



LARVIVA production moves closer to Mediterranean hatcheries

The production of BioMar's successful hatchery feed range LARVIVA has moved from Denmark to the BioMar factory in Nersac, France. The move is intended to benefit hatcheries in the Mediterranean area by offering improved logistic services but also a closer dialogue between customers and BioMar product development.

– The move of the production from Denmark to France is a big advantage, says LARVIVA Product Manager Marleen Dehasque. – We are building a dedicated LARVIVA team in the Mediterranean area and after some investments in the factory in Nersac we now have an excellent set-up for supplying and servicing hatchery customers in the Mediterranean area. By getting closer to our most important markets it will be possible for us to improve our logistic services to the hatcheries. The distance from the production site to the Mediterranean hatcheries has been reduced significantly. This will result in better product availability, shorter lead time, and increased flexibility. And by combining the live feed solutions, weaning and nursery diets in the LARVIVA range with the fry feed in the INICIO Plus range we can cover all feed needs in the hatcheries in one single delivery – that makes life easier for our customers. In addition to this we have a very experienced team in logistics in the factory in Nersac. They are used to serve customers in all parts of the world. This is a clear advantage also to LARVIVA customers outside Europe, where we are experiencing rapidly increasing sales.

– At the same time we are reinforcing our Sales & Technical Support team in the Mediterranean area, continues Marleen Dehasque.

Last summer Kostas Ntomalis, who is an ichthyologist with a long experience working with hatcheries, joined BioMar Greece. He has taken responsibility of sales and technical support to hatcheries in the Eastern part of the Mediterranean area.

– We are now focusing on improving our market coverage and upgrading the technical knowledge in all our local sales organisations across the Mediterranean area. It is important to acknowledge that the hatchery sector is a very technical world. It requires a very specific and detailed knowledge to provide the right service to hatchery customers. Reinforcing our Sales & Technical Support team allows us to create a closer dialogue between customers in the hatcheries, BioMar's technical advisers operating in the area, and the formulation and production team at the factory. We expect a significant positive spin-off from this dialogue, which will benefit all partners. And in addition to this we have to add the effect from two new and very promising research and trial collaborations that we are setting up in Greece and Spain. All in all I think these are very positive news for the hatcheries, concludes Marleen Dehasque.

For more information:

Henrik Aarestrup
International Marketing Manager
BioMar Continental Europe
E-mail : haa@biomar.com
+45 25 50 50 71