

# Intraview

nr. 7 • October 2022

## 20 YEARS INTRACARE, LET'S CELEBRATE!

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In the year Intracare celebrates its 20th birthday, I look back with a content smile, and forward with plenty of confidence and enthusiasm. I've been working at Intracare for almost 15 years now, and I'm one of the old hands who was there when Intracare started. When I first entered Intracare, we had just moved into our new factory in Veghel. Back then, Intracare had only 6 employees and the laboratory was only a few square metres in size. Half of the production area was still empty, and few people had heard of Intracare.

That all has changed, and I'm proud to have been at the forefront of wonderful developments at Intracare. We have seriously scaled up Intracare, which has culminated in the development, construction and commissioning of our pharma spaces. We now have a dedicated factory area for Hydrocare, and we can perform both chemical and microbiological analyses in our in-house state-of-the-art laboratories.

*"We're on the verge of building a new factory that will complement our current production facilities."*

Intracare has clearly matured, and we're proud that we've become a leader in our sector. There are now 60 colleagues who come to Veghel every day with a spring in their step, and who develop and produce amazing things together. I also see great things happening in our future. We're on the verge of building a new factory that will complement our current production facilities. In addition, our registration technology is now fully in order. Elsewhere in this magazine, you can read about how we recently received our new ECHA BPR registration for Hydrocare. We're the first manufacturer of hygiene products to acquire this important registration.

Pioneers in Future Proof Solutions..... we're certainly living up to our name.

*Carly Vulders*

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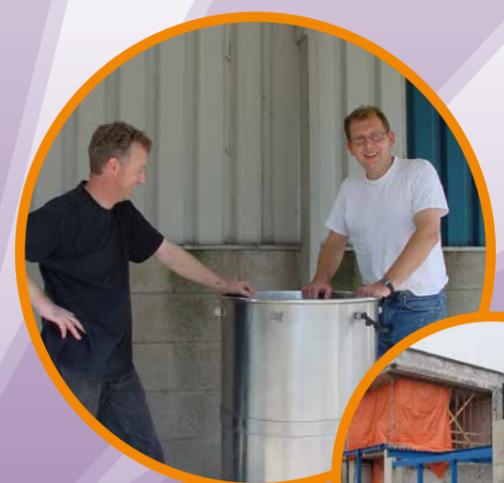
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# INTRACARE CELEBRATES ITS 20 YEAR ANNIVERSARY TODAY



"Time flies when you're having fun" they say, and they're right. I still remember, as if it was yesterday, mounting a new Intracare sign on the facade of our first humble building with a small production area in a village called Haaften. This is where our Intracare adventure kicked-off, with plenty of knowledge and ambition but limited funds.

I also remember the purchase of our first production tank, just 200 litres in size, but large enough to produce our first Hoof-fit. Our first forklift truck, snapped up second-hand and with which we covered many dozens of kilometres at a snail's pace on public roads before arriving at Intracare. Our first tiny office, no larger than an average toilet, and, of course, most importantly: our very first customers, who have remained loyal to Intracare until this day.

The first years were challenging. We had to set up everything from scratch, and then the global bird flu outbreak hit us like a bolt out of the blue. That was a difficult period, knowing that every cent of turnover mattered.

Nevertheless, we were able to make an impression on the market fairly quickly. Our first employee was Mark van Zoggel, who still works at Intracare with great enthusiasm. We immediately showed our face at international fairs, such as EuroTier, and managed to build up a fantastic international portfolio of customers within quite a short time.

After 4.5 years, we were bursting at the seams in our production area in Haaften, and found a new location: Veghel. With the move to this factory, Intracare was able to give quality a considerable and immediate boost. Following new international government measures, we decided to

eliminate antibiotics from our activities completely. We brought even more knowledge and expertise into the company, without ever losing our connection with daily practice. To this day, I still enjoy being in the cowshed. Whether I'm having coffee with a farmer, hoof trimmer or vet, their feedback is still the foundation of our success.

