



XXV FEFAC Congress 9-11 June 2010, Hamburg



www.fefaccongress2010.eu

Winds of Change

It is with great pleasure that we can announce the XXV FEFAC Congress on sustainable competitiveness of the EU livestock and feed sector, to take place in Hamburg on 9-11 June 2010.

The new decade was opened by government leaders around the world with the announcement that the economic crisis has ended. However, quite a few voices warned about the fragility of the present recovery calling for a better coordinated approach on economic policies at EU level moving away from short-term financial “stimulants” to a more long-term policy framework supporting the sustainable competitiveness and innovation capacity of our industry.

It is therefore very encouraging to see that the Spanish EU Presidency has put the EU High-Level Group recommendations on the competitiveness of our EU agro-food sector at the top of its priority list. Their particular focus on the impact of the EU Regulation for feed and food products is highly welcomed by FEAC. The European feed industry fully adheres to the principle “safety first”, as stated by Mr John Dalli, EU Commissioner for Health and Consumer Policy, in his written reply to the European Parliament, but also welcomes his offer to “push for better regulation in the highly regulated internal market for livestock, seeds, food and feed in order to boost the European agro-industry and to stimulate innovation while respecting the health and interests of consumers and the environment”.

Last year’s crisis in the dairy sector but also in other segments of the livestock industry, which resulted from price shocks and falling demand due to the financial crisis, highlighted the need for further concerted action at EU level to promote the development of sustainable agriculture by improving its competitiveness. Economic viability and competitiveness once again turned out to be not only one of the key principles of sustainable agriculture, but also an indispensable precondition for the implementation of the remaining pillars of sustainability, social and environmental aspects. Only a profitable livestock sector enables farmers to tackle the challenges of climate change. The CAP must stay in place as the cornerstone of a reliable policy framework providing farmers and EU citizens with the necessary security to maintain food production in the EU at affordable prices while respecting its high environmental and food safety standards.

We believe that Mr Dacian Cioloș, EU Commissioner for Agriculture and Rural Development, has laid out the right priorities for the next stage of the CAP reform: to maintain and further develop sustainable agriculture throughout the EU, to enforce further market orientation for agricultural production and to provide security to farmers during market crisis situations and to strengthen rural development policy integrating climate change challenges. We strongly hope that the new CAP reform initiative “beyond 2013” will again allow our decision-makers to reach the “heart and mind” of EU citizens to defend EU agriculture and food production as the best guarantee to ensure food safety and food security.

FEFAC’s commitment to a “safe, secure and sustainable” feed production in Europe has led to the recent publication of its first Environment Report and membership in the EU Roundtable on Sustainable Consumption and Production covering the entire food chain. The European feed industry must stay on top of developments in relation to climate change impacts on livestock production in providing innovation solutions to livestock farmers who seek to reduce their environmental footprint. While many commentators have dubbed the Copenhagen Summit as a failure, there can be no doubt that pressures in the market place are building up rapidly on the feed supply chain to provide guarantees on the sustainability of their inputs and products.

All of the above-mentioned important political and market developments as well as professional initiatives will be tackled by prominent speakers from the farming sector, experts from the feed and food chain and key decision-makers at the level of national and European institutions. However, the XXV Congress in FEAC’s 50th Anniversary year is more than the sum of expert insights and speaker contributions. It is a unique occasion for all delegates to meet and exchange their ideas on the responses to the key challenges of the new decade.

What a better place than Hamburg to find out if the “winds of change keep blowing in the right direction“ for the European livestock sector and our industry!

We therefore look forward to welcoming you personally in Hamburg at the XXV FEAC Congress. Your active participation and contribution will provide the best guarantee that this event will succeed in generating new ideas and sector responses to be shared by FEAC and its feed and food chain partners.



Helmut Wulf
President of DVT



Pedro Corrêa de Barros
President of FEAC

U.S. Soybean Meal: Feeding your growth



The American Soybean Association – International Marketing is proud to sponsor FEFAC's XXV Congress "Sustainable competitiveness of the EU livestock and feed industry" being held here in Hamburg, Germany. Fifty years ago this year ASA opened its second international office overseas and has held a long standing relationship with FEFAC. This working relationship has assisted the flow of US soy products into Europe and ASA-International Marketing looks forward to working with FEFAC and its member organizations to keep the US soy market open to trade and assisting in making the European feed industry competitive through innovative ways to look at the feed values.

