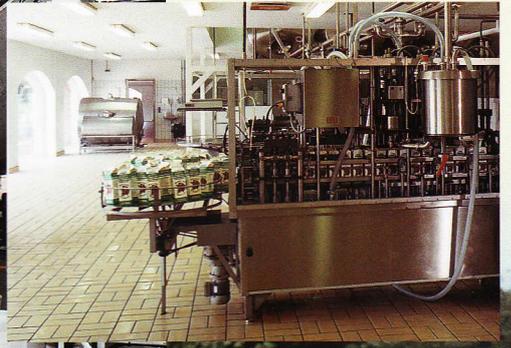


VAN DER PLOEG INTERNATIONAL B.V.

CATTLE EXPORT



FROM PRODUCER TO CONSUMER

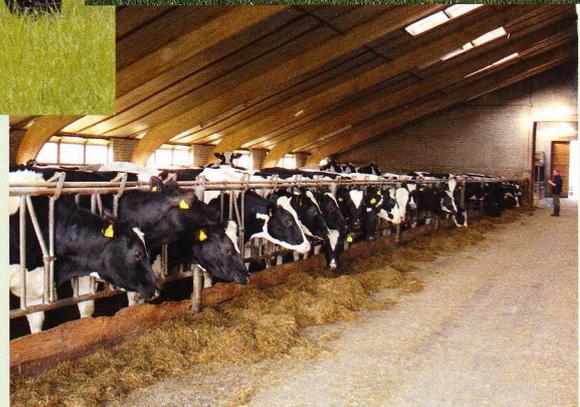
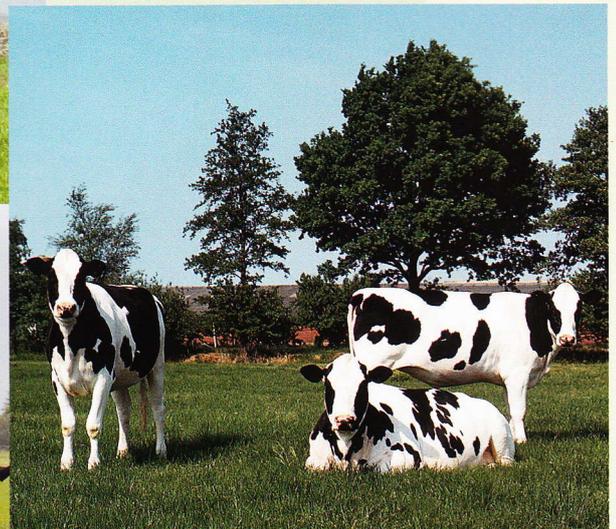
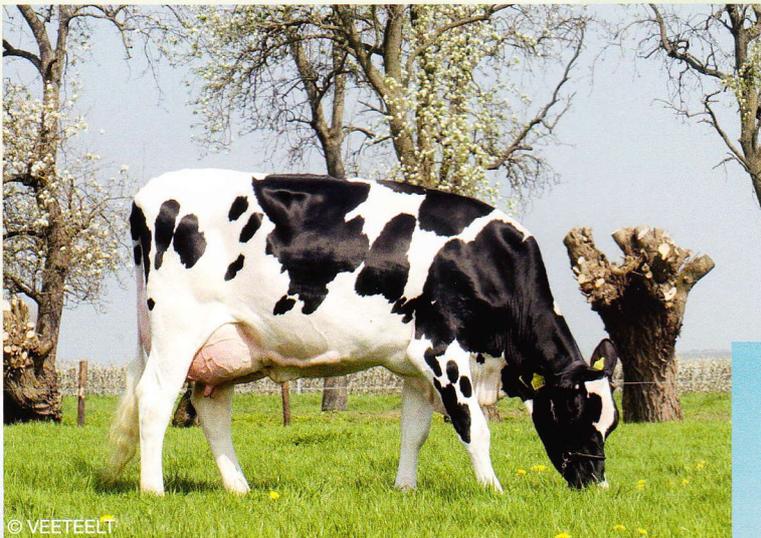
VAN DER PLOEG INTERNATIONAL B.V.
*Renowned cattle exporter and dairy
specialist, suits all your dairy needs,*

FROM PRODUCER TO CONSUMER

*VAN DER PLOEG INTERNATIONAL B.V. is one of
the leading exporters of high quality dairy cattle in the
Netherlands and supplier of semen from proven bulls.
Appropriately, Van der Ploeg International B.V. has its
offices in Leeuwarden, the vivid centre of all cattle
export activities and capital of the province of Friesland.
The same Friesland is the cradle of the famous black
and white cattle, which has been exported all over
the world.*

Our expertise covers the whole field of
dairy production.
Starting with the delivery of healthy high
yielding pedigree cattle, we extend our
services to specialized management and
on-the-job training to bring your
management and staff up to date in modern
dairy techniques.
For maximum profit we can also provide
you with complete small dairy processing
plants and the means to transport the dairy
products to the shops
and the consumer.