A lot has changed in the world of livestock farming. The industry is scaling up and becoming more efficient. All this is being accompanied by stricter regulations and increasing demands from our customers. At Intracare, we're able to adapt and grow with this process. We attach great importance to innovation, product development and registration, and we're proud to see our pioneering role in this.

Our collaboration with Behn Meyer since 2016 has also contributed to our success. Our first meeting, over a beer, has resulted in increasing successes in Asia.

It's always good to look back at early history. We could write a book about it. From visiting Buckingham Palace and receiving an innovation award from Prince Philip, to the great friendships we've built with customers and working together as an amazing and valuable group of colleagues. It's like a true childhood dream that has come true... yet far from over as far as we're concerned.

# Purchasing raw materials



Frank van Zoggel,  
Purchase Manager

**While the job of a Buyer used to be a pretty average position within a company, today their tasks pose a real challenge. To produce excellent products, you need excellent raw materials. These materials must be flawless, meet the highest quality standards, and be produced by reputable manufacturers. In the past, doing business with such companies was a matter of course, but today we see a very different picture.**

From plastic to paper pulp, and from hydrogen peroxide to minerals, there are enormous shortages of raw materials worldwide. This is because few stocks were produced and built up during the Covid-19 pandemic, which is causing prices to explode. Some prices have doubled in a matter of months, just like that. The situation in Ukraine is also impacting energy supplies, leading to rising gas and oil prices. All these factors have resulted in chemical companies passing on enormous price increases. Apart from the raw materials, this also applies to, for example, packaging, labels and transport.

***“ We’ve made solid agreements with our raw materials suppliers, and maintain strong ties with them.”***

Unfortunately, Intracare is also unable to escape the consequences. We set high standards for everything we buy, and will never compromise in that regard. On the positive side, we’ve made solid agreements with our raw materials suppliers, and maintain strong ties with them. As a result, we’re still somewhat able to limit price increases. We also see this crisis as an opportunity to strengthen our market share in all markets. More volume, in other words, so that we can absorb a large proportion of extra costs.

Thankfully, we already see that this strategy is working. At the start of the Covid-19 pandemic, we noticed that people were more focused on quality when it comes to hygiene products, which was immediately reflected in our sales figures. And now that we need to increase the prices of our products only minimally, we realise that we’re more competitive in the market, which in turn results in higher volumes. All in all, a real

challenge for our purchasing department, which must make sure that we always have sufficient raw materials in stock.

Nobody knows how the future will turn out. All kinds of political issues continue to play a role in today’s world, and no one can be sure how markets will react to them. What remains important is that we continue to respond quickly, and that we maintain transparency towards our customers. In the meantime, we hope that the situation will stabilise everywhere, and that we will all soon have both feet firmly on the ground again.



IntraHoof-fit

# INTRACARE LAUNCHES THE WORLD'S MOST ECO-FRIENDLY HOOF BANDAGE



## INTRA ECO TAPE: FUTURE PROOF HOOF CARE

Intracare presents the world's most eco-friendly hoof bandage, which will be available worldwide. Intracare has spent 2.5 years researching and developing an alternative bio-degradable hoof bandage 'Intra Eco Tape' based on a natural fabric composition. The new bandage preserves its original properties such as a good stretchability, easy-tear and great adhesive properties. The product is packed ecologically without plastics and is produced without chemical coloring.



### Environmental friendly

Annually, no less than 15 million synthetic hoof bandages are used worldwide on lame cows. Large amounts of these non-degradable hoof bandages, end up in our environment in waste containers, manure pits or on the fields. With Intra Eco Tape we take a huge step in our sustainability transition. Intra Eco Tape will give fewer problems for the farmer with the manure mixer, the slurry injectors and waste on the field.

Besides the ecological benefits, Intra Eco Tape also offers the user greater value for money. One roll treats an average of 3 - 4 hooves while most offered products reach an average of 2- 3 hooves.