Latest Amino Acid Data for Soybean Meal by Origin

Soybean meal serves as the main amino acid source in feeds for livestock. It represents over 50 % of the world's total production of protein meals. USA, Brazil, Argentina, India and China are the major producers of SBM, and it can be of variable quality. As a consequence, quality control of incoming raw materials is essential. Evonik Degussa analyzes hundred thousands of feed ingredients samples year by year and provide this information to the feed industry. It is certainly not advisable to just focus on raw material costs. In particular the amino acids analysis via Near Infrared Spectroscopy allows monitoring protein quality instead of just protein content with a very high precision and even more with very high throughput of samples. Precise information on nutrient contents of raw materials allows cost efficient raw material purchasing, reduced dietary safety margins in the feed as well as predictable and consistent animal performance. Those are the cornerstones of profitable animal production.

For more information contact Dr. Johann Fickler at johann.fickler@evonik.com or visit their web site www.aminoacidsandmore.com

Chemical Characteristics, Protein Quality and Nutritive Value of Soybean Meals by Origin

The industry utilizes and evaluates the nutritional content of available soybean meals (SBM) according to the level of crude protein (CP) with little interest on the origin of the beans and the process used to obtain the meal. However, recent research has clearly shown that this might not be the case. An extensive survey conducted in Spain in the last 3 years and involving almost 350 samples of SBM from USA, Argentina and Brazil has clearly shown that the SBM of these 3 sources are totally different in respect to their chemical characteristics and nutritional value. In general de USA meals had a better amino acid profile per unit of protein, with higher percentage of lys, met, and other indispensable amino acids than the Brazilian meals, with the Argentina meals being intermediate. The phosphorus, sucrose and the KOH and protein solubility index (PDI) were highest for the USA meals. Moreover, the origin of commercial SBM can be predicted by NIR technology. Thus, Quality control managers and feed nutritionists should be aware of these differences and evaluate the SBM accordingly.

For more information contact Dr. Gonzalo Mateos at gonzalo.gmateos@upm.es



The Economical Value of Digestible Energy and Amino Acids of Soybean Meal of different Origin in Modern Feed Formulations

As a result of the research of Prof. Dr. G.G. Mateos (University of Madrid, Spain) matrix values of 4 different soybean meals of different origin were obtained. These differed in protein content and nutrient digestibility, resulting in differences in energy and amino acid content for pigs, layers and broiler. Via Least Cost Formulations of different feeds for these animal species shadow prices (= maximum price for inclusion) can be calculated and the value of SBM by origin compared for different feedstuff markets. Using feedstuff prices for the period February-April 2010 for North Western Europe it can be concluded that the value of soybean meal is only partly dependant on the protein content. Differences in energy and digestible amino acid content among SBM's of different origin together account for as much of the differences in value for swine and poultry feeds as differences in protein content. The effects of a higher digestible amino acid content and more specifically energy content on the value of SBM is much higher for the US product with 50% protein than that with 48% compared to the product from Brazil and most pronounced in broiler feeds. The absolute value of SBM from the US is € 14.50-59.00/ton higher than that of Argentina or Brazil depending on the animal specie.



For more information contact JDoppenberg@schothorst.nl or take a look www.schothorst.nl for services offered by Schothorst Feed Research

Feed Formulation Exercises Show Opportunity Prices for Different Soybean Meals

Feed manufacturers have the ability to leverage Brill Formulation® software from Feed Management Systems to analyze the ingredients you have available along with the nutrient values options needed to obtain the least-cost solution for a formula and the best diet for the animals. Different soybean meals are positively related with their composition and quality.

Often the Soybean meal from USA origin has higher energy and amino acid content than the other SBM, and consequently is better positioned in some diets. Learn how technology can help you analyze this available ingredient and see

- How the opportunity prices calculated for the different soybean meals are positively related with their composition and quality.
- Cases where USA origin soybean have shown a higher energy and amino acid content then other soybean meal, and consequently may be better positioned in some diets.

Contact FMS today at info@feedsys.com or visit www.feedsys.com for a list of our global representatives. For further information please contact Mr. Jorge Gonzalo at jgonzalo@feedsys.com

Learn More

American Soybean Association – International Marketing
Keizersgracht 62-64
1015 CS Amsterdam
The Netherlands
tel: 31.0.20.520.7978
fax: 31.0.20.520.7510



www.asaim-europe.org

The activities of ASA-IM to expand international markets for U.S. soybeans and products are made possible by producer checkoff dollars invested by the United Soybean Board and various State Soybean Councils, through the American Soybean Association's investment of cost-share funding provided by USDA's Foreign Agricultural Service as well as support from cooperating industry.



