

## **The Danish way to more safe meat**

### **Danish Farm Concept exports knowhow for the world's pig production needs**

The demand for meat is growing all over the world, but nowhere is that growth so explosive as it is in China and Southeast Asia. By 2020, the OECD-FAO Agricultural Outlook predicts, for example, that the average Chinese consumer will eat 5.3 kg more pork a year than in 2010 – putting China's total pork consumption on a level with the EU.

That calls for a production increase of 150 million pigs a year. And, because global pork exports are not expected to change significantly up to 2020, most of it will be local.

The question is: how can local farmers achieve the necessary standards for safe and efficient pig production so they can meet this demand? For a growing number of them, the answer lies in knowhow from Denmark.

### **The Danish model is one of a kind**

Today, they can find all the support they need in one place – Danish Farm Concept. Drawing on the cooperative expertise of six companies, Danish Farm Concept has the capabilities to deliver the complete Danish model for pig production.

“Denmark has been a recognised global leader in pig production for decades. So, even before Danish Farm Concept was founded in 2012, Chinese investors knew that the Danish model is one of a kind,” says Bjarne Kornbek Pedersen, idea man behind Danish Farm Concept and director of one of the participating companies, Danish Farm Design.

### **Holistic package for professional farms**

China isn't alone in showing interest. Many delegations from Korea, Vietnam and other parts of Asia also take the trip to Denmark. All seek inspiration and support for professionalising a sector that has traditionally relied on small-scale farmers, often with out-dated facilities.

Pedersen explains: “What's special about Danish Farm Concept is that we offer a holistic package. Our expertise ranges over robust and environmentally friendly farm designs; genetics for high productivity and top quality breeding animals; biosecurity, nutrition and health; education programmes and pig farm management.

“Our member companies can provide advice, expertise and training and deliver the equipment and technology for a highly efficient operation.”

Denmark, December 2015

### **Experts in the whole value chain**

To find out why Denmark has become a knowledge centre for the pig industry, it's necessary to go back more than 125 years to the founding of the first cooperative meat company by 500 pig farmers. Since then, Danish farmers have been closely involved with all links in the value chain. Their first breeding programmes began at the end of the 19<sup>th</sup> century.

In the mid-1970s, the Danish Pig Producers organisation introduced a testing system for new production techniques, feed methods and vaccines. Instead of running trials at research stations, new technology was put through its paces on working farms. The idea was to validate the latest innovations prior to market launch and, through that, ensure a good return on farm investments – work the Danish Pig Research Centre is responsible for today.

### **High standards and impressive outcomes**

These are the foundations on which the Danish model for pig production is built – and the starting point for Denmark's proven track record. Among the impressive outcomes of Danish genetics, for example, is the ability of each sow to produce 30 pigs a year – compared to an average of 18 to 20 elsewhere.

Supporting that achievement, the standards for animal welfare and biosecurity are the highest in the world, says board member at Danish Farm Concept, Orla Grøn Pedersen.

“Delivering safe and healthy foods to a growing global population is a challenge. The producers who do best are those who optimise all parameters – animal care, infection protection and farm management.

“By focusing on biosecurity and feed composition, farmers can safeguard the health of their animals and minimise their use of antibiotics, a concern currently spreading from Europe to other parts of the world. This is what brings high efficiency and keeps costs down.”

### **Sustainability makes good business sense**

As international expectations grow for more sustainability in the meat value chain, farmers are also finding out that the use of environmentally friendly systems can translate into cost savings. Feed is one of the focus areas here.

“If pigs are able to utilise their feed better, then this both improves their growth and wellbeing and means less nitrogen is discharged into the environment via pig manure,” comments Bjarne Kornbek Pedersen.

Sustainable models for handling pig manure demonstrate its value as a natural fertiliser or raw material for biogas production, while heat recovered from the manure can be used for heating farm buildings. Under the right conditions, opportunities like these make really good business sense.

### **International experience, local success**

Although the short-term costs of implementing the Danish model for pig production may seem high, the long-term return on investment is what it's all about. Danish Farm Concept can deliver everything an investor needs to make that happen – at locations all over the world.

“In order to succeed, you need to understand local conditions,” says Orla Grøn Pedersen. “The companies behind Danish Farm Concept have colossal international experience.”

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*Danish Farm Concept © is a company and brand name representing the entire Danish model for pig production. For more information, visit [danishfarmconcept.com](http://danishfarmconcept.com).*

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### **A cooperative of all-round knowhow**

The six companies behind Danish Farm Concept cover all aspects of the Danish model for pig production: education, management, housing technology, biosecurity and health, genetics and nutrition.

- Dalum Academy of Agricultural Business offers international education programmes for agricultural students, from short courses to master degree level.
- Danish Farm Design provides robust and efficient pig farm designs with a focus on high biosecurity. Training of local staff in pig farm management is another area of expertise.
- DanBred International is a licensed supplier of DanAvl genetics developed through the Danish breeding programme.
- SKOV develops and supplies ventilation, heating and cooling systems for optimised health and daily weight gain in the pig barn.
- Vissing Agro specialises in durable, low-waste feeding systems and pig housing technology optimised to Danish genetics.
- HAMLET PROTEIN is an expert in nutritionally optimised feed formulations and supplier of bioprocessed speciality soya proteins.

Denmark, December 2015



The steering group behind Danish Farm Concept (from left to right): Claus Brandt, general manager, Vissing Agro; Niels Otto Damholt, sales director, HAMLET PROTEIN; Thomas O. Hansen, global key account director, SKOV; Eric C. O. Wanscher, vice president, Dalum Academy of Agricultural Business; Bjarne K. Pedersen, general manager, Danish Farm Design; Thomas Muurmann Henriksen, chief executive officer, DanBred International; Søren Bank, chief commercial officer, HAMLET PROTEIN.



Bjarne K. Pedersen, general manager, Danish Farm Design and initiator behind Danish Farm Concept



Orla Grøn Pedersen, member of the board, Danish Farm Concept

**For more information**

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