### Part of Intra Hoof- and skin care programme

Intra Eco Tape is part of the Intra Hoof-fit Programme, which offers topline healthcare products for treatment and maintenance of hoof- and skin ailments with dairy herds, livestock and ungulates by veterinarians, hoof trimmers and (dairy) farmers. Intra Hoof-fit Gel and Intra Repiderma are established brands in the industry. Intra Eco Tape will be available globally via an extensive dealer network.

### About Intracare

Global challenges related to diseases, pathogens and their prevention are more important than ever. How do we ensure healthy and safe growth together? Intracare believes in smart, safe alternatives that contribute to a better future for everyone involved.

Intracare develops, produces and supplies proven and effective veterinary medicines, biosecurity, hygiene products, nutrients and innovations for sustainable and modern livestock farming and horticulture worldwide. Intracare improves the health and well-being of plants, animals and consumers. Its innovative strength creates sustainable growth and financial returns for farmers and businesses.

## MORE INFORMATION



## INNOV'SPACE AWARD FOR INTRA ECO TAPE



Intra Eco Tape got awarded the annual Innov'Space Award at SPACE Rennes 2022. Together with our distributing partner Synthèse Elevage in France we received this great token of recognition in September.

"The Innov'Space competition is what makes Space the leading event for innovation across all the livestock sectors. For over the past 25 years, these awards have been a real quality seal for the industry. They demonstrate the extent to which our sectors are efficient, innovative and always thinking ahead. It really is the benefit to the farmer that prevails in the decision to attribute an Innov'Space award. This year Intra Eco Tape, an ecological friendly bandage for farm ruminants, has been awarded."

# The New ECHA BPR Registration of Intra Hydrocare

The primary goal of Intracare is sustainable products and development. For this reason, we explain why the registration of Intra Hydrocare conform the EU Biocidal Products Regulation is a key development in our long-term vision, and why we strongly believe in this registration. Biocides are chemicals used to eliminate microorganisms that are harmful to human or animal health. They can also have a dangerous effect on materials. These harmful organisms include pathogenic viruses, fungi and bacteria.

Biocides are essential in our everyday lives to prevent infections and protect life. The Biocidal Products Regulation applies directly to all citizens in the European Union. The BPR has the same authority as our national laws. In biocidal products, safety is the number one goal. To prove our products are safe, we submitted results of studies on human and environmental toxicity. These showed Intra Hydrocare is safe for humans, animals and environment, supporting its use on a daily basis and contributing to the welfare and health of our societies.



✓ Approved ECHA BPR

Registrations in:

Netherlands, Latvia, Sweden, Switzerland, Denmark, Malta, Slovenia, Germany, Hungary, Spain, Estonia, France, Belgium, Luxembourg, Slovakia, Bulgaria, Italy, Cyprus, Ireland, Norway, Poland, Finland, Romania, Czech republic, Croatia, Lithuania, Greece and Portugal



Intra Hydrocare is registered in the Echa database for a for a wide variety of applications. We have a registration for use horticulture, hospitals, food production, and the veterinary sector. Intra Hydrocare can be used both preventively and curatively in all these sectors. For professional users of biocidal products in the EU, a registration in the Echa biocide database gives transparent information on the registration status and the manufacturer of the product. Therefore, we can clearly say that the registration of Intra Hydrocare represents the next level in water hygiene.

# NEW @INTRACARE

## Jos van Eldonk

At the age of 42, Jos is still the Burpee king of Intracare.

Lots of us are a little envious of how fit Jos is, but actually it's very useful at Intracare, because Jos is the manager of the technical department. Ever since Jos joined us, all the machines at Intracare have been running smoothly, and he knows how to solve every problem. Besides Intracare, Jos has another time-consuming job: He's a father to triplets. Every night, Jos comes home to three beautiful daughters who can't wait to see him. Jos worked previously as a technical assistant at the Bolsius Candle Factory.