FROM PRODUCER
TO CONSUMER:
Van der Ploeg
International B.V. is your
partner in complete
dairy farming.



Black and white Holstein Friesian

The black and white Holstein Friesian breed is well-known for high milk production. The Holstein Friesian population in The Netherlands is leading, with the highest milk-yield in Europe and the highest fat- and protein-content in the world. For your dairy enterprise, the Dutch Holstein Friesian cattle is therefore the best possible breed you could wish for. Furthermore, the breed excels in a sound constitution and a good adaptability under various climatic conditions.

Pedigree

The official Dutch herdbook associations, the NRS and the FHRS, keep production and pedigree records of all registered cattle in The Netherlands.

They issue a special herdbook certificate for each exported animal.

Cattle on the move

As no transport is the same, our longterm relationships with different conveyers ensure the most efficient ways to transport cattle and equipment, be it by air, by sea, by rail or by road. Efficiency is also the keyword in handling all necessary export documents for insurance, transport and customs as quickly as possible.

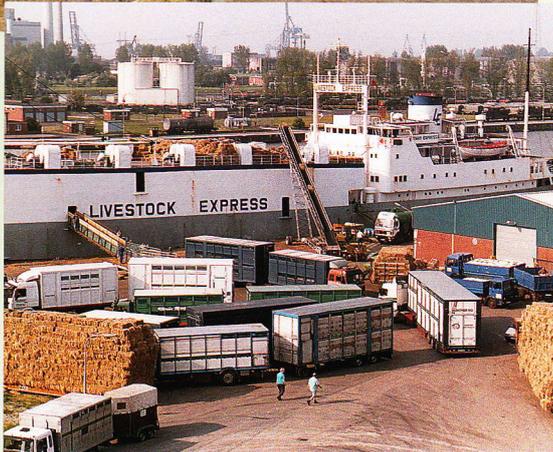
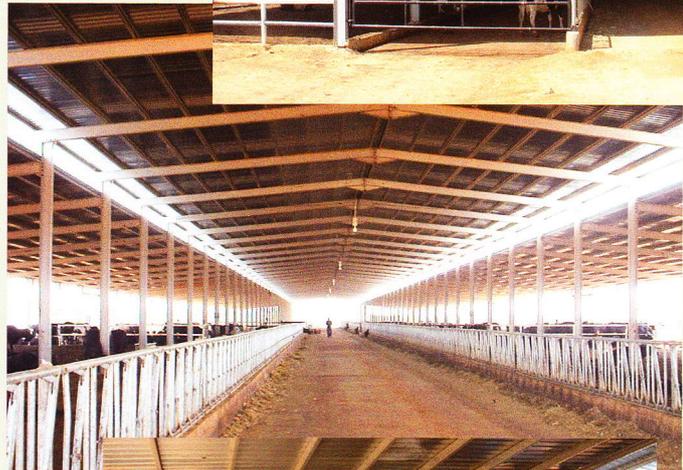
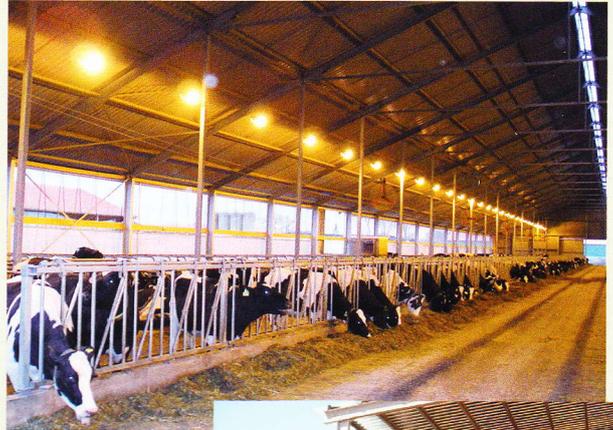
Management

Success in dairy farming starts with high quality dairy cattle. But there is more to dairy farming than cows.

