Welcome 2015: Note from CEO

With this issue of LinkAsia Connect #20, the team at LinkAsia Partners would like to wish you all the best for 2015 for you, your family and your business.

Further, in a few weeks will be the Chinese New Year bringing in the year of the sheep. Considering the challenges in 2014, we sincerely wish that the year of the sheep, characterised by being highly adaptive and symbolising peace and harmony, will bring us all its goodness in 2015.

Translating the year of the sheep to our business focus and industry partners below whom LAP works with, we are looking forward to bringing to the market adapted solutions in the form of products or applications to address some of the industry’s opportunities that are before us.

In 2015 we are expecting to see continued consolidation of the feed manufacturing locations as industry leaders expand their market presence with increased and important investments. This is in line with the planned investments that are ongoing.

Challenging a strategy of planned investments and profitable expansion however will be the continued issues with PED, FMD and Avian flu to mention a few. We have noted in 2014 the impact of such diseases on the industry in terms of meat prices (positive and negative), health management programmes, ingredient selection, animal welfare and ultimately feed tonnage.

Finally, we sincerely thank our industry partners for their continued investments into new products and technologies, and helping us bring these new tools to our channel partners and ultimately to the final customer.
Partner News:
Agromed releases new visuals on eubiotic lignocellulose benefits in key livestock applications

At Eurotier 2014, Agromed released to the industry their informative videos featuring the use of OptiCell®, a eubiotic lignocellulose, in both swine and poultry.

These video tools help provide the animal feed industry and producers a clear overview of why eubiotic lignocellulose is not just a “fibre” but rather a tool for modern swine and poultry production.

The two four-minute videos describe graphically the mode of action of OptiCell® from consumption to excretion including a description of the role of the non-fermentable and fermentable sources of micro-sized particles of specialised lignocellulose.

Visit Agromed at VIV Asia 2015 to get your first look at these useful educational tools.
Product Update:

Continued PerfectDigest™ FPI trials in broilers yielding consistent results under disease challenges

In 2013, an extensive and monitored commercial trial was completed in Malaysia where it was noted that the 42 day old broilers finished 150 grams heavier when PerfectDigest™ FPI LD was included in the drinking water program.

### Field Trial: Malaysia 2013: 4 buildings X 5000 Cobb mixed sex. Females to 42 days, Males picked at target weight

<table>
<thead>
<tr>
<th></th>
<th>Control</th>
<th>PD FPI LD</th>
<th>Diff (%)</th>
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<tbody>
<tr>
<td>No. of Birds</td>
<td>10000</td>
<td>10000</td>
<td></td>
</tr>
<tr>
<td>Day 0 - 21</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Day 22 - 42</td>
<td>0</td>
<td>0.7% of drinking water for 7 to 8 hours per day</td>
<td></td>
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<tr>
<td>Weight at 21 days (g)</td>
<td>820</td>
<td>825</td>
<td></td>
</tr>
<tr>
<td>Weight at 42 days (g) (females only)</td>
<td>2250</td>
<td>2400</td>
<td>6.67</td>
</tr>
<tr>
<td>ADG (g) (females only)</td>
<td>68</td>
<td>75</td>
<td>10.14</td>
</tr>
</tbody>
</table>

**Other Findings:**

“Brighter feather covering”

Heavier birds or 1 to 2 days faster to market

A recent trial conducted in China in broilers using PerfectDigest™ FPI LD in a similar drinking water application resulted in an improvement of final body weight at 36 days of 140 grams over control. Of interest was that the flocks were subject to some disease outbreak, with the control birds breaking 3 days earlier than the treatment birds.

### Commercial Trial: Yantai, Shangdong, China: 2014

<table>
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<tr>
<th></th>
<th>Control</th>
<th>PD FPI LD</th>
<th>Diff (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of Birds at Start</td>
<td>14000</td>
<td>14000</td>
<td></td>
</tr>
<tr>
<td>Day 5-9</td>
<td>0</td>
<td>1:300 dilution 4 hrs everyday</td>
<td></td>
</tr>
<tr>
<td>Day 14-36</td>
<td>0</td>
<td>1:500 dilution 4 hours every other day</td>
<td></td>
</tr>
<tr>
<td>Liveability (%)</td>
<td>95.60</td>
<td>96.57</td>
<td>0.97</td>
</tr>
<tr>
<td>Weight at 36 days (g)</td>
<td>1950</td>
<td>2090</td>
<td>140.00</td>
</tr>
</tbody>
</table>

Note: At age of 28 days, birds in control program were observed with disease with visible tearing, swollen eyes. Under treatment program birds fed with FPI LD showed symptoms at 31 days, 3 days later compared with control.

For more information on both these trials and the benefits realised please contact info@linkasiapartners.com.
Typically around farrowing a sow’s feed intake is reduced, probably due to the limit of the animal’s appetite but intake can also be affected by management factors.

During this period, constipation can occur so that pathogenic bacteria are not flushed out to the distal part of the colon but migrate back to the small intestine. Here they can cause further damage through production of endotoxins, which when absorbed inhibit the production of the hormone prolactin which in turn inhibits milk production. This can lead to milk fever like symptoms, such as an increase in body temperature, and the prolonging of the birth process which reduces the vitality of the newborn piglets.

In highly productive sows with large litters, piglet vitality is especially important so that they can actively seek the mother’s colostrum directly after parturition.