## Adinda van den Biggelaar

Adinda van den Biggelaar (25) started working as a chemical analyst in the R&D/QC department in October.

"After two years of work experience at a pharmaceutical company as a chemical analyst, it was time for me to find a new challenge elsewhere. Intracare is constantly researching, developing and improving products to take them to a higher level, so it was an easy decision for me. Working in an innovative environment is interesting and challenging at the same time." In her spare time, Adinda enjoys horseback riding and does a lot of sports. She also likes to travel, and loves going out for a drink with friends and family and visiting the occasional festival!

## Maud Smits

As if she had never left our microbiology laboratory: Maud (22).

She completed her graduation internship at Intracare a while ago, and now we're delighted that she has returned to strengthen our lab team. Maud knows everything there is to know about bacteria, fungi and viruses, all of which she learned during her course in Laboratory Technology at the ROC Leijgraaf in Oss. Following this course, she worked at a diagnostic laboratory where she conducted extensive serological research into Lyme disease. In her spare time, Maud likes to play sports, but she's also always up for a party.



## Jonice van Oss

We managed to snag this 24-year-old young lady while she was still studying at the University of Barcelona in Spain.

Before finishing her studies there, she studied Applied Biology at HAS University of Applied Sciences in 's-Hertogenbosch. She spent two years living and studying abroad in total. At Intracare, Jonice is the bridge between R&D and Sales, and she also shares her thoughts on product development. In her free time, she's often in the kitchen cooking delicious food for her friends. To stay in tip-top shape, she also enjoys going to the gym.

# NEW @INTRACARE

## Michiel Geerlink

Michiel is a new, cheerful and enthusiastic addition to our production team.

He's 36 years young, and used to work at a pallet and crate transport company. Michiel is a proud father to a 3-year-old daughter, and you can regularly find him with a trumpet, hammer or hockey stick in his hand. In his free time, he loves carpentry: from assembling cabinets to putting a shelf on the wall, Michiel knows how to fix it all. Michiel has been working at Intracare for some time now, and is mainly responsible for filling consumer packaging. He always does his job with a broad smile.



## Monique Heesakkers – Habraken

Monique is our label operator; born and bred in Brabant, she has been working for Intracare since mid-November.

In her previous job at a logistics company, she was responsible for all kinds of tasks, from purchasing to sending invoices, and from facilities management to staffing the reception. At Intracare, Monique takes care of every aspect of labelling. She makes sure that the correct texts are printed on the right quantities of labels. In her free time, Monique loves gardening and shaking her hips during Zumba lessons.

## Jeroen de Bie

At 24 years old, Jeroen is still a bit of a spring chicken in the business.

Previously, he worked for Hellings Mechanical Engineering, where he assembled conveyor belts. Jeroen is still living happily at home, and comes to work at Intracare with a spring in his step. He has turned out to be a very valuable addition to our production team. Outside of Intracare, Jeroen can often be found strumming his electric guitar or showing his mates how it's done on the game console.



## Sam Groenendaal

Sam is one of our newest faces at Intracare.

Together with Jos, he's responsible for all the technical matters at the company. Sam used to be a metalworker, but now loves his job at Intracare. Sam still lives at home, but you can often find him outdoors with his electric mega scooter whizzing around town at great speed. Sam reaches speeds of up to 70 km/h around Den Dungen! Sam, who is 26 years old, also enjoys photography.

## Donja van Gaal

Did you think production work is only done by men?

Think again! Recently, a new superstar was added to our team: Donja. She is 32 years old, and comes with the necessary lady power! She used to work in a restaurant, but she has exchanged her pancake pan for careful packaging and shipping of Intracare products. When she's not at work, Donja loves to play Padel, and even then she has plenty of energy left over to visit the fitness centre.



## Herwin Brouwers

Herwin Brouwers (52) is the new sales manager at Intracare.

