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Trouw Nutrition opens maiden production facility in India

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and Skretting, is a global leader in animal and aqua nutrition, bringing innovative feed additives, premixes and nutritional services.

The facility has high-end technology designed to deliver superior quality premix for customers in South Asia. The 20,000 MT modern plant will primarily produce vitamins, mineral premixes, mineral blends and feed safety solutions for all species. The company’s unique ‘Nutrace’ programme, a food safety and quality initiative of Nutreco, ensures end-to-end quality and traceability, with added emphasis on feed-to-food safety. The entire manufacturing process is automated right from raw material handling to bagging at the plant so that the final product is completely untouched by hands. The unit will cater to the market needs of the entire South Asia and is expected to clock full capacity utilisation by 2025.

This production facility enables us to contribute our bit to the prestigious – Atmanirbhar Bharat - Make in India initiative, while simultaneously improving the efficiencies with lesser turnaround time and better customizations as per customer’s needs. Telangana was an apt choice considering its easy accessibility and being an investor-friendly state. Even from market perspective, it’s a major poultry and aqua belt with logistical access to good ports, says Dr Saurabh Shekhar, Managing Director - South Asia, Nutreco.

"Asia and India are key to achieving our mission of Feeding the Future. We already have plants in Japan, China, Indonesia, Vietnam and Myanmar, to strengthen our presence in Asia. Establishing a state-of-the-art production facility at Jadcherla, Hyderabad, is our way of reinforcing commitment to South Asia and Indian markets. This is just the beginning in our long voyage to gain a strong foothold here," said Jurriën Zandbergen, Managing Director, Nutreco, Asia.

"In India, the facility allows us to aggressively diversify and cater to all species like poultry, dairy, aqua and pets. Our initiatives will remain focused to provide responsible, cost-effective solutions to our customers and progressive farmers," said Dr Saurabh Shekhar.

Trouw is adopting a seamless integrated solution approach in India by focusing on innovative technologies like Mycomaster, NutriOpt On-site Adviser (NOA), along with a dedicated Customer Service Laboratory, MasterLab at Hyderabad. The digital platform, NutriOpt On-site Adviser (NOA), helps in accurate nutrient analysis to achieve precision nutrition goals of farmers and

feed millers, while Mycomaster provides quick analysis of mycotoxins to enable quick decision making by customers.

"Being an integrated solution provider, we have a combination of Products, Services, People and Models for the major challenges being faced by livestock industry today, like responsible usage of antibiotics, feed safety, mycotoxin and Salmonella challenge and optimum mineral nutrition to increase animal productivity and help farmers double their income. Our expertise of 90 years and continuous strive for innovation and research combined with customer-centricity helps us to bring practical solutions for our customers," added Zandbergen.

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