

## Organisation

A company specialising in providing innovative solutions for large, progressive livestock producers. Harbro export a wide range of products focussed on improved animal nutrition and health. The company are actively engaged in university research and have recently completed a three year study on acidosis and the potential of new technologies to assist livestock health monitoring.

Harbro currently offer a leading role (as chair) of a new UK Agritech initiative, the Agri-EPI Centre which has successfully brought together leading producers and over 120 agri food/technology companies.

## Objective

To better understand livestock (in particular ruminant) production systems; the nutrition supply chain; legislation and generally how to do business in LATAM. We would also hope to connect with potential partners for some of our key export nutrition products (ie Maxammon/Rumitech) and performance monitoring technologies (ie Q-Box) some of which are being developed as part of our involvement in the Agri-EPI Centre.



## Delegate

**Steve Kenyon** heads the Company's International division which oversees exports to over 20 countries worldwide. Steve is a graduate Biochemist and has worked internationally with Alltech as their European Technical Manager before returning to take up a technical management role within Harbro.



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