After graduating as a teacher in mechanical engineering in Barcelona back in 1997, he worked with various international companies in the Netherlands. He also worked in Curaçao for several years, after which he entered the agricultural industry. Before joining Intracare, Herwin had a job as an area sales manager in the poultry equipment business. In Herwin's spare time, he's likely to be doing some DIY around the home or gardening. He also enjoys restoring old wooden furniture, scuba diving, and classic car rallies. In addition, he's involved in the cultural festival 'Brabantse Dag' in Heeze.

## Natasja Rongen

This new talent is 23 years old and lives in the beautiful Limburg village of Koningslust.

She obtained her bachelor's degree in Applied Biology at HAS University of Applied Sciences in Venlo last year, specialising in sustainable animal science. Since April this year, she has been working at Intracare, where she is part of the R&D team as a junior R&D project manager (regulatory affairs associate). Her time is mainly spent registering products, labels and surveys. Outside the walls of Intracare, she likes to go horse riding and do fun things with friends.



## Edwin van der Hagen

Fully dressed in white, Edwin recently joined our Pharma team.

Edwin likes things neat and tidy, which is important given the job he does. Together with Erik, Edwin is responsible for the production of our antibiotics-free veterinary medicines. He previously worked in the compound feed manufacturing, but exchanged the dust for spick and span in sterile white. In his free time, Edwin is a passionate football coach of Veghel's youth team, and loves spending time with his girlfriend, son and daughter. If there's any time left after all that, you'll probably find him barbecuing, preferable with a cold beer in his hand.

## Sjoerd Rademakers

This new 24 year old logistics assistant is our latest addition to the Intracare crew.

Born in Wijchen but living with his girlfriend in Boekel. Sjoerd is still young but completely drawn into the world of logistics. He has already gained the necessary experience at a logistics company. Sjoerd is highly motivated to further develop his logistics skills within Intracare. Besides Intracare, Sjoerd loves dining with friends, gaming and a great game of badminton.





# BRAND NEW!

## Update

*"New look,  
more environmental  
friendly!"*



We have informed you earlier about the launch of our new packaging design. We mentioned we were doing a soft launch, which means we gradually turn to our new labels instead of instantly introduce and produce all new labels. We prefer getting rid of our existing stocked labels when thinking of zero-waste policy and responsibility. The first orders have been delivered already some time ago and we expect that the complete revamp will be finished in January 2023. We are receiving a lot of positive feedback on the new look and feel. The new labels are also produced in a more environmental-friendly. A great step forward.





# Open day 2022



After all the Covid-19 restrictions, we had all but forgotten what it was like to organise a major trade fair. But in the middle of this year, it was time for another edition of VIV Europe in the Netherlands. It was difficult to estimate beforehand how many people were going to visit this fair. Normally, we see this trade fair as playing on our home turf, and we at Intracare always do everything we can to invite as many customers as possible to the event.

Organising an open day at Intracare prior to this trade fair is almost becoming a tradition. Although we had expected the number of visitors to be relatively low this year due to Covid-19 and the war in the Ukraine, many customers did in fact decide to travel to the Netherlands. As a result, we welcomed more than 110 customers from all over the world in a large tent set up in front of the Intracare building during

our open day. Lots of customers enjoyed meeting up over a nice hot drink and some freshly baked stroopwafels (Dutch caramel waffles), "Finally travelling again", many customers will have thought, and a great atmosphere quickly developed among all our international customers.

**"We welcomed more than 110 customers from all over the world."**

After a while, the visitors were given a tour of the Intracare factory. This time, we offered our customers an "experience", inviting them to put their shoulders to the wheel. We asked them to spray our Intra Foamcleaner with a high pressure cleaner, and experience the benefits of the Intra Hygiene trolley for themselves. These real-world experiences are important in marketing our products.

Afterwards, we offered our guests a delicious lunch of traditional Dutch snacks and a tasty international buffet, all under a delightful Dutch spring sun. It was wonderful to be among people again, and it felt like one big, happy Intracare family. We had to keep the drinks session limited, however, because the next day the real work began: VIV Europe!





