



Press release

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DE HEUS OPENS FEED FACTORY IN MYANMAR

On October the 1st, De Heus Animal Nutrition proudly celebrated the opening of its first factory in Myanmar. This ultra-modern factory has been built over the past six months, according to the latest insights. With this new facility De Heus gives further substance to its ambitions to further strengthen its position in Asia.

For several years, De Heus is exporting nutritional products from Vietnam to Myanmar. In this period, De Heus gained a lot of experience and knowledge about the local agricultural market. Based on the conviction that De Heus can make a valuable contribution to the further professionalisation of livestock farming in Myanmar, it was decided to start the production of feed in the local market. The new plant has a capacity of 120,000 tons, but at a later stage this capacity can be increased up to 240,000 tons. With its location in the immediate proximity of Yangon, the factory is strategically located in relation to the major local agricultural areas. De Heus Myanmar will focus mainly on the poultry sector (biggest sector in size), but also in the pig and cattle sectors De Heus sees ample growth opportunities.

Traditionally, De Heus has always been committed to maintaining and reinforcing the independence and future-proofness of animal husbandry. These are best assured by well-functioning, independent livestock farms. Therefore, in Myanmar De Heus continues to focus on the non-integrated-business model, the free market, where independent entrepreneurship can flourish. To move their customers forward and to support them in the further professionalisation of their local livestock businesses, De Heus organises knowledge seminars and training courses for their customers, concerning feeding strategies, livestock farming and stable management.

Johan van der Ban, General Manager Myanmar says "We are very pleased with our brand new factory. Our sole objective is to provide farmers with the best quality feed, nutritional and farm management knowledge. We have more than 100 years of experience in developing and producing animal feed products. Therefore, our quality is very high and based on our experience in Myanmar over the last few years, we can proudly say that farmers are pleased with the high quality level we provide as well. We have helped farmers to increase their productivity and scale their farm. In this way we support farmers in realising the highest possible conversion of feed into animal proteins and optimise business results. As De Heus Myanmar we can benefit of from all the global agricultural knowledge and experience we have in our organisation. I am convinced that our customers will profit from this".



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Royal De Heus is a multinational family company. Founded in 1911, Royal De Heus has expanded to become one of the largest players in the animal feed industry. With locations in Netherlands, Vietnam, Brazil, Poland, Czech Republic, Serbia, Spain, Portugal, South Africa, Myanmar, and joint ventures in Egypt, Ethiopia, Russia and China, we have reached a key position globally. We strive to offer an active contribution to the development and progress of agriculture in all the markets in which we are active. Additionally, De Heus is active on many foreign markets through the export of concentrates and premixes, the main ones being Eastern Europe, Africa, the Middle East and South America. The company globally has over 4000 employees. Its head office is located in Ede (the Netherlands).

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