

# DutchFarm News ■ Update



Dutch Farm Veterinary Pharmaceuticals BV  
head office and production facilities:  
P.O. Box 360 ■ 3770 AJ Barneveld ■ Netherlands  
T: +31 342 490350 ■ F: +31 342 415009  
E: info@dutchfarm.nl ■ I: www.dutchfarm.nl

Dutch Farm Asia Office  
P.O. Box 1 ■ Kluai Nam Thai Post Office  
Bangkok 10115 ■ Thailand  
T: +66 2 382 2202 ■ F: +66 2 382 2212  
E: dfasia@asiaaccess.net.th

VIV EUROPE 2003 Issue

Standno. 3.C.077

October 2003

## What does Dutch Farm stand for

It was in the year 1960 when Havee Company was established. Havee Company specialized itself in the production of veterinary pharmaceutical products under the private labels of its customers for the Dutch market. The company became a well appreciated partner for many local distributors. Co-operation and flexibility were two of the principles which were always kept in mind and brought Havee Company into a good position in the market.

At the end of the eighties, when the Dutch government implemented the new veterinary pharmaceutical laws, it was the right time for further expansion. Due to the huge investments in product-registrations and production-facilities, the sales of private labels to the Dutch customers only, should not be sufficient anymore to cover the increased costs of operation.

The company-shares moved to another owner and a start was made to bring our products into some export markets.

The first step to identify our products in the markets was to introduce our own brandname with an attractive and recognizable logo. So, the name "Dutch Farm" was introduced and the windmill was chosen to be the logo of our company and products, not only because of its characteristic link to our country, but also because the windmill is always moving.

After the management buy-out in 1996, Maurice Breed and René



Siedenburg became the co-owners and directors of the new established company and they chose the name "Dutch Farm Veterinary Pharmaceuticals B.V." to be their company name. Soon, the new plans started to materialize



bringing the company to a higher level. Investments were made in product-development and registrations. The production facilities were upgraded to the GMP-level, a modernized logo was introduced with a "real" moving windmill, together with a new line of product-packagings. A start was made with the construction of our new offices, quality laboratory and production facilities.

It's already two years ago that Dutch Farm moved to its present location, which can be seen as the last part of the new foundation under the company. From here, further expansion can be created.

As the windmill has four vanes, which keep it turning around, Dutch Farm adopted four key-principles as being its turning vanes: reliability, flexibility, quality and co-operation.

Our local customers' group, together with our international distributors, covering more than 35 countries worldwide, would acknowledge that keeping in mind those key-principles should inevitably result in a successful and satisfactory business!

## Exhibition calendar

Dutch Farm Veterinary Pharmaceuticals B.V. is a frequent participant in international trade shows.

For Dutch Farm these exhibitions have multiple purposes.

Firstly, it is an excellent opportunity to show the local market our range of top-quality veterinary products.

Besides, participation in international trade shows with attractive booths is rather important if we are to keep growing internationally. Such shows are always attractive for potential distributors from all over the world seeking agencies and new business relations.

Moreover, attending such gatherings enables Dutch Farm's big family of international distributors to meet. In doing so, they get the chance to learn from each other's experiences and exchange information not only about their co-operation with Dutch Farm, but also regarding general business activities in their regional and domestic markets.

So, the booth of Dutch Farm can be seen as the nest of our distributors.

In 2002 Dutch Farm participated in the Expo Aviga show in Barcelona with the scope of getting in contact with distributing companies from Latin America.

Last March Dutch Farm was, as always, present at the VIV Asia exhibition in Bangkok.



Looking backward, both exhibitions have been very successful for us.

In the forthcoming period, Dutch Farm will be present at the following show:

### ■ VIV EUROPE 2003

Jaarbeurs Exhibition Center - Utrecht, Netherlands, 28-31 October 2003.

Our standnumber is C077 in the Pharmacy Hall 3.



In case you plan to visit this exhibition and need assistance in booking your accommodation or have other related questions, don't hesitate to contact Dutch Farm.

# www.dutchfarm.nl

The attractive website of Dutch Farm has been updated again recently, and from now on it will be updated more frequently, to keep our relations always informed about our latest developments.

New fixed items in the website are:

- the links to the websites of our international distributors in the worldmap
- all issued Dutch Farm News Updates can be found in our site now, through a link in our homepage
- actual news will be published regularly

As before, the website is a unique source of information about Dutch Farm's history, present and future, including a guided photo-tour through the company and a complete overview of the countries where Dutch Farm's products can be found. Of course, a complete product summary is uploaded at the internet. Dutch Farm intends to offer its website as being a portal for its customers worldwide.