In order to utilize the high genetic potential of the cattle, it is essential to create the optimal environment.

The following issues of dairy animal husbandry need continuous attention:

- forage production
- feeding
- milking
- livestock improvement
- health care
- housing



As part of our after sales service, we render concrete assistance and technical support. But we can also provide expert Dutch management which is basically meant as interim-management.

The manager stays long enough to pass on his experience and to train local management and staff.

Forage production

Forage production should be self supporting, in order to cover the need of roughage and possibly concentrates for the whole herd.

The quality of the forage depends on the choice of crops and varieties, harvesting and preservation techniques.

Feeding

Optimal feeding requires thorough knowledge of forage and the herd's need of energy and protein. Proper rationing of high quality forage and concentrates is important for the development of the youngstock, to maintain the general condition of all the animals and to achieve maximum milk production.

Milking

The quality of milking depends on hygiene, milking technique and equipment.

Implementation of up to date knowledge of the subject enables you to produce a high quality milk.

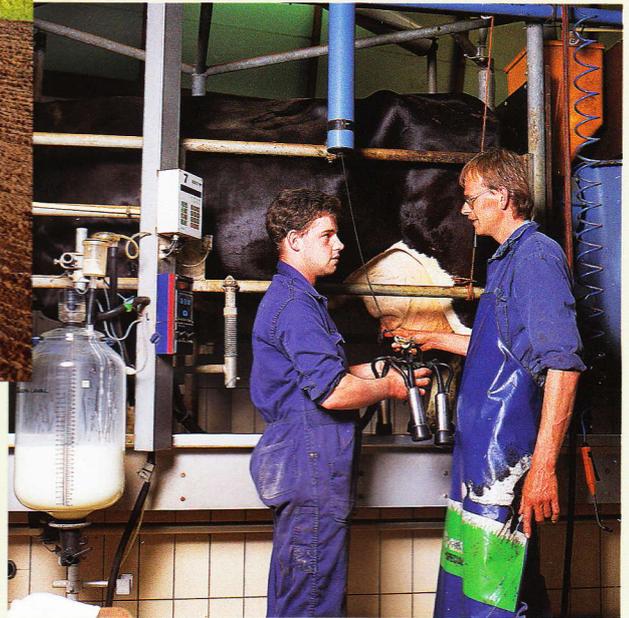
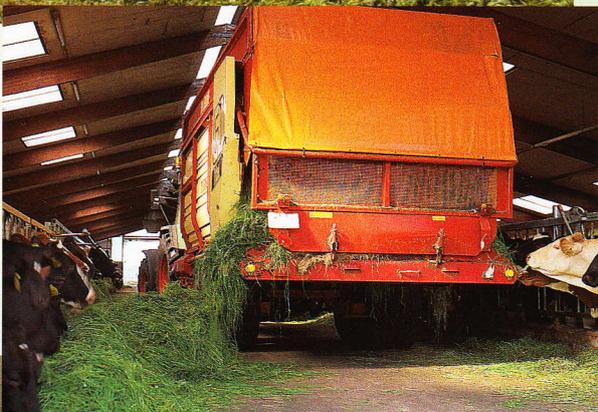
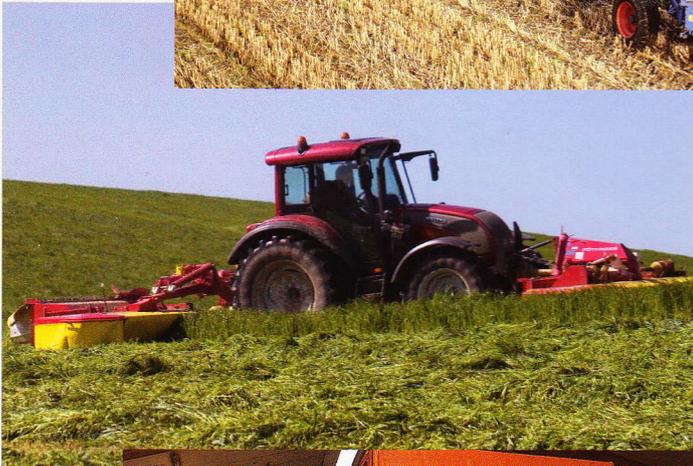
Livestock improvement

A breeding program is needed to improve the genetic value of your herd. Semen from proven AI bulls is an important factor to make rapid progress.

