

## Dutch Farm's expansion in Africa

IT HAS BEEN only eight years since Maurice Breed and René Siedenburg established Dutch Farm Veterinary Pharmaceuticals BV in Barneveld, The Netherlands.

A management buy-out from Havee Co, a producer of veterinary pharmaceuticals for mainly the local Dutch market since 1960, led to the



Company headquarters in Barneveld.

start of the new company. With the factory, product registrations, staff and the know-how taken over from Havee, a complete new start was made.

Where the old company seemed to be on a dead-end track, the new

directors created their own five-year strategy to construct a complete new and solid foundation under the company. This five-year plan consisted of tightening the relationships with customers, suppliers and authorities, optimising the organisation itself, improving the quality assurance system, maintaining the existing product registrations and creating new ones. The five-year plan was finalised in 2001 with the move to a complete new production site including quality control laboratory and offices, complying to the latest quality and logistic standards of Good Manufacturing Practice (GMP).

Due to the huge investments and the much increased costs to exploit a production site at GMP level, it was necessary to extend the business. Developing more contract manufacturing activities was one target; intensifying the export business was another option. So, both occurred during the past years.

In 1996, at the time of the management buy-out, Dutch Farm's products were available in seven countries. Eight years later, Dutch Farm is working in 45 countries worldwide.

Thanks to the dedication and the co-operation of the management and the staff, this development could be achieved in such a short period.

Since the opening of Dutch Farm Asia, the company's representation office in Bangkok, Thailand, in 1999, the growth of markets in that area was booming.

Now, the company is focussing on further developments on the African continent. In the seven countries which are covered so far, farmers are very satisfied about the efficacy of Dutch Farm's top quality products at moderate prices.

The co-operation between Dutch Farm and its partners is based on the company's principles of co-operation, flexibility, reliability and quality: the combination of these principles seems to be the key to Dutch Farm's success and further growth.