

INTERVIEW: Adisseo Reinforces Ruminants Dominance With New Smartamine® M Plant

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19 October 2015- After 18 months of work, Adisseo opened its new Smartamine® M production unit in Commentry, France two weeks ago. The new plant, which produces methionine featuring a protective pH-sensitive polymer coating to ensure passage through the rumen, supports Adisseo's efforts to reinforce its leadership in the ruminants additive sector, notes Dr. Brian Sloan, Global Ruminant Business Director at Adisseo. Feedinfo News Service used the occasion of the new plant launch to discuss with Dr. Sloan about the importance of this strategic orientation towards ruminants-specific solutions and the opportunities this new expanded production will afford.

[Feedinfo News Service] Smartamine® M is a rumen-protected methionine specifically for dairy cows. What made you decide to reinforce production of this particular product?

[Dr. Brian Sloan]- Today methionine for ruminants is the most rapidly expanding sector of the methionine market. The current consensus is double digit-CAG for at least the next 5 years. Adisseo is the market leader, with its unique Smartamine® encapsulation technology, which is twice as effective as the next best competitor. Adisseo is committed to developing solutions for the Ruminant segment of the market as demonstrated by a parallel development of MetaSmart® the only ruminant methionine source that can be pelleted and is stable in liquid feeds.

[Feedinfo News Service] What is the output of the new Commentry Smartamine® M unit? How does this compare to Adisseo's previous production capacity for Smartamine® M?

[Dr. Brian Sloan]- The new Smartamine® M platform has been constructed to be easily expanded as needed. It gives Adisseo the flexibility and agility to rapidly adjust to market demand and increase Smartamine® M production more than 3 times with respect to the previous capacity of 3000 tonnes.

[Feedinfo News Service] The new production unit is remarkable in that it enables a transition from batch to continuous production. Can you elaborate on the implications for Adisseo of this shift to continuous production?

[Dr. Brian Sloan]- As you can imagine the choice to move to a continuous process was not only driven by an objective to move to another dimension in terms of capacity, but also to implement the most efficient process in terms of costs but also in terms of environmental impact. Designing a workplace where safety and working conditions match the best standards was paramount at every step of our



Dr. Brian Sloan
Global Ruminant Business Director
Adisseo

project.

[Feedinfo News Service] How does Smartamine® M compare to Rhodimet®, both in terms of gross sales and as a percentage of Adisseo's turnover?

[Dr. Brian Sloan]- Smartamine® M today is still relatively small both in terms of volumes and turnover compared to Rhodimet® which continues to be the workhorse of Adisseo. Our objective is to expand our specialty businesses such as Smartamine® M.

[Feedinfo News Service] Given the dairy glut seen in so many dairy-producing regions, have you still experienced lively demand for a solution specific to dairy cows? What are the main markets Adisseo aims to develop now that it has additional capacity for the manufacture of Smartamine® M?

[Dr. Brian Sloan]- The pressure on milk prices is having a positive effect on Smartamine® M sales , contrary to what might be anticipated . Both the producer and nutritionist are crunching numbers to optimize production. They see the interest of precision nutrition solutions as a key contributor to the economical efficiency of their operations. Overfeeding protein is an expensive solution to meet the methionine requirements of dairy cows. The recent downward spiral on milk pricing is in fact accelerating the adoption of AA balancing a key nutritional approach to optimizing dairy cow performance and health. The consequence is that we have doubled our Smartamine® M sales in the US since the new platform became operational in June.

[Feedinfo News Service] Adisseo has indicated that 2/3 of the product is sold in the Americas. Why did you decide to keep production of this product in France? Are there any plans to invest in production in the Western hemisphere? What about bringing Smartamine® M production to China, for example at your Nanjing plant?

[Dr. Brian Sloan]- The new platform is located in Commentry, France as the new continuous process is completely integrated into the existing Rhodimet® NP99 (DL-methionine) plant. Nanjing was not an option as it produces Rhodimet® AT88, the hydroxy-analogue of methionine in liquid form.

[Feedinfo News Service] In addition to amino acids, Adisseo is active in many other subsections of animal nutrition, including enzymes, vitamins, minerals, and, recently, probiotics. Will your efforts to reinforce your strong position in the ruminants market affect your strategy in non-amino acids products? Are you making the ruminants market central to other Adisseo products outside the amino acids portfolio?

[Dr. Brian Sloan]- We have substantially increased our innovation effort to generate and market new products such as Selisseo launched in 2015- an organic selenium for all species, which is an original and patented product. Our ambition is to bring one new product to market every year - a new probiotic and a new enzyme will arrive on the market in the very near future