



# SECCO INTERNATIONAL

## NEWSLETTER

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SECCO INTERNATIONAL AT THE EUROTIER IN GERMANY, FROM LEFT TO RIGHT: STÉPHANE CLOUTIER, JAN BULCKENS, DOMINIQUE LAMARRE, NELLJA BURNASCHEV (INTERPRETER), ÉRIC CÔTÉ AND TONY VAN GELDEREN

## SECCO EDITORIAL

Secco International sales team continued its business development with upcoming trade show where it distinguished itself. The first step was the World Dairy Expo last November in Madison, Wisconsin. Besides local state producers and American businesses, the show attracted many International delegations from: Russia, China, Japan, Europe and Latin America with many interesting dairy buildings projects, seeking for expertise and leadership in integrated ventilation systems. The World Dairy Expo is increasing its International vocation and positioning itself as one of the major must see trade show in the worldwide Dairy industry.

The second step brought us to the EuroTier in Hanover, Germany in November with its 2445 exhibitors and 160 000 visitors from over 50 countries. Secco International unveiled its first preview of the new ELITE DAIRY program and the star product of its management module: the MAXIMUS electronic control. Welcomed with great enthusiasm, the timing to introduce a dairy production optimization program and an open source Web control with remote access was perfect to satisfy a growing demand in the industry. The unveiling continued through the North American portion of the Secco tour with the shows of Salon de l'Agriculture (St-Hyacinthe, QC Canada) and at the Salon de l'industrie et machinerie agricole (Quebec, QC Canada) as dynamic as the previous shows with very active provincial and Canadian markets as confirmed by the many new and expansionary dairy buildings projects presented to Secco International. The Secco team will continue their travelling and exhibiting during 2013 at many trade shows in Canada, USA and abroad promoting its ELITE DAIRY program.



Our Sales force will expand with the arrival of a new member; Mr. Marc Boivin will join our team beginning of February as the Sales Manager for USA.

Marc has a 17-year experience, acquired with a leading Canadian manufacturer, in sales and business development with electronic controls for various productions. With a distinguished sales record, he also built a solid technical reputation in North America as well as in the International market. The Secco team is proud to welcome Marc's experience and expertise and is very confident that his arrival will benefit the organization, our customers and partners.

At dawn of a promising year full of challenges, Secco International is positioning itself with a strong sales force that will enable it to continue its ongoing business development and consolidate its worldwide leadership in integrated ventilation systems and dairy production optimization program.

**Dominique Lamarre**  
Customer Service Director

## SECCO PARTNER

### Secco welcomes its new partner and distributor: Cowhouse International

Harkema – In December 2012, Cowhouse International became official distributor of Secco International. Cowhouse is based in Holland and has a network of 35 dealers in over 15 countries. The company was founded in 2000 and became well-known for its unique free-stall concept called The Comfort Zone. "After years of growth, we felt the need to expand our product range", states managing director Rinse Andringa. "Many farmers asked us if we could offer turnkey solutions instead of only supplying cow mattresses and stall dividers".

Since then, Cowhouse has been looking for a good solution for optimizing air quality in dairy barns. "After a long search, we met with the people from Secco International. We were impressed by the high-tech quality of their products and the ambitious team behind these", Andringa says. It was decided to test some ISOCELL systems first, before starting an official cooperation. In 2011/2012, Cowhouse installed several systems in Holland, Sweden, France and Russia. "It was 100% to our satisfaction", according to Andringa. "The goods were delivered in time and as per requested. In addition, we experienced good technical support from Secco during the installation. After the installation was completed, the barns were really transformed and the clients were completely satisfied with the operation of the system."

The year 2013 will be a year of great changes for Cowhouse as it will move its headquarters and production facility to the city of Leeuwarden. Last September, the construction of a 24,000 sq. feet building was started and will be finished by the end of March. "It was a strategic choice to move to this location", says Andringa. "All the regional dairy research centres in Holland will be closed within the next two years and relocated at a national centre, called Dairy Campus Institute, in the city of Leeuwarden. Furthermore, the expansion of our offices and production plant were necessary to support and sustain our on-going business growth.

The agricultural college, Wageningen Agricultural University, and the province of Fryslân are investors in this new Dairy Campus. We will cooperate intensively on various fields with Dairy Campus. Thousands of dairy people like students, farmers and delegations from all over the world will visit the Dairy Campus every year. To our delight, all will have to pass by our new building, Andringa says with a twinkle in his eyes.