# Intracare looks back at successful edition of VIV Europe

Last week Intracare had a prominent presence at VIV Europe in Utrecht. A short recap.

About 40 years ago VIV started in the Netherlands with an innovative idea for the poultry and pig production industry. What followed was the expansion of VIV brand across the world – Turkey, China, Russia, South East Asia, India, Latin America and finally the MEA region. These days, VIV is recognized as the leading brand amongst international target groups. VIV Europe, with over 600 exhibitors, is one of the world’s leading Trade Shows in poultry production.

Intracare has been a permanent exhibitor at this renowned show for quite a while. We value the quality of audience. Intracare uses this platform as the ultimate showcase opportunity to welcome its global distributors, establish new contacts, explore new business opportunities, present products and meet and greet with existing and new relations.

At our extended booth, divided in an Expo-section for product info- and demonstrations and our Intra-Lounge section we were able to update our customers on all the latest information on our products, regulations, innovations and future proof solutions. Tuesday afternoon we ended the day with some delicious drinks and bites and live music at booth.

We look back on again a great edition of VIV Europe and thank the VIV organization, our customers, visitors and colleagues for a great event with a fantastic ambiance. CU at VIV Europe 2026 and Spring 2023 at VIV Asia in Bangkok.



15-18 NOVEMBER  
HANNOVER DUISLAND  
HAL 23 | STAND B29

## EUROTIER

After a successful VIV Europe we are almost ready for the next major international show in Europe: Eurotier.

Eurotier will be held **November 15-18 in Hannover Germany**. Intracare will again have a prominent stand here. You can find us in **Hall 23 at stand B29**. During this fair we present our new environmental-friendly bio-degradable tape under the draw the attention of our audience. We hope to welcome you at this fair.

## OUR PARTNER SYNTHÈSE ELEVAGE

### 1 How and when did the cooperation between your company and Intracare start?

With the takeover of BOV'IDEE in 2015, a company created by Mr Dominique Bernier who introduced the Intra Hoof-fit range in France. He was a former pedicurist who quickly understood the usefulness and effectiveness of Hoof-fit products, and worked closely with Intracare. Synthèse Elevage took over the activity, remaining in contact with Dominique Bernier and continuing the collaboration with Intracare.

### 2 What is your "secret" to explain your company's success with Intracare products in your market?

Intracare is much more than a supplier, it's a partner: we can try out each new product before offering it to our customers. We share our field results as well as our monitoring of literature and competition, to build the arguments together.

### 3 What can Intracare improve to increase your Intracare sales?

Intracare must continue to innovate, without seeking to copy what is being done elsewhere. It's also necessary to maintain a stable range, without changing the formula, while continuing to revitalize it by regularly revalidating its effectiveness.

### 4 What is your "golden tip" for other Intracare distributors?

In our opinion, it is essential to propose, share and exchange experiences in breeding with Intracare. You have to be proactive in your markets.

### 5 What is your favorite Intracare product?

All products in the hoof fit range are interesting. Their can be used flexibly in various interventions in breeding (spraying in the milking parlour, in the headlock, in a robot, in a footbath). More than a product, we hope that the Intra Hoof-fit Squeeze/Intra Eco Tape duo will be our new favourite in terms of results and volume of course...

### 6 How do you see the future in our cooperation, what do you want to achieve / will be your strategy?

The face-to-face inspiration days are rich moments for sharing experiences. The future of our cooperation depends on our relationship of trust, listening to the markets, and a presence on farms with the animals. If the cow is doing well, everyone is doing well (Dutch proverb).

## COMPANY INFORMATION

Company name: : Synthèse Elevage

Founded in: 1990

Number of employees: 21

Location: Rennes Brittany France

Intracare product portfolio share compared to the rest of the product portfolio (rough estimate): 11% of turnover

Market share of Intracare products in your country (rough estimate): 22%



left: Stéven Clec'h, right: Marc Spackler

An investment in knowledge pays the best interest!



