

Novalac 2010. A small revolution.

The compound feed industry in the Netherlands is a competitive and dynamic sector with an annual turnover of about 4 billion euros. Annually around 13 million tons of concentrates are sold within the Netherlands of which around 3,25 million tons are destined for cattle. Hendrix UTD, part or Nutreco N.V., is one of the major players within this market. Hendrix UTD currently has a market share of 15%.

Optimization of dairy cow rations have been a task of the dairy compound feed industry for many years. The official Dutch ration optimization system, the so-called CVB system was introduced in 1991. This system was updated in 1997, however due to little support from the industry, the new CVB values were never put into practice and are now considered out dated. This is why all large scale suppliers of compound feed have developed their own optimization systems. This made the sector less transparent. Since 2003 Hendrix UTD works with their own developed feed validation system, the so-called Novalac concept.

Novalac consists out of three main pillars needed to deliver high quality products and advice. The main pillars within Novalac are the measurement values, the ration optimization program and the product. The optimization program optimizes rations based on own measurement values. It is important that these values present a reflection of true quality in order to give an accurate advice. Recently Hendrix UTD has invested a lot in research to gain this accuracy on quality. On their own research farm a 100 grass and 100 maize silages were tested. The results were processed together with an independent research laboratory; Bgg Oosterbeek. They tested the samples by means of near infrared reflection spectrometry or NIRS. This technology exclusively used for Hendrix UTD allows Bgg to make more accurate readings of the quality of roughage and the changing of its characteristics by time, chopping length, temperature etc. Instead of calculating quality it is now possible to measure quality of roughage.

These newly gained insights are a revolution within the feeding industry which can only be compared to the revolution of genomic selection within animal breeding. Measurement values with high reliability enhance the accuracy and thereby the quality of the feeding advice. Nutrients will be used with greater efficiency. A logical step within this process is the renewal of the product line to make them fit current and future situations even better.

Not only technical improvements were required. Hendrix UTD investigated the demands of farmers and looked to the future to make sure Novalac 2010 fits their clients demand now, but also create a reliable basis on which future development can be based. Hendrix UTD prepares itself for a future in which the efficient use of nutrients and the highest quality service will be delivered to its clients.