sold. This is a massive gain for the industry and offers a great perspective for the future.

Strategy

Hygiene is the first step when it comes to reducing antibiotics. It often seems too obvious to mention, but all too often farmers still go wrong with this. Products such as Intra Multi-Des GA, Intra Hydrocare and Intra Powerfoam are necessary to make a good start and prevent problems.

To secure gut health and support digestion, Intracare has a number of liquid nutritional supplements which the animals take in via the drinking water. This is not



without reason, since animals drink almost twice as much as they eat. If an animal gets ill, feed intake will be reduced or stopped, but it will still continue to drink.

The last step is the use of antibiotic-free medicinal products such as Intra Hoof-Fit and Repiderma to treat animals with infections/wounds.



Agrihealth

Ireland



1. How and when did the cooperation between your company and Intracare start?

In 2010 we were looking for a good manufacturer of organic acids and a hydrogen peroxide product for water sanitation. We met Intracare at an exhibition and it quickly became clear that our companies had similar DNA. We are both “hands-on companies” and have both feet firmly on practical ground. In recent years we have been closely collaborating with Intracare and Agrihealth. Besides building up good business, we have also taught the Dutch how to drink a nice pint and create a good atmosphere with Irish folklore songs... A basic instrument for starting up good business.

2. What is the “secret” that makes your company so successful with Intracare products in your local market?

Our team is made up of some good people with experience in all types of animal species. We have different teams with each its own specialty. It means that our people are focused on achieving good sales in every type of animal category. We have been successful with the products of Intracare, and Intracare provides excellent technical back-up for the portfolio.

3. How did your competitors react when you entered the market with Intracare products and how did you beat them?

Our customers are focused on quality; this is exactly why Intracare products are so popular here in Ireland. Intracare Products are excellently priced and competitive. Their quality is also a huge advantage over other inferior products in the market place. Quality sells!!

Company information

- *Name of company:* Agrihealth
- *Date founded:* 1966
- *Number of employees:* ca. 100
- *Location of company:* Monaghan, Ireland.
- *Intracare product sales share (%) compared with rest of product portfolio:* NA
- *Intracare products market share in your country (rough guess):* 18-20%

4. What can Intracare improve to increase your Intracare sales?

- Provide good research-based data to support the products in the market.
- Provide technical service back-up to assist in meetings/marketing etc. Every year an Intracare team helps us with the most important exhibition in Ireland: The National Ploughing Championship (more than 280,000 visitors). This event is well attended by our customers and every year our team sells a large amount of Hoof-fit during this event. Sometimes the Intracare crew complains that they have some problems understanding the Irish dialect, but the Dutch guy is slowly familiarising himself with our beautiful language.

5. What would be your “golden tip” for other Intracare distributors?

Intracare is a very innovative company and it's inspiring to deal with such a company; I think being that passionate about non-antibiotic solutions inspires our company and our customers.

We need to promote this agenda. Intracare is the front-runner in the market when it comes to providing alternatives for antibiotics without making concessions in technical results.

6. What is your favourite Intracare product?

That's a difficult question!!! We like them all. If pushed, Calferol or the Repiderma spray/Hoof-fit gel. Both products are specialties with a reliable reputation in our market. Farmers, veterinarians, hoof trimmers—they all love to work with these products and we need no advertisement to make this clear in our market.

7. How do you see the future for our cooperation, what would you like to achieve, and what will be your strategy?

First of all, we would like to increase the market share. There are always areas that need to be focused on. Besides this we want to continue the cooperation between our technical departments. Our technical team is often in touch with Intracare's R&D department. Last year we developed some tailor-made products for the Irish market, which are really successful.



Poultry



Dairy cows



Pigs



Pets



Welcome in the new digital world of Intracare

Social media has become essential to our world today. Whereas a website used to be sufficient to inform people, this is no longer the case today. Intracare actively uses Facebook, where Moniek weekly posts new messages that are fun and informative to trigger people who are interested. We make frequent use of photographs, because a picture is worth a thousand words. These posts may be about new products, studies, trade shows and much more.

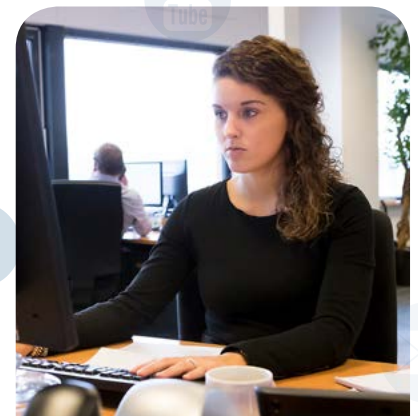
As a result of being active on Facebook, we have recently seen our visitor numbers increase as well. YouTube is also full of videos about Intracare and its products in various languages to give people who are interested an impression of the company or product.

New website

Recently a new version of the website was launched. This completely renewed platform has been modernised, updated and has a completely new look and feel.

www.intracare.nl

Intracare innovates
for tomorrow



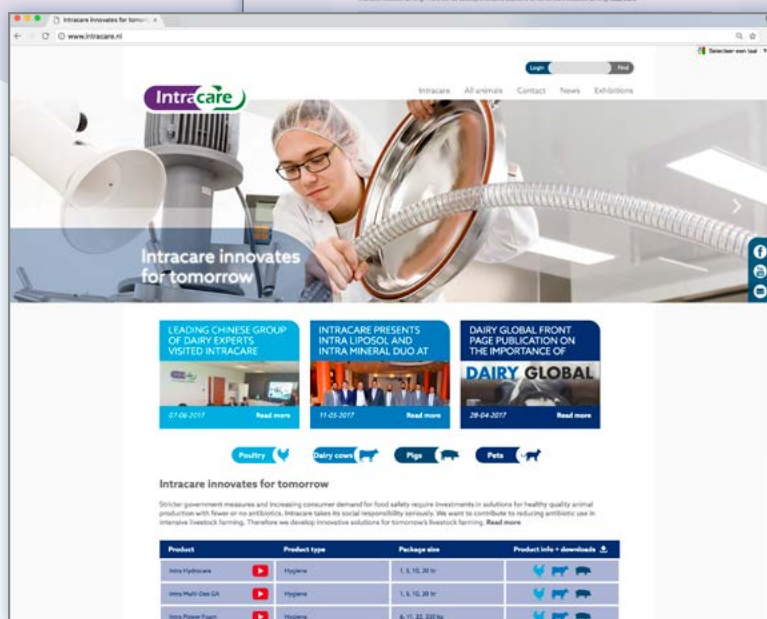
*Moniek Bouwens,
responsible for digital
interaction with
our customers*



Our customers can find a lot on our website. A wealth of information is available from the website, such as (English-language) leaflets, and there is an overview of the trade shows where we exhibit.



We also wanted to make things more personal for our customers. For example, all employees dealing with customers have their photographs on the website. It is always good to know who you are emailing and calling.



But that is not all! Soon a login system will become operational, where customers may use their private account to log in so they may download files such as logos, images, product photographs, banners, adverts and more. This is a huge advantage because customers do not need to wait for a reply but may act immediately.



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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