Health care

Prevention is better than cure.

We can contribute to the health of your herd by rendering veterinary assistance on the spot and delivery of veterinary medicines.



Training.... Knowledge is power

For many years Van der Ploeg International B.V. has had a perfect working relationship with the world famous Dairy Training Centre Friesland. In this centre special job-oriented courses are provided, tailored to the specific needs of management and staff of dairy enterprises outside The Netherlands.

The teaching philosophy of the centre is simple but effective:

"Learning things by doing them in practice".

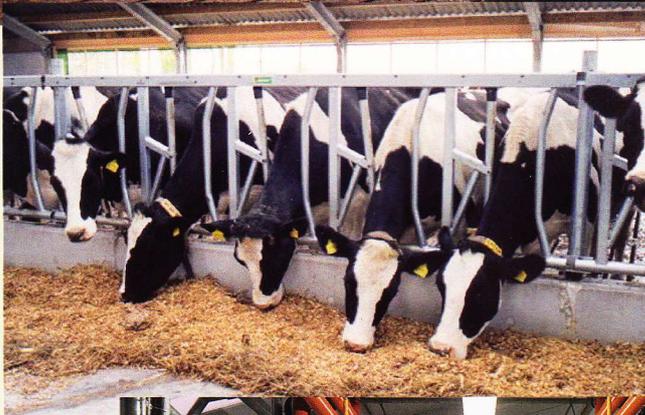
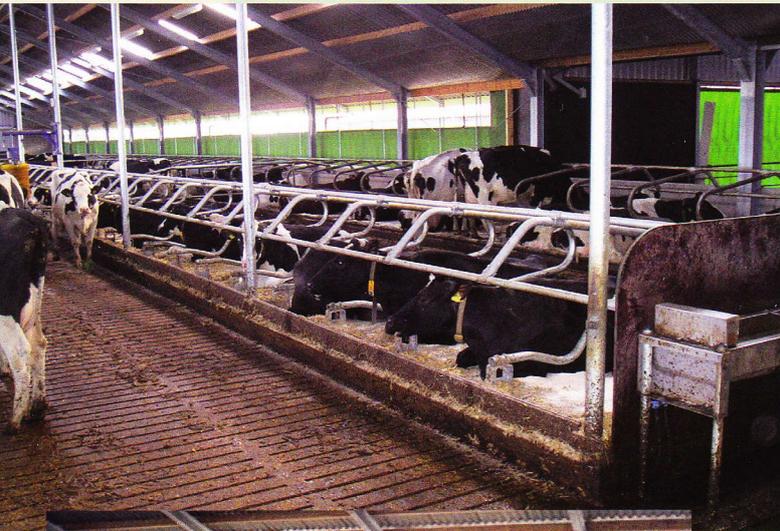
Housing

The housing should be constructed in such a way, that the youngstock, dry cows and production groups have their own stables.

For renovation and new construction of stables, our engineering staff provides you with all necessary assistance and drawings.

Your own dairy

Realising that maximum profit can be obtained by keeping production and processing of milk in one hand, we extended our fields of expertise to include processing lines. Also, if your country is lacking a good infrastructure for collection and distribution of milk, we suggest to consider this alternative. As in all our enterprises the emphasis is on complete service. Starting with the milk road tankers to collect the milk from the farms, we can deliver all equipment necessary to process pasteurized milk, cream, yoghurt, kefir, cheese and butter.



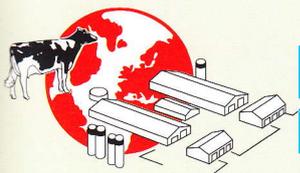
Our packing machines take care of appropriate packaging in cartons, bags or cups. All packages of course with a label of your own design. In our fully equipped cooling trucks the final products are delivered to the shops, ready for the consumer.

FROM PRODUCER TO CONSUMER

Vital elements for successful dairy farming are genetically top quality cattle, in combination with good management. This means continuously monitoring forage production, feeding, milking, livestock improvement, health care and housing.

Van der Ploeg International B.V. aims to help you to realize a maximum profit from dairy farming. The dairy producer keeping production and processing of milk and the marketing of his products in one hand, is assured of a successful enterprise with a maximum profit.

*For complete dairy farming
VAN DER PLOEG INTERNATIONAL B.V.
is your partner.*



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