

PRESS RELEASE

fodjan collaborates with new global partners

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fodjan takes the next step in expanding its smart feeding platform.

Since 2014, fodjan has been developing digital solutions for more efficient feeding management in livestock farming. Over the past few years, more and more partners have supported the development of fodjan's smart feeding platform. Now fodjan is promoting its open platform idea by securing partnerships with new companies: Schaumann and Nutreco. All bring additional expertise and experience to the table.

Farmers, advisors and the related industry will benefit as a result says fodjan's CEO Carsten Gieseler: "These ambitious new partners offer us a great opportunity to move towards a feeding platform that will be well connected, smart and easy to use. Users will have the chance to upgrade their feeding performance thanks to a more efficient, transparent and data-driven feeding management system."

Schaumann - the feeding specialist - sees great potential in linking the data generated by dairy cows. "The Schaumann senior technical advisor knows the challenges of his customers. One of the central tasks of the technical advisory team is to constantly monitor the performance and health of the herds to provide advice on the feeding program. The combination of Schaumann's know-how and the fodjan dairy cattle feeding program offers completely new possibilities for purposeful cooperation with dairy cattle farmers," says Reinhold Arnemann, Member of the Executive

Board – Sales and Marketing at Union Agricole Holding AG.

Nutreco sees promise for fodjan's platform in international markets – As one of the leading global animal and aqua nutrition companies, Nutreco is proud to become a new partner for fodjan's digital solutions. "Ever since fodjan participated in the Nutreco Feed Tech Challenge, we have been impressed with their ability to deliver nutritional insight to farmers effectively," said CEO Rob Koremans. "We believe partnering with fodjan fits very well with our ambition to become an on-farm solutions provider and are looking forward to working with the fodjan team to deploy their solution in the various international markets we are active in."

Lely strengthens its strategic partnership with fodjan – Lely looks forward to the further work on the development of fodjan with the new strategic partners. "Lely welcomes the further expansion of strategic partners, the input from various disciplines gives the opportunity to create even more added value for farmers" - stated Lely's CEO Alexander van der Lely.

fodjan at EuroTier 2018 – at the world's leading trade fair for animal production, fodjan will present its latest developments to interested farmers, feed advisors and veterinarians. Visit fodjan in hall 26, booth C16 to get the latest news on smart feeding



About fodjan

fodjan is a web-based feed management platform that includes rationing, feed management and networking of data, technology and farm advisers. The company founded in 2014 sees itself as a tool to make the feeding of livestock healthier and to control and improve feed costs and feed efficiency at the same time. On the platform feeding relevant data are combined and provided for the user in a useful and evaluable way.

About the Lely Group

Lely, founded in 1948, is working towards a long-term, enjoyable and profitable future in the agricultural sector. The company develops high-quality robots and data systems, which put the cow first, and are designed to improve animal welfare as well as the flexibility and productivity of dairy farms.

Lely has been a leader for more than 25 years in the worldwide sale and service of automated systems to successive generations of dairy farmers.

About Schaumann

Success in livestock farming – that is Schaumann's claim as a specialist in farm animal nutrition. For

over 80 years Schaumann has been working and researching in the field of healthy and economically viable livestock production and developing individual solutions for satisfied farmers.

The company's aim is to maximize customer satisfaction in the livestock production supply chain. Every customer should have a feeding concept that takes account of his individual farm circumstances and, using innovative and high-quality products, enables him to farm in an efficient, sustainable and economically viable manner. Close integration between Schaumann's in-house research unit, Schaumann's own production technology and product-related advisory services forms the cornerstone of our corporate strategy.

About Nutreco

Nutreco is a global leader in animal nutrition and aqua feed. Nutreco's advanced feed solutions are at the origin of food for millions of consumers worldwide. Innovation, sustainability and quality are guiding principles, embedded in the Nutreco culture from research and raw material procurement to products, models and services for livestock farming and aquaculture.