## Export developments

During the last two years, Dutch Farm started a co-operation with distributors in Ecuador, Nicaragua, Guatemala, Israel, Turkmenistan, Ghana, Nigeria, Kenya, Tanzania and Bulgaria. In some more countries we are estimating our

opportunities and we are working hard to expand our worldwide network further.

Dutch Farm products are now available in more than 35 countries!

## Good Manufacturing Practise

In June 2003 Dutch Farm's premises and organization was again subject of a GMP-inspection. The results were found satisfactory and Dutch Farm got its GMP-certificate extended.



## Product-registrations



Obai Khalifa has become the regulatory affairs manager for our export markets. Obai got his Bachelor-degree in Veterinary Medicine in 1998 at the University of Khartoum and he finished his Master study in Veterinary Epidemiology at the University of Utrecht in 2002.

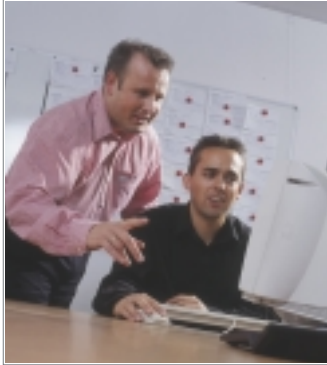
Obai was already assisting our registration department on part-time basis since 2001, but since May 2003 he is joining the Dutch Farm team full-time.

With having Obai in our team, we are much more able to fulfill the wishes of our distributors to supply them customized registration dossiers at short term, as per the requirements of the individual countries.

# Inside Dutch Farm

In this issue of the Dutch Farm News Update we would like to introduce you to our production department.

Under supervision of René Siedenburg, director, and Bas Willemsen, production-leader, a team of 11–12 persons is taking care of the production, filling, labelling, packing and warehousing of Dutch Farm products, or in other words, the transformation of raw materials and empty packagings into our first class quality Dutch Farm veterinary pharmaceuticals.



Dutch Farm divides its products into two groups: standard products and special products. Standard products are supposed to be always in stock, but special products are produced on demand of our customers only. This principle is also followed for our raw materials (active and inactive) and the packaging materials.

Because of the required flexibility (one of our key-principles!) we store our standard products always in a bulk-packaging and unlabeled. As soon as we have received orders from our customers, the semi-finished product will be made ready by attaching the labels and packing them into the final secondary packagings and overpackagings.

A well organized purchase- and production-planning and good arrangements with suppliers, makes it possible to be flexible, without losing control over the quality-standards.

Raw materials and packaging materials, cleared by the quality control department for use, are prepared for production-batches conform the computerized specific batch-records.

Inside the cleanroom we have seven rooms available for production activities. Depending on the demand and the planning, we are flexible to choose which room is used for which production. A lot of orders for liquids, means that we can use more rooms at the same time for the production of liquids. A well-controlled air-treatment system, with different



levels of air-pressure and filtered air, gives us this flexibility in the cleanroom. Liquids, powders, tablets, ointments, everything can be done at the same time, without having the risks of (cross-)contamination.

Filling of our products is done semi-automatically. We have chosen for

these systems, instead of full-automatic systems, to be flexible for different kind of pack-sizes, different shapes of packagings and to be able to easily change to another pack-size halfway the production-order.

A closed system of production and internal transportation of purified water takes care for the delivery of the raw material we use most in our liquid products. The water we produce, complies with the European Pharmacopoeia and is chemically and biologically tested at regular intervals. A good quality of water, is the basis of a good product without microbiological contamination.



After production and filling, the semi-finished products in the primary packagings leave the cleanroom and are stored in our cooled warehouse, where the temperature is always around 12°C.

Upon finishing our orders, the products are labelled and further packed in a customized way. Strict protocols are followed to produce products with a consistent quality and outlook.

Again the products are stored in another cooled warehouse, till they are collected by our forwarder, to be supplied to our customers by truck, vessel or airplane.

All these production-steps are monitored by our Quality Assurance department, to assure a first-class quality product, as we intend to supply to our customers!

## New products



Dutch Farm continues developing its product range, so that it suits best to our markets.

Since we already had a good product range for cattle, sheep and swine, we have added more products for the poultry sector to our product range.

Also we have extended our range of Ivermectin products and we have introduced some products, with Enrofloxacin as active ingredient. Camphor Ichtammol ointment is new in our product-line, as well as Iodine Tincture and Lubricant. Finally, after some delay, we have introduced our new product Electrolysol.

For more information, please visit the product summary in our website, or ask us to send you a printed edition.

# Outside Dutch Farm

10 years of co-operation with  
Vethealth Corp - Philippines

"Big things come from small beginnings". That's how the growth and development of Vethealth Corp today can be viewed and described.