**Eubiotic lignocellulose** (OptiCell®) is a natural product made out of fresh wood. The material is very finely milled (<200 micrometres) and therefore stimulates peristaltic movements in the large intestine, as a consequence digesta is pushed to the rectal part of the tract.

OptiCell® is a synergistic combination of non-fermentable and fermentable dietary fibre sources. This composition is unique in that, whilst the non-fermentable part acts "mechanically" in the GI tract (as mentioned above), the fermentable part of the eubiotic lignocellulose stimulates the growth of lactobacilli in the large intestine (distal colon). This prebiotic activity is known to prevent proliferation of pathogenic bacteria and improve the condition of the cell wall of the large intestine.

Eubiotic lignocellulose offers various desired benefits such as lactobacillus growth stimulation, shorter parturition (increasing number of piglets born alive and weaned), improved sow reproduction (resulting in better average daily gain of piglets) and more. Various trials have proven that eubiotic lignocellulose is much more than a fibre source as it positively influences gut health, decreases stress behaviour in sows and improves animal welfare. Eubiotic lignocellulose used in gestation or lactation feed significantly decreases length of parturition and therefore increases number of piglets born alive.

Read the full article from the Feed Compounder here - [www.linkasiapartners.com/linkasia_partners/agromed.html](http://www.linkasiapartners.com/linkasia_partners/agromed.html).
Product Update: Bovi - effective dehorning the animal-friendly way

Dehorning whether to remove or stop the growth of horns in cattle, is a common and necessary management practice so as to prevent injury to animals and handlers. However, for animal welfare reasons, some common methods of dehorning like the hot iron and Barnes or scoop dehorner are frowned upon as it can cause considerable pain and stress to the animals.

One solution is to breed polled (hornless) cattle, which is the most logical way to avoid the dehorning process (and the associated negative light on the industry). While the benefits of polled cattle cannot be denied, there remains the need for dehorning that is both effective and animal friendly. The use of dehorning paste is another method of dehorning, typically used on very young animals.

Bovi from Tecnozoo is a specific dehorning paste for calves, lambs and kid goats. As late dehorning may give unsatisfactory results, Bovi dehorning paste should only be used on calves less than a week old. Benefits of Bovi dehorning paste includes:

• Fairly stress and pain-free for the animals.
• Easy and convenient to use, requiring just one treatment.
• One 10 ml syringe treats 4-6 calves.
• The product has a prolonged effect and adheres well to the skin.
• Old, necrotic skin falls off with the paste over a period of about 10 days.
• The new skin, which replaces the old skin that has been shed, is thick and robust and does not bleed, thereby reducing the risk of infection.
• When the paste is applied according to instructions, the animal is completely dehorned.

To learn more about Bovi dehorning paste, please contact us at info@linkasiapartners.com.

Bovi dehorning paste is easy to use, safe and greatly reduce risk of infection as compared to other dehorning methods.
Event Review: Vietstock 2014 Expo & Forum

Vietnam’s premier feed, livestock and meat industry event, Vietstock 2014, was held on 15-17 October, 2014 at the Saigon Exhibition & Convention Centre in Ho Chi Minh City. The show had more than 250 exhibiting booths showcasing new products and solutions, plus state-of-the-art equipment and technology for improving livestock production. The event attracted 8598 key trade visitors from top feed miller companies, farms, consultants, veterinarians and related industrial players.

It was a successful and busy event for LinkAsia Partners and its participating clients, Agromed, Animine, Rosun and Tecnozoo. We met with many distributors and customers and received enquiries about the various products and solutions on showcase.
Event Review: 
EuroTier 2014 in Hanover, Germany

EuroTier 2014 took place from 11 to 14 November at the Exhibition Grounds in Hanover. With around 156,000 visitors (19% from abroad) and more than 2350 exhibitors from 51 countries, it was indeed another smashing success for EuroTier.

Clients of LinkAsia Partners who exhibited in EuroTier were Agromed, Schaumann, Tecnozoo and TechMix.
Event Upcoming:

**VIV Asia 2015 in Bangkok, Thailand**

The prestigious VIV Asia 2015 will be held at BITEC, Bangkok International Trade & Exhibition Centre, Thailand, from the 11 to 13 March. With exhibitors from 40 countries, VIV Asia brings together a unique selection of global market leaders, both regional as well as national Asian players of growing importance. With Aquatic Asia co-located prominently with VIV Asia, professionals in animal production, processing of meat, eggs, fish and dairy all have numerous reasons to meet up in Bangkok.

Find us in hall 103 (booths F060, F064, F066, G061, G063, G065) where LinkAsia Partners and below clients will be showcasing the latest product offerings:

- Agromed ([www.agromed.at](http://www.agromed.at))
- Animine ([www.animine.eu](http://www.animine.eu))
- Biorigin ([www.biorigin.net](http://www.biorigin.net))
- Bluewave Marine Ingredients ([www.bluewaveperu.com](http://www.bluewaveperu.com))
- Schaumann ([www.schaumann.info](http://www.schaumann.info))
- Tecnozoo ([www.tecnozoo.it](http://www.tecnozoo.it))

Pre-register today to ensure quick entry to the VIV Asia 2015. [Register here.](#)

We look forward to meeting you at VIV Asia 2015!