

Dutch Farm moves into Asia

Driven by shrinking markets in Europe, Dutch Farm Veterinary Pharmaceuticals is venturing into the global market, confident that unrivalled quality – based on European good manufacturing practice together with a strong distribution system – will herald success in Asia.

The Barneveld, Netherlands-based firm has more than 40 years in the animal health industry.

A regional office was established in Bangkok in November 1999 and local agents have already been appointed in Thailand, Malaysia, Pakistan, Philippines, Taiwan and Vietnam.

Export earnings accounted for almost 50% of the company's turnover last year, with Asian markets representing one third of these sales.

"This year, we will give more attention to Asia and explore new markets such as India, Sri Lanka, Bangladesh, Myanmar, China, Nepal, Bhutan,



Maurice Breed,
Dutch Farm's Director.

Mongolia, South Korea and Indonesia," said Supat Wonglimpiyarat, Area Sales Manager for Asia.

"Dutch Farm wants to foster its brand image and cover the whole region slowly but firmly," he said.

A generic specialist

In contrast to conventional thinking, Dutch Farm aims to be a well-rounded generic drug supplier offering a range of premium quality

products for pork, poultry, cattle and sheep.

Dutch Farm's flagship products include antibiotics, anthelmintics, iron dextrans, vitamins and other medications.

Maurice Breed, one of the two owners and Directors of the company, said that stable business and a firm financial foundation is vital to long term success.

"We want to grow step by step, product by product and country by country to build a strong



Supat Wonglimpiyarat,
Dutch Farm's Area Sales Manager.

position in the market together with our distributors," said Mr Breed.

Good manufacturing practice

Dutch Farm obtained a good manufacturing practice (GMP) license for its present site in September 2000.

It plans to have its new US\$1.6 million factory accredited before relocation in mid 2001.

GMP controls all steps in the manufacturing process, beginning with the use of starting materials, and validation of those steps determined to be critical to the quality of the end products.

Licenses are jointly approved by the Netherlands Ministry of Agriculture, Nature Management and Fisheries, and the Ministry of Health. The accreditation process can take several years.

The system ensures traceability of materials involved in the



Dutch Farm's Bangkok laboratory.

production, beginning from traders until the final products reach the end-users.

In summary, GMP involves:

- Arrangement of proper logistic lay-out in the plant to avoid ingredient mix up or contamination.
 - The machinery must be proven to be reliable and can be cleaned easily and thoroughly.
 - The airflow in the production rooms must be filtered and controlled to ensure that the air is free from contaminants.
 - The production room or clean room must be easy to clean.
 - Temperature control in the warehouse has to be regulated. GMP requires that all ingredients be stored under the prescribed temperature-range in the warehouse.
 - Activities related to production, packing and labelling have to be double-checked.
 - All activities have to be laid down into procedures, protocols, etc.
 - New procedures or machinery may not be introduced unless they have passed qualification tests and the complete validation has been finished and approved by the quality assurance manager in charge.
 - Every employee must be trained for his task and must know procedures that are relevant for him.
 - Instruction must be clear.
 - Regular self inspection and audits of material suppliers are the essence of GMP.
- Holland inspection authorities will audit the plant every two years.

“Dutch Farm adheres to its philosophy which is reliability, flexibility, and co-operation. However, those thrusts might not ensure future success without a total commitment to quality,” said Mr Breed. ■