

Global News

PERSPECTIVE: Going its Own Way, Adisseo Seeks More Direct Link to Customers of Rumen-Protected Supplements

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16 May 2019- Two weeks ago, a joint announcement from Adisseo and Kemin revealed that the two companies would be ending their 13-year agreement whereby Kemin distributed Adisseo's rumen-protected methionine products Smartamine[®] and MetaSmart[®]; Dry & Liquid, as well as the vitamin product Microvit[®]; A Supra ruminant, within Europe, the Middle East, and Africa.

The termination brings an end to a partnership which has done significant work to grow awareness of amino acid balancing and its benefits for dairy nutrition, which include: greater milk yields, milk protein and milk fat contents; reduction of metabolic-related health issues such as ketosis during the transition phase around calving; improving reproductive metrics, reducing nitrogen excretion; and allowing dairy farmers to extract full value from the rations they feed their cows.

After the current contract expires at the end of the calendar year, Adisseo will market these products itself, with an enhanced and dedicated ruminant team. To understand what this change in Adisseo's strategy means, Feedinfo spoke with François Pellet, Adisseo Executive Director, Specialties Strategic Business Unit (SBU).

[Feedinfo News Service] What is the rationale behind the decision to end the Kemin partnership?

[François Pellet] On the Adisseo side, accelerating the development of Specialty products is the second business-pillar of the Group. Adisseo has the ambition to become one of the worldwide leaders of Specialty additives in animal nutrition.

We will do this through the following strategic orientations:

- The development of our existing product range (for example, the launch of Selisseo[®] organic selenium in USA in Q1 2019 and later this year in China)
- The launch of new products and services. In order to ensure sustainable growth, Adisseo's Specialty products SBU is allocating more financial resources on R&D to develop and support new specialty products and services. Such is the case, for example, of our enzyme solution Rovabio[®] Advance Phy, recently launched in the EU and North & Central America or Alterion[®], Adisseo's probiotic for poultry. New products and services will also come from partnerships: we believe that combining our resources and skills with those of a partner can accelerate innovation.
- External acquisitions: Adisseo plans to pursue its acquisition policy as illustrated by its most recent acquisition, Nutriad, which Adisseo acquired in 2018. Nutriad has been a manufacturer of feed additives for more than 50 years, with a solid product range in palatability, mycotoxin management, digestive performance and aquaculture. This acquisition allows Adisseo to provide a broader offer to its customers.
- Dairy and ruminants: We will reinforce our position in the dairy segment by providing direct access to our key customers in EMEA (as is already the case today in North America, China, Asia Pacific and South America).



François Pellet

Executive Director, Specialties SBU

Adisseo

[Feedinfo News Service] What are the benefits for customers stemming from this decision?

[François Pellet] The benefits we see for our customers are many. Here are the main ones we have identified.

- Direct access: EMEA customers will now have direct access to Adisseo, as they do today in other parts of the world, North America in particular. Adisseo remained present in EMEA through its partnership with Kemin. But this move will bring Adisseo and its customers closer together than in recent years. Of course, our presence around the world consists also of our production sites based in Europe, USA, and China, as well as our 11 research centers worldwide; combined with our global distribution network, these help us to reach around 3,500 customers in over 100 different countries.
- Experience: Adisseo has developed its experience in this field since the 70's, both in terms of amino-acids nutrition and products for Ruminants. Smartamine[®] M was first introduced in 1993 and MetaSmart[®] in 2003. This experience encompasses research and development as well as practical field applications such as ration calculations, demonstration trials, forage and feed analyses and formulation support in many situations, etc.
- Expertise: Adisseo has been calculating and advising on AA balancing for ruminants in many countries of the world, since the products were introduced. Customers will be able to tap into the expertise of this broad network of competence in various nutritional systems and software, throughout the world.
- Science: Adisseo is a science-based company. It has its own research farm and co-operates with many research institutes around the world, such as INRA in France, Wageningen in the Netherlands, and the universities of Wisconsin, Cornell, Ohio State, Illinois, New Hampshire, to name only a few. Adisseo makes this research available to its customers on a regular basis, both directly and at various conferences, such as the annual ADSA Meeting, as




trained for these products to make the transition as smooth as possible.


We trust that this change will be welcomed by our customers. We will do everything possible to help them with their growth and look forward to any and all questions and comments.


Published in association with Adisseo


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