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Sustainable competitiveness of the EU livestock and feed sector

FEFAC CONGRESS 2010 – PROGRAMME

Wednesday, 9 June 2010

- 10.30-16.30 FEFAC Council and internal General Assembly (on invitation)
- 16.30 Registration of delegates at the Hotel Sofitel
- 19.00 Welcome reception
- 20.30 Presidents' Dinner (on invitation)

Thursday, 10 June 2010

- 8.30 Registration
- 9.00 Opening speeches by:
 - Helmut Wulf**, President of DVT
 - Pedro Corrêa de Barros**, President of FEFAC
 - Dr. Walter Töpner**, German Ministry for Agriculture
- 9.30 **1st session:**
“Doom & gloom or a silver lining” – an economic analysis
 Moderator: **Bernhard Krüsken**, Director of DVT
 Speakers: **From the EU Commission point of view**
 Hermanus Versteijlen, Director for Common Market Organisations for Agricultural Products, DG AGRI, European Commission
Political and economic challenges for the European model of agriculture
 Gerd Sonnleitner, President of the German Farmers Union (DBV), Vice-President of the European Farmers and Cooperatives Organisation (COPA-COGECA)
Developments on the markets for grain, oilseeds and feedstuffs
 Dr. Klaus-Dieter Schumacher, Head of the Economics Department, Alfred C. Toepfer International GmbH
- 11.00 Coffee break
- 11.30 **Panel discussion:**
John Wray, Director, United Soybean Board (USB)
Aurelio Sebastia Aguilar, Chairman of the FEFAC Committee “Industrial Compound Feed Production”

Thursday, 10 June 2010

- 13.15 Lunch
- 14.30 **2nd session:**
Sustainability and environment: requests of chain and market partners
 Moderator: **Kjell Larsson**, Svenska Lantmännen, Chairman of the FEFAC Committee “Animal Nutrition”
 Speakers: **Key sustainability criteria for the supply of products of animal origin**
 Keith Kenny, Senior Director, McDonald's Europe
Perspective of the European meat sector on the influence of climate change on meat demand
 Nicolaj Christoffersen, General Manager for the Danish Pig Meat Section, Danske Slagterier
Greenhouse gas emissions related to dairy production and feeding
 Anna Flysjö, Corporate Quality, Environment, Health & Safety, Arla Foods (International Dairy Association – IDF)
A trader's view on the RTRS (RoundTable on Responsible Soy) standard for responsible soy
 Hugo Stam, CEO, CEFETRA Group
- 16.00 Coffee break
- 16.30 **Panel discussion:**
Paul-Heinz Wesjohann, Managing Partner and Director of PHW-Group/ Wiesenhof, Vice-President of the Association of Poultry Processors and Poultry Trade in the EU countries (a.v.e.c.)
Dr. Wolfgang Trunk, Administrator Unit D2 (Feed), DG SANCO, EU Commission
Patrick Vanden Avenue, Managing Partner and Director of nv Vanden Avenue group, FEFAC Praesidium member
- 17.30 Closure of the first day, press conference
- 19.00 Congress Dinner

Friday, 11 June 2010

9.00 **3rd session:**

Political framework and company strategies

Moderator: **Alexander Döring**, Secretary General, FEFAC

Speakers: **Putting the EU High-Level Group recommendations on competitiveness of the agro-food industry into practice**
 Jesús Serafín Pérez, President, Confederation of the Food & Drink Industries of the EU (CIAA)

European Commission's view on feed and food safety legislation and GMO-policy

Willem Penning, Head of Unit D2 (Feed), DG SANCO, EU Commission

Sustainable development of animal productions: an integral component of the strategy for growth of an international feed company

Wout Dekker, CEO, Nutreco

10.30 Coffee break

11.00 **Panel discussion:**

Willem Penning, Head of Unit D2 (Feed), DG SANCO, EU Commission

Daniela Battaglia, Lifestock Production Officer, FAO Animal Production and Health Division

Jacques du Puy, Director General, Bayer CropScience

Pedro Corrêa de Barros, Director of the Nutroton Group, President of FEFAC

12.00 Closing speech by the FEFAC President elect

12.30 Lunch and press conference

13.30-19.00 Professional excursion 1: Visit of a compound feed mill, bulk storage and grain terminal HaBeMa (Hamburg-Wilhelmsburg)

Professional excursion 2 (alternative): Fa. Amandus Kahl, design and production of machinery and equipment for the feed industry (Reinbek near Hamburg), Practical demonstration of a new technology: pelleting without pellet mill - the Crown Expander

Both groups meet for a boat trip in the port of Hamburg.

