



Marifeed Technical Webinar – 30 October 2020

# THE IDEA AND WHERE TOO?

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Unlocking your farm's full potential through focus on performance and innovation

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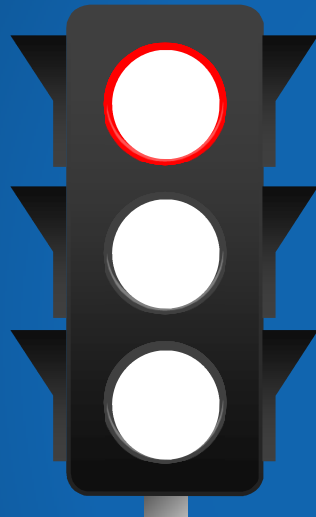
# Unlocking your farm's full potential through focus on performance and innovation



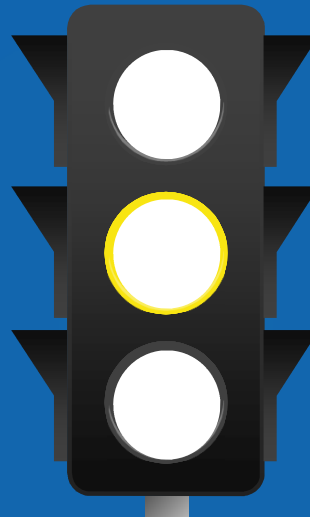
Did Marifeed unlock your farm's full potential in the past year or two?

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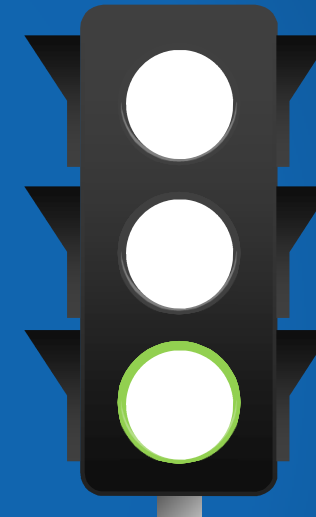
# Did we follow the correct logic during our support?



Will this have a negative effect on growth.  
Will this be a risk for the customer  
Will this have a risk on Biosecurity



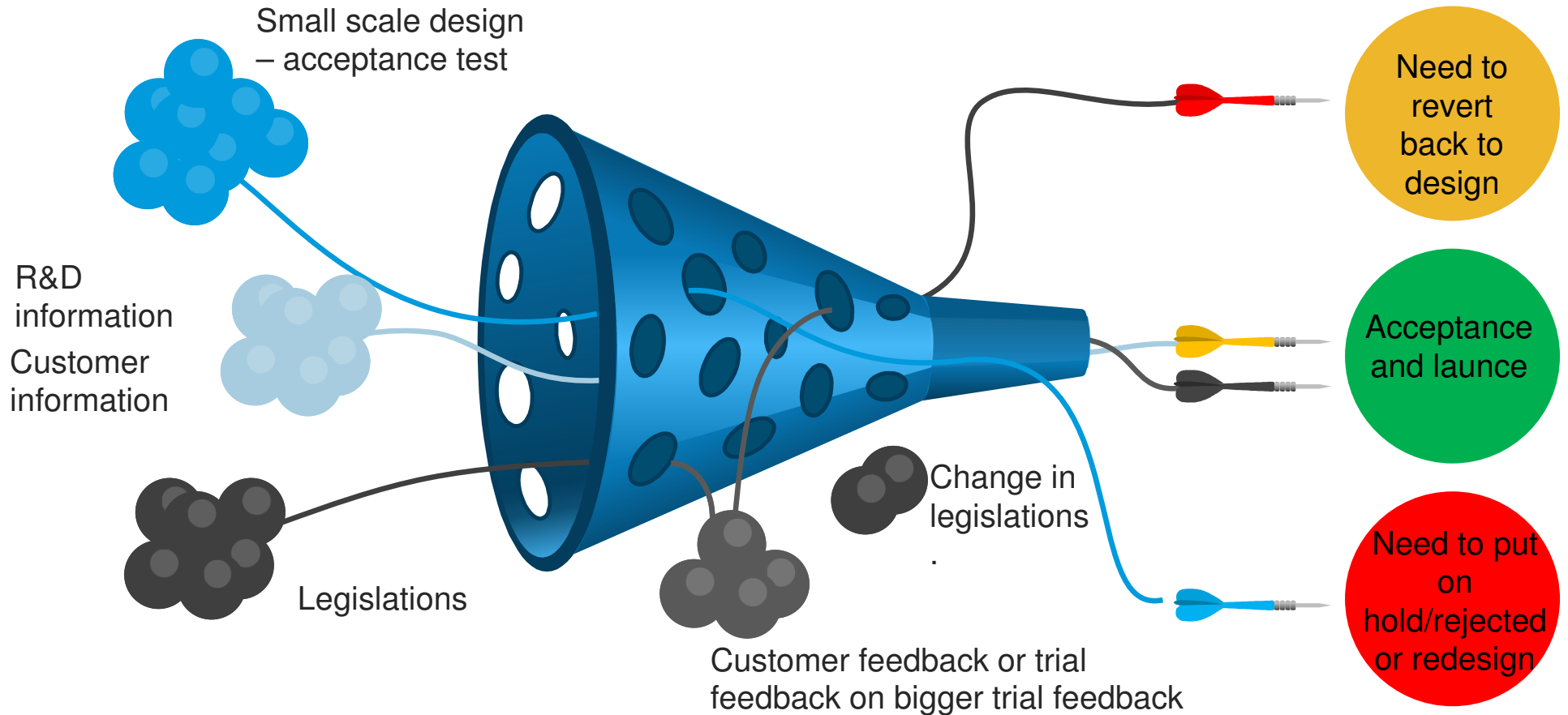
Could we improve more?  
Feedback form customer in general?  
Trial planning in place and measurables well identified?



