



KOUDIJS GHANA CELEBRATES ONE YEAR ANNIVERSARY OF INTRODUCING KOUDIJS COMPLETE LAYER FEED TO THE GHANAIAN MARKET

Feeding *Performance*





Mr. Hugo Visscher - The General Manager

Addressing the Media & Audience at the launch of the Koudijs Complete Layer Feed

ON FEBRUARY 26, 2021, **KOUDIJS GHANA** OFFICIALLY LAUNCHED HER NEW LOCALLY MANUFACTURED **COMPLETE LAYER FEED** ONTO THE **GHANAIAN MARKET**

Mr. Hugo Visscher, General Manager of Koudijs Ghana Limited (KGL) commented, “the Complete Layer Feed in its first full year of commercial production has exceeded expectations in terms of demand by the Ghanaian farmer. The product has indeed been a game changer and continues to feed the performance of the local farmer”.

Although the year 2021 was an exceptionally difficult year with the COVID pandemic, and despite increasing raw material prices and shortages, we have been able to reach out to the market. Our farmers have been supporting the brand immensely and we are grateful for that. The decision to invest in a local State-of-the-Art feed factory in Ghana shows the commitment of Koudijs to

to strengthen its position in the sub-region and also meet the current and future needs of all her clients not only as a supplier, but as a partner to make the difference in farmers’ lives. Making this difference is a constant process. This year, Koudijs’ desire is to expand its reach and enroll the complete feed portfolio in more new regions in Ghana.

The construction and launch of production at the facility has also positively impacted the economy in various ways including employment, improvement in livelihood and earnings, trainings and skills improvement and knowledge exchange amongst others.



MR. KOEN DE HEUS
CEO - Royal De Heus



As stated by **Mr. Koen De Heus** - CEO of Royal De Heus - the parent company of Koudijs, "it was known that investing in Ghana would come with its challenges", the Koudijs Ghana team however through innovation, collaboration with global partners and around the clock effort has continued to deliver exceptional performance throughout this record first year of production and this is a true testament to the commitment to professional excellence by Koudijs.

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*“the Koudijs Ghana team however through innovation, collaboration with **global partners** and around the clock effort has **continued to deliver exceptional performance**”*



Photo: Koudijs Ghana Feed Factory



KOUDIJS GHANA DEALER NETWORK

Koudijs Ghana currently has a fast-growing dealer network which is expanding to all the regions of Ghana. Koudijs Ghana monitors closely the sales of all dealers and supports them accordingly to be able to improve sales and grow their business. In the coming year, exceptional dealers will be selected for enhanced support.

One such dealer who has made significant strides and distinguished herself is Madam Fidelia Akwaboah. Indeed, Fidelia's story is noteworthy and represents the vision of Koudijs for all her dealers and farmers.

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“Fidelia sells Koudijs products exclusively and is considered in the Koudijs Family as an Exclusive Pro Dealer”