20.00 Dinner for Praesidium members and sponsors

Saturday, 12 June 2010

The following additional tourist programme to the Congress is offered (additional costs):

10.30-13.00 Programme 1: The far side of the city – the ancient Hamburg (sightseeing tour with a hanseatic merchant, in German)

9.00-17.00 Programme 2 (alternative): Day trip to Lübeck with sightseeing tour and a short trip to the Baltic Sea/Travemünde

all day Programme 3 (alternative): Day trip to Berlin by train, sightseeing tour with a guide from Berlin

Please contact DVT for further information and indicate your interest via registration form.



ELANCO is a global, innovation-driven company that develops and markets products to improve animal health and protein production in more than 75 countries.

ELANCO is a FEFAC member and appreciates our shared commitment to sustainable animal production.

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Accompanying persons' programme

All proposed tours are optional.

Wednesday, 9 June 2010

19.00 Welcome reception

Thursday, 10 June 2010

9.30 **Morning programme Hamburg by coach**

Start: Hotel Sofitel, Alter Wall

Depart by private coach. The tour travels through Hamburg along the banks of the Alster Lake passing the consulates and the picturesque villas of former wealthy Hamburg merchants. Have a panoramic view of downtown from Lombardsbridge and see the center of the city passing Mönckebergstraße and Jungfernstieg – the main shopping streets of Hamburg. This part of the tour will include an inside visit of the Stock Exchange, the City Hall and St. Michels Church. Next to the church you have a look at the historic 17th century Krameramtsstuben framework houses built for the widows of the Krameramt, a guild of merchants. Continue the tour along Hamburg's waterfront.

13.00 End at the Restaurant Deichgraf Hamburg, Deichstraße 23, Hamburg-Altstadt, Lunch

15.00 **Walking Hamburg Hafencity**

Start: Restaurant Deichgraf Hamburg

The trip takes you along the waterways which are lined by old merchant buildings and warehouses ("warehouse quarter") and "HafenCity", Hamburg's flagship project.

You can take part in a professional coffee cupping, or coffee tasting. A Master Taster will instruct you in the practice of observing the tastes and aromas of brewed coffee.

18.00 End: Hotel Sofitel, Alter Wall

19.00 Congress Dinner

Friday, 11 June 2010

9.30 **Coach Trip Blankenese**

Start: Hotel Sofitel, Alter Wall

Depart by private coach. The tour travels along the Elbe, a unique landscape of the English gardens and manor houses depicts the upper-class lifestyle of the merchants, ship-owners and bankers who resided here in the 19th century.

12.00 End: Hotel Sofitel, Alter Wall

12.30 Lunch at the Hotel Sofitel, Alter Wall

13.30-19.00 Professional excursion 1: Visit of a compound feed mill, bulk storage and grain terminal HaBeMa (Hamburg-Wilhelmsburg)

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all day Programme 3 (alternative): Day trip to Berlin by train, sightseeing tour with a guide from Berlin

Please contact DVT for further information and indicate your interest via registration form.

The ultimate feed production engine. Feed manufacturers are under intense pressure to produce safe, high-quality feed at a lower cost. The HYSYS sanitizing and pelleting system from Buhler delivers a new standard in meeting the needs of feed mills. With new levels of feed safety and pellet quality, HYSYS gives you more of what you want. And of course it comes backed with the global service and support you would expect from Buhler. To find out more, visit www.buhlergroup.com.



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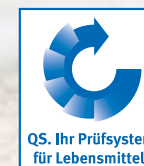
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Weitere Informationen zum QS-Prüfsystem für Lebensmittel: www.q-s.de



Congress information

1. Congress venue

The XXV FEAC Congress will be held in Hamburg at:

Hotel Sofitel Hamburg Alter Wall
Alter Wall 40
D-20457 Hamburg
Germany
Phone: +49 (0) 40 369500
Fax: +49 (0) 40 36950-1000
e-mail: H5395@sofitel.com
www.sofitel.com/de/hotel-5395-sofitel-hamburg-alter-wall/index.shtml

from Wednesday 9 June to Friday 11 June 2010.