The company had a very humble beginning. It started in 1992 as Vethealth Trading with only three personnel in the persons of the owners themselves: Dr. Erwin Occidental, who acted as the President and also took charge of the delivery, collection and purchasing; Dr. Corazon Occidental focused on the selling and technical aspect and acted as the General Manager and Ms. Divina Quico, who served as Sales Coordinator, Secretary and she did all the paper works.

Within almost a year of operation, Vethealth Trading had shown a very promising sales performance, thus, in 1993, the company transformed itself into a corporation which was a clear indication of the business expansion. As a family based corporation, Vethealth Corp primarily aimed at catering only to Lower Bulacan, consisting of eight municipalities. This based on the assumption that with limited resources, its capability to sell and supply veterinary products was also limited.

In November 1993, Mr. & Mrs. Occidental attended the VIV Asia 1993, the international exhibition for intensive animal production, held in Bangkok, Thailand, to look for a source of veterinary products. It was the first VIV Asia, and here the company got the opportunity to meet with Dutch Farm, one of the exhibitors of veteri-

nary pharmaceuticals who was also exploring new markets in Asia-Pacific, an important region for intensive animal production representing tremendous business opportunities.

Cognizant of the fact that Vethealth Corp at that time was just a small newly established company, it never had any intention of establishing any business transaction with Dutch Farm who was believed to accommodate only bigger trading companies. Towards the end of 1994, Vethealth Corp opened its first Letter of Credit to Dutch Farm for the purchase of about 10 injectable products. That gave Vethealth the opportunity to become the official distributor in the Philippines.

Vethealth Corp tried to introduce different injectables, watersoluble powders and liquids, thus making itself more capable of meeting the growing needs of the animal industry. Obviously, with the new proceeds from its reputable principal, Dutch Farm Veterinary Pharmaceuticals BV, Vethealth Corp continued to grow as evidenced by the need to hire additional sales representatives: one in 1995 and another two in 1996 to be able to cater for the demand of the whole Bulacan and some integrators like Foremost, Swift and Monterey.

There seemed to be no limit to the growth and expansion of Vethealth Corp, so it had to hire two additional sales representatives in 1997 to handle the whole works, including South Luzon. In 1998, three business partnerships were started by the corporation. One in Cebu and two in Mindanao, which, in effect, had made Vethealth Corp a nationwide distributor of Dutch Farm products. Due to its national growth, Vethealth Corp appointed a National Sales and Marketing Manager in the latter part of 2002 to oversee and monitor the status of selling and distribution of Dutch Farm veterinary pharmaceuticals nationwide.

Currently, Vethealth Corp has a total of 6 technical sales representatives (2 Veterinarians, 3 Animal Scientists & 1 Medical Technician), 3 business partners, 6 office staff members, 1 inhouse CPA, 1 collector, 6 delivery men, 1 warehouse manager and 4 delivery trucks. Just recently, it was able to build a modern warehouse located in Bulacan. Vethealth Corp has gone up the ladder of success in the arena of veterinary products. Despite

significant progress Vethealth remained humble and committed to its mission of providing the best quality products and services to all of its clients all over the country. Vethealth Corp treat its clients as members of its own family and believe in providing personalized services to suit its client's individual preferences. For them each client represent a backbone, not only to their company but also to the whole livestock industry. The management's healthy attitude and genuine concern towards its personnel's welfare and development, could be singled out as primordial to what Vethealth is at present.

For more than a decade Dutch Farm Veterinary Pharmaceuticals B.V. and Vethealth Corp have maintained a harmonious business relationship. This can be attributed to the dedication of both companies to provide cost-effective and quality products to the livestock industry.

Dutch Farm continuously provides technical support, which enables the front line players to improve their level of competency. Dutch Farm makes sure that all products meet GMP-standards and at the same time they guarantee the continuous availability of the products and on-time delivery. This makes it possible for Vethealth to sustain its market leadership in terms of credibility and punctuality. Dutch Farm also gives support, such as corporate give-aways that Vethealth Corp share with their clients during special occasions.

Vethealth Corp acknowledged the innovative contribution of Mr. Maurice Breed, one of the Directors and co-owners of Dutch Farm, and Mr. Supat Wonglimpiyarat, Asia's Sales Manager, to a new and dynamic vision for the future with endless ideas, systematic responsibility and strategic planning, benefiting both business partners.

Dutch Farm is very happy to have distributors like Vethealth Corp. Not only because of the continuous investments in the Philippine market, but also because of their way of approaching and treating their staff and customers. Reliability and co-operation have also become some of the key-principles of Vethealth Corp.

The management of Dutch Farm would like to thank Vethealth Corp for 10 years of successful co-operation!