During our Open Day we already informed you shortly about our upcoming release of the Intracare E-learning portal. A place where you have on-demand access to a wide range of masterclasses, instruction video's, product training and webinars. Learning was never this easy. You can update your knowledge about Intracare products in an accessible way. Beside your own know-how, the portal also offers a great change to train your staff. You can easily pick the desired video by selecting the product or product group drop-down button. The portal will be updated regularly with new content.

You can access the portal via **My Intracare** with the same credentials as the Intracare Brand Portal. In case you have issues with getting access, contact [marketing@intracare.nl](mailto:marketing@intracare.nl).

We wish you a lot of fun and remember... knowledge is of no power unless you put it into practice.



## INTRACARE SUMMER BBQ

In July Intracare enjoyed its annual get together with all colleagues and partners during the traditional Intracare Summer BBQ. Good company, great weather and some delicious drinks and bites made our day!

This year we already kicked off with a little warm up for our 20 year anniversary. In 2002 Jan founded Intracare which proved to become a great success story. A lot happened in those two decades as you can read in this magazine. To thank Jan for all his dedication, effort and hard work Mark van Zoggel and the whole crew surprised Jan with a token of appreciation: a beautiful sculpture representing the road to success of Intracare.

Beside this, all colleagues at Intracare showed their support with a donation for Intracare's charity programme Young Focus. Hans Oomens handed over the cheque on behalf of team Intracare.

All together a great moment to look back and especially look forward to all the things that come our way!



# Catching up with...

**TON VAN DER VENNE**

**Ton is a familiar face within Intracare. He knows the company inside and out. Let's go on a trip back to memory lane.**

**Name:** Ton van der Venne  
**Position:** Sales Manager  
**Age:** 61

## **How long have you been working for Intracare, Ton?**

I've been involved with Intracare since its very first day in August 2002, and I officially joined the company on 1 June 2004.

## **Can you compare your first few years at Intracare with how things are going now? What's the main difference?**

When we started out, I was involved in all kinds of activities; not just sales, but marketing, logistics and production, for example. We were a relatively small team, and we really relied on each other to make the business run smoothly. We were all very closely involved in the entire sales and production process, which also made us feel deeply involved with Intracare. These days, I mainly spend my working day with sales and supporting my customers, which is also my position at Intracare BV. In other words, the main difference between then and now is that I'm really focused on my job as a sales manager.

## **Which markets are you responsible for, and what is special about these countries?**

I've always built up relationships with customers all over the world. As a result, my customers are spread across all the continents. Due to the enormous growth that Intracare has gone through, our sales team has expanded considerably, which has reduced my country portfolio slightly and given me a better overview. I really enjoy having customers in all corners of the world. You can learn so much about different cultures, but also about the different ways in which farms or integrations are run. At the moment, the largest region I'm responsible for is the Middle East. The way of doing business in the Middle East suits me very nicely. People over there value a good personal relationship based on trust and mutual respect. I've also noticed considerable professionalisation in the sector. An additional advantage for me personally is that I love spending time there in the winter, as it feels like summer to me. The local Lebanese cuisine is also fantastic.

## **What's your favourite Intracare product?**

That's a difficult question, as I've got several favourite products. But if I really had to choose, I think Intra Repiderma is an exceptional product that also shows Intracare's innovative and leading role in developing antibiotic-free solutions.

## **Can you describe an interesting highlight for you at Intracare?**

I still have some wonderful memories of our company trip to Tanzania to celebrate our 10th anniversary in 2012. It was

a wonderful experience, with a team of about 20 people + partners. Given the hectic times Intracare faced in the first 10 years and how it handled all these challenges, it deserved a lot of respect. At the time, I felt even more proud to be part of Intracare. The trip to Tanzania was a great adventure, and I enjoyed every minute of it.