2. Organisation

Deutscher Verband Tiernahrung e. V. (DVT)	FEFAC aisbl
Beueler Bahnhofplatz 18	Rue de la Loi, 223 Box 3
D-53225 Bonn	B-1040 Brussels
Germany	Belgium
Phone: +49 (0)228 97568-20	Phone: +32 (0)2 2850050
Fax: +49 (0)228 97568-68	Fax: +32 (0)2 2305722
e-mail: congress@fefaccongress2010.eu	e-mail: fefac@fefac.eu
www.dvtiernahrung.de	www.fefac.eu

Please contact DVT for matters concerning registration, hotel accommodation, tours and payment.

Registration forms are also available on www.fefaccongress2010.eu.

3. Congress languages

Congress languages are English and German. There will be simultaneous translation during the official meetings (if there is increased demand, translation in French is offered too).

4. Congress fees (VAT excl.)

	Before 31 March 2010	After 1 April 2010
Delegate	EUR 300.00	EUR 400.00
Accompanying person	EUR 100.00	EUR 150.00

Delegates' registration fee includes:

- Welcome reception on 9 June 2010
- Attendance at the working sessions on 10 and 11 June 2010
- Congress documents
- Lunches on 10 and 11 June 2010
- Coffee breaks on 10 and 11 June 2010
- Congress Dinner on 10 June 2010
- Professional excursion on 11 June 2010

Accompanying persons' registration fee includes:

- Welcome reception on 9 June 2010
- Guided visit tours as described before on 10 and 11 June 2010
- Lunches on 10 and 11 June 2010
- Congress Dinner on 10 June 2010
- Professional excursion on 11 June 2010

5. Hotel accommodation

There are special rates for hotel accommodation for the Congress delegates at the following hotels:

A) Hotel Sofitel Hamburg Alter Wall Alter Wall 40 D-20457 Hamburg Germany Phone +49 (0)40 36950-0 Fax: +49 (0)40 36950-1000 e-mail: H5395@sofitel.com www.sofitel.com	B) Empire Riverside Hotel Bernhard-Nocht-Straße 97 D-20359 Hamburg Germany Phone: +49 (0)40 31119-0 Fax: +49 (0)40 31119-70601 e-mail: empire@hotel-hamburg.de www.empire-riverside.de
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Daily rates:

Classic room: EUR 165.00 including breakfast	Riverside room: EUR 159.00 Deluxe room: EUR 179.00 plus breakfast EUR 18.00 per person
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In order to benefit from this advantage, **room booking has to be done via DVT** in combination with the Congress registration **latest by 26 April 2010**. The hotel rooms will be paid by the delegates when checking out at the hotel.

XXV FEFAC Congress 2010 has been supported by:

Please note that all changes or enquiries concerning accommodation should be made by DVT and not directly to the hotels.

6. Registration, payment and confirmation

All Congress payments (registration and tours) must be made in advance by bank transfer.

The registration form must be sent before 26 April 2010 to:

Deutscher Verband Tiernahrung e. V. (DVT)
 Beueler Bahnhofsplatz 18
 D-53225 Bonn
 Germany
 Phone: +49 (0)228 97568-20
 Fax: +49 (0)228 97568-68
 e-mail: congress@fefaccongress2010.eu
 www.dvtiernahrung.de

After reception of the registration you will receive a confirmation and invoice from DVT. The registration will become valid with the payment of the congress fee. In case of any change, please contact DVT (Kathrin Peikert, Tel. +49 (0)228 97568-20, e-mail: congress@fefaccongress2010.eu). Cancellation costs in case of short-term cancellation or no show charged by the hotel will be invoiced by DVT.

7. Registration deadline

Delegates are requested to make their registration until 26 April 2010.

8. Cancellation and refund of the registration fee and tours

All cancellations of the registration and tour reservations must be sent in writing to DVT. For cancellations before 26 April 2010, there will be a total refund minus EUR 40.00 per person for administrative costs. After this date, no reimbursement will be possible. However, participants may designate a substitute delegate.

9. Registration desk in the Congress location

Please present your confirmation at the Congress registration desk at the Hotel Sofitel Alter Wall Hamburg to receive the Congress documents. The desk is open on:

Wednesday 9 June 2010	from 16.30-19.00
Thursday 10 June 2010	from 08.30-10.00



DVT and FEFAC would like to thank all mentioned companies and organisations for their financial support.

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