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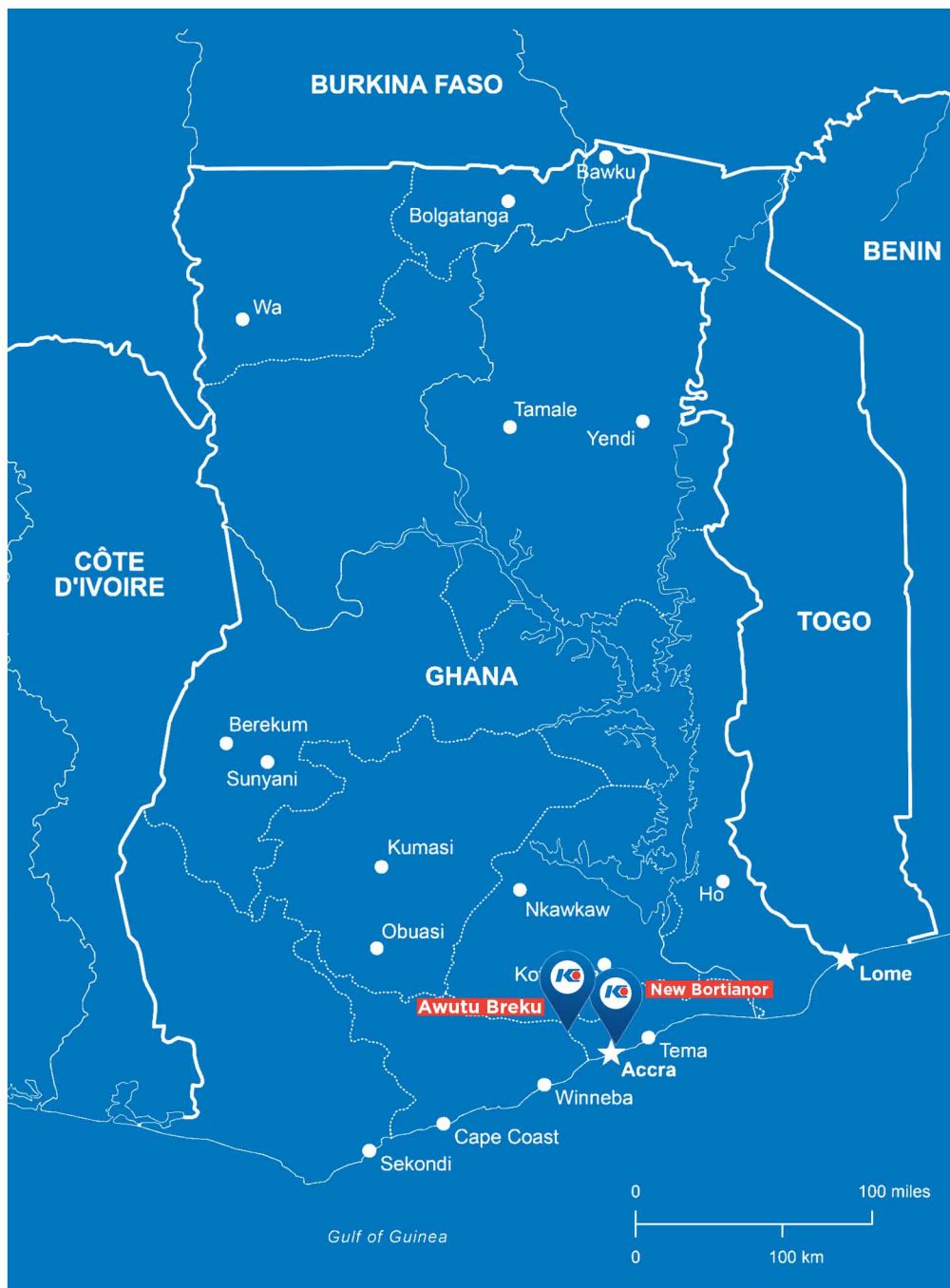
Fidelia owns Alyce Fields Plus Ventures located at Awudome Estates - Kaneshie and started out trading animal concentrates from various suppliers based on the needs of her clientele. She was introduced to the Koudijs line of products in 2013 (albeit imported) and introduced the product to her customers.

She was excited to know Koudijs now had a local feed plant in 2019 and she would have the same Dutch Quality Standards produced locally. Over the period, her clients have seen the impact on their livestock as they continue to use Koudijs products.

Today, Fidelia sells Koudijs products exclusively and is considered in the Koudijs Family as an Exclusive Pro Dealer. This exclusive dealership status gives her more access to knowledge base, company resources and comes with extra financial incentives.



Photo: Madam Fidelia Akwaboah - Alyce Fields Plus Ventures



Ghana Map showing Location of Mr. Kweku Boakye farms

THE FARMER EXPERIENCE

Mr. Kweku Boakye is a farmer currently based in New Bortianor in Accra and Awutu Breku in the Central Region of Ghana. He got into farming 15 years ago. He is doing layers, broilers and turkey production.

He is one of Fidelia's customers and shares a similar experience. He had been using various feed brands and was skeptical about the Koudijs brand when he was first introduced to it because the promise the brand offered seemed too good to be true. One of the reasons he loves the Koudijs brand is because they have broken down the feed into the various stages of the bird's life which gives better performance from the birds as they are being raised. He stated that using the feed has been very rewarding both from an emotional and financial standpoint.





Photo : Koudijs Ghana Management Team



ABOUT KOUDIJS GHANA

Koudijs Ghana is a leading producer of complete feed programs, concentrates and premixes. We develop customized feed solutions to improve the results of our livestock farmers. We do this through consultative selling, giving on-farm management advice, done by our own team of farm advisors. Koudijs Ghana has a strong market position in Africa and in Ghana in particular. Well known because of its constant high feed quality constantly monitored by Koudijs Dutch head office, the worldwide knowledge and the support given on local farm level.

Where to buy Koudijs Animal Feed



*To learn more about
Koudijs Ghana,
visit our website:
<https://www.koudijs.com.gh/>*



Photo: Koudijs Ghana Team

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