## **As a real salesman, how did you get through the Covid-19 period?**

The pandemic period was initially very worrying. I therefore fully understood the need to take measures to minimise infections. But after recovering from the initial shock, I began to realise that travel and customer visits would not be possible for a while, and that resources such as Zoom or Teams meetings, webinars and Facetime would have to be deployed. Despite being very grateful for this technology, I soon started missing the personal contacts and visits enormously.

I felt pretty awful and resented not being able to give my customers the support they deserved. Intracare started organising sports activities, not just for healthy exercise but also to promote contact within the company. Apart from the fact that it benefitted physical fitness, it was also nice to get away from the computer and escape the daily grind. The minute the restrictions were lifted, I immediately started organising visits again. It was fantastic to visit companies once more. It re-energised me, and reminded me why I love this job so much. The VIV in Utrecht was also a real happening; it sometimes felt like a reunion.

## **In your view, what makes Intracare unique compared with other companies?**

What has been constant since the foundation of Intracare, and what I'm also very happy about, is the feeling of mutual involvement. Despite the fact that Intracare has grown considerably, the "family" feeling still exists, both among Intracare employees and with our distributors. Having the feeling that you are working together towards success is, in my opinion, the only route to success. Visitors at trade fairs often tell me that Intracare not only radiates quality and clear recognition, but also plenty of enthusiasm and positive energy, which is very infectious. I'm convinced that this has helped Intracare get where it is now.

Intracare's goal from day one has been to reduce antibiotics and promote animal health (read: production results) by means of antibiotic-free medication and auxiliary products. Innovation, knowledge, quality and proper registration are all essential to achieve this goal.





# Fortify yourself with Intra Hygiene!

## Intracare's overall educational task

With a growing global demand for food, the pressure is on! The focus of farmers is besides productivity on environmental concerns, animal health, animal welfare and many other aspects. Biosecurity has an important role in this dynamic operation. It is a combination of management practices and protocols designed to prevent the transmission of disease and disease causing agents. So when we at Intracare think about biosecurity, we think of our Intra Hygiene concept.

During the online Hygiene inspiration days, the last session was fully focused on the total concept. Afterwards country specific dashboards were created to see which products have a strong position and which can still grow. Also the introduction of the Intra Hygiene trolley, designed for Intra Foam Cleaner and Intra Multi-Des GA with an easy pre-set dosage, strengthens the total concept. We can now take it to the next level and apply this concept on specific disease threats. For example the threat of Avian Influenza (bird flu) which is yet again upon us in 2022 and is rapidly circulating in not only wild migratory birds, but also severely affecting domestic flocks all over the world. In the process of setting up a good biosecurity plan to prevent disease outbreaks, it is important to understand the pathogen in question. Understanding of the virus structure, its characteristics and transmission routes are all of importance. Only then, an optimal biosecurity program can be set up.

In the case of bird flu it is necessary to know that wild waterfowl carry the disease around the globe and are the natural host and reservoirs. They mainly carry the low pathogenic variant. However, if this variant mutates to highly pathogenic avian influenza (H5 or H7) which is the variant that causes severe losses from high mortality in domestic flocks, it becomes problematic. Therefore farms located close to open water have an increased risk for infection, but also farms that use a water source that could be contaminated by wild waterfowl. This affects for instance if Intra Hydrocare should be dosed continuously in a low dosage on the drinking water in operational barns, or if 1 day a week is sufficient.

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All of this and more was discussed during the online masterclass on Avian Influenza in the beginning of 2022. Having a deep dive into a specific disease and what our Intra Hygiene concept can mean in its control is an important aspect of our overall educational task. It was great to discuss this topic with all our distributors in 6 different sessions in 1 week. Unfortunately it does not look like Avian Influenza Virus is going away anytime soon. Especially since it is more common that wild birds carry highly pathogenic avian influenza. Luckily we have the tools to set up a good biosecurity program for farmers to educate them on the do's and don'ts when it comes to prevention.



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