

Kurt Wegleitner (left) presents the 2011 Asian Feed Miller Award to Dao Minh Luong, Managing Director of Austfeed Vietnam Co.



THE SEARCH IS ON FOR ...

Asia's Most Innovative Feed Miller

The annual Asian Feed Miller Award recognises innovation in livestock feed manufacturing operations.

Utilisation of new milling equipment, the adoption of novel management methods and creative logistics solutions are among the criteria that will be reviewed for each applicant.

For further information email

chakrit@asian-agribiz.com or kurt.wegleitner@addcon.com



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The 2012 Asian Feed Miller will receive a trip for two to Eurotier 2012 in Hannover or Victam International 2013, Cologne, Germany.

The prize covers return tickets for two, hotel accommodation and ground expenses for five days.

Organiser



www.asian-agibiz.com

Austfeed wins 2011 Asian Feed Miller Award

Vietnamese feedmiller
Austfeed Vietnam Co won the
2011 Asian Feed Miller Award.

Other finalists were AgriSpecialist
from the Philippines and three Thai
feedmillers namely SLP Enterprise,
Thai Foods Group and TPG Feedmill.

The runner up for 2011 was
TPG Feedmill Co from Thailand.

A panel of five judges assessed the
nominees on industry leadership,
use of technology, quality & safety,
logistics and marketing.

Judges were Kurt Wegleitner from
Addcon, Germany; Dr Robert Swick,
Professor of Poultry Nutrition at
University of New England in Armidale, Australia;
Rex Holyoake from Asian Agribusiness Media Pte Ltd, Singapore; and
Dr Victor Suresh from Integrated Aquaculture International, USA.

Mr Wegleitner said besides obtaining the highest score, Austfeed was
also tipped well for its initiative in developing an R&D centre with external
resources to upgrade the knowledge and skill of its workforce.



Two representatives from Austfeed visited
Victam International in Germany in May 2011
as hosts of Addcon.



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The 2012 Asian Feed Miller Award,
jointly presented by
Asian Feed Magazine and Addcon,
serves to honour and recognise
the most innovative producer of
poultry, pig, dairy, aqua
and/or pet feed.

The award will be presented to a
single milling site in
South or South East Asia that
has equipment, processing,
management and logistics
at the core of its operations.

Judging will be conducted by an
independent panel of milling and
industry professionals.

Judging criteria for the 2012 Asian Feed Miller Award

Judges will be looking at the implementation of new milling equipment, the adoption of novel management methods, creative logistics solutions and fresh marketing techniques.

1. Industry leadership

This criteria assesses the industry leadership of the candidates in terms of growth and profitability based on size and value of their combined operations. The leadership also reflects their short-term growth and expansion plan.

2. Use of technology

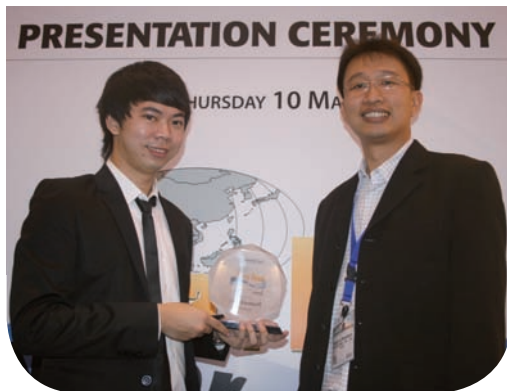
This criteria assesses the company's innovation in feed manufacturing through the adoption of modern technology and solutions in improving operational efficiency.

3. Quality control and safety

This criteria assesses innovative solutions in improving product quality and safety through adoption of modern equipment, management and testing methods as well as quality and safety standards.

4. Logistics

This criteria assesses the adoption of innovative logistical tools and management in the operations from raw material receiving to handling of finished products.



2011 Award runner up – TPG Feedmill – represented by Tin Rattanapraset (left), and Watchara Meekham.



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**The winner of the
2012 Asian Feed Miller Award
will be announced in Bangkok at
Victam Asia on 16 February 2012
and published in the
March/April 2012 issue of
Asian Feed Magazine.**

For further information and
details about how to nominate
your mill contact

chakrit@asian-agribiz.com

or

kurt.wegleitner@addcon.com

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Addcon is proud, once again, to be the sponsor of the 2012 Asian Feed Miller Award.

"We are very proud and happy to be the sponsor of the award in 2012 again. When we agreed to become the sponsor in 2010 we were sure that this was the right thing to do. But we would never have imagined the return we would get," said Kurt Wegleitner CMO of the Germany based Addcon Group of companies.

"We are not talking about financial returns, but also about the insights which we gained by exchanging ideas with the leading and most innovative feedmills in Asia.

"Last but not least we are proud to be the sponsor of an award which has got a high 'brand recognition' already. I can only encourage everybody to participate in the program in 2012 to stand a chance to become the 2012 Asian Feed Miller."

The winner of the 2012 Asian Feed Miller Award will be invited by Addcon to attend either Euroteir 2012 or Victam International 2013, plus tour Addcon's headquarters and one of its production sites for its feed and food additives based in Germany.

Addcon started promotion of its FORMI product range for poultry, swine and aquaculture in Asia in 2008. Since then Addcon has built up a distribution network in 14 countries in the Asia-Pacific region.

ORGANISED BY



The 2012 Asian Feed Miller Award is organised by *Asian Feed Magazine*, a bimonthly publication from Asian Agribusiness Media Pte Ltd of Singapore.

Asian Feed Magazine serves a very specific group – Asian livestock nutritionists, feedmill and integrator management.

Each issue contains unique feature stories focusing on the most innovative feed millers in Asia.

Each issue also contains the most authoritative nutrition articles from *Asian Poultry Magazine* and *Asian Pork Magazine* – often with added scientific depth – plus exclusive technical features specially commissioned with the Asian nutritionist in mind.

Add to this news and analysis from Asian Agribusiness Media's network of seven journalists across South & South East Asia, and China and you have an irresistible editorial package.

For further details visit www.asian-agribiz.com



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TERMS & CONDITIONS

The Asian Feed Miller Award is organised by *Asian Feed Magazine*, 25 International Business Park #02-103, Singapore 609916. Applicants must be based in South or South East Asia. The winner will be provided with two return economy air tickets from their closest international airport to attend Eurotier 2012 in Hannover or Victam International 2013, Cologne, Germany, ground transport to and from either event and accommodation for a maximum of five nights. The prize is not transferable without the prior agreement of the organisers. Applications must be lodged by the close of business on 31 December 2011. The winner will be announced in Bangkok on 16 February 2012 and published in the March/April 2012 issue of *Asian Feed Magazine*. The award is judged by an independent panel of industry professionals. Candidates will be judged on industry leadership, use of technology, quality control and safety, logistics and marketing. The decision of the judges shall be final and no correspondence will be entered into.