Will this reduce cost for customer?  
Will this increase growth?  
Will this be for the best performance calculation on the farm?  
FCR calculation done and cost comparisons?

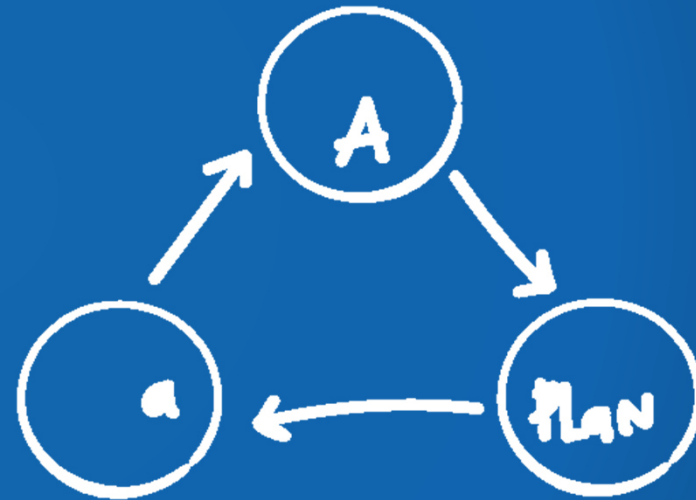


# The funnel approach in R&D design





Working with our customer, we can put a plan together that will unlock the potential of your farm – be it through new product development or just support on your farm



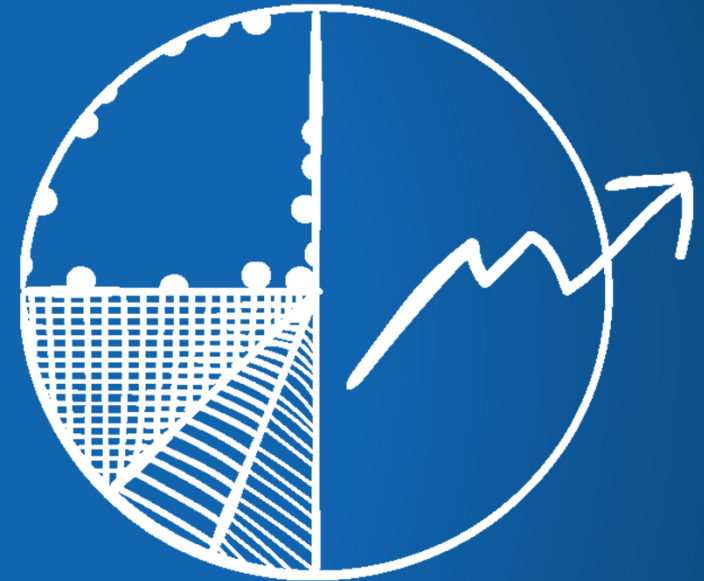


Analyzing the data with you will help to find a better solution sooner and unlock more potential on your farm through innovation

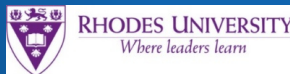




Working together with different stakeholders help us to develop a result for you that can be trusted.



MARKET



Suppliers

1

Growth on Farm

2

Consistency in supply

3

Can we improve on this concept?



- FCR – FCR calculator
- We do not change a recipe to improve our profit. Marifeed recipe = assuring your of trusted growth.





# Thank you

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