**Rinse Andringa - CEO**  
Cowhouse International BV - [cowhouse.nl](http://cowhouse.nl)



# TESTIMONIAL SECCO INTERNATIONAL CUSTOMER

## Les Bergeries Marovine (MH) (Québec) Canada

Our business has 650 sheep in production, for a total of 1300 heads. The herd is exposed to a strict light protocol that allows us excellent year-long reproductive performances. However, since our animals are raised indoor on a yearly basis (low grazing), they need to be exposed to the best ambient conditions to ensure performance and profitability.

One of our sheepfolds is equipped with cross ventilation for winter and air inlets managed by an electronic control system. We are very pleased with the ventilation system from Secco International. The variable speed fans connected to these controls allows us to keep an adequate temperature for the newborn lambs, while controlling humidity. This enables us to reduce mortality and improve birth to weaning process during cold periods.

In the summertime, it is crucial to control warmer room temperatures to maintain our fertility results. We are very satisfied with the tunnel ventilation system suggested by Secco International. It allows maximum comfort and well-being of our sheep even through heat waves. Thanks to this ventilation system, we are able to maintain our fertility performance in the range of 85% to 95% monthly no matter the season.

Our farm is specialized in heavy lamb as well as reproductive specimens of very high genetic quality (Romanov, Hampshire & Leicester).

Our reproducers are raised in a comfortable building with natural ventilation. The animals are very healthy and the system as allowed us to eliminate cases of breeding cough. The ISOCELL membrane allows abundant natural light, which promotes the sheep comfort as well as the well-being of the people taking care of them.

We have received an excellent technical support and customer service from all the members of the Secco International team.

### Johanne Cameron et Martin Brodeur-Choquette

2012 Canadian National Champions – Outstanding young farmers program OYF

Les Bergeries Marovine (MH)

St-Charles-sur-Richelieu, QC Canada



## AUTOMATION

### Numbers, milk... a well-drawn path!

Before talking about tendencies and adventuring ourselves into mystic speculation, it is important to set the results! The dairy production sector is in a complete metamorphosis for yield as much as for investment and humane point of view. If mechanization and automation have something to do with it, mentality changes and the evolution of our society are certainly the main cause.

### Portrait of an industry in full development

Since 2001, Canadian dairy livestock have diminished by 10% while total dairy production as increased by 6% (from 73.14 millions hectolitres to 77.75 millions hectolitres), demonstrating an actual restructuring of farms. Indeed, as of today, there are less dairy operations but many more cows (a 32% increase in number of cows per farm for a Canadian average of 77 cows per dairy farm). Better feeding, a greater control on diseases and significant genetic progress has contributed to yield increases for dairy cows.

Yet, since 2001, the industry as had a substantial drop of the number of dairy farms on its territory (minus 32%). The farms have expanded in size, have become more efficient, and from 2001 to 2011, have actually increased dairy production by 56%.

In short, Canadian dairy farms are producing more with less! The ideal business a newly graduate in economy could dream of!

Yet, despite a spectacular restructuring of the sector, the tendency is not towards stagnation, other factors are contributing on maintaining this modification. Among other things, the fact that the average dairy farmer's age is between 45 and 54, this suggest the multiple adjustments needed in terms of business take over, as successful it might be or not. In fact, many poorly or fully automated farmers are questioning themselves on how they will transfer the family assets to the next generation, while this same generation

is wondering how in spite of the increasing value of land and raw material (supplements, barley, etc.) it will be able to buy these operations.

Everything now is just a matter of management, yield, investment and profit! The Canadian dairy industry is getting more and more professionalized, leaning towards business model of corporations facing the same challenges, with cost management, fixed costs and profit, their own suppliers are subject to!

So, in the economic state where dairy operations are getting bigger, consequently affecting rural communities, the lack of specialized labour and its costs ever on the rise, thus making automation the best choice for investment options.

Finally, robotic rimes with sciatic (nerve)! Meaning the automation can significantly improve quality of life for producers, mainly by reducing injuries occurring from repetitive movements and increasing family quality time with reduced working hours. Isn't it also one of the main reasons when choosing how and where to invest? Think about the future?

These days, profitability in the dairy production is calculated on a daily basis, even to the minute, thanks to new and remote access technologies available (ex: by a nutritionist).

In brief, regardless of how we look at this market, whatever the variable used as a set point, the tendency is modernization, automation, and like any speculative aspect, only the ones that will venture in the right sector (investment wise), will be able to set themselves amongst the great Canadian dairy producers and ultimately survivors!



Gautier Dorval

Marketing & Communications director Valmetal Inc.

## INNOVATION FROM SECCO INTERNATIONAL

The official unveiling of the ELITE DAIRY program was done at the international trade show EuroTier in Germany (Nov.-2012) and will continue during 2013 at all the various shows Secco International will exhibit. Welcomed with great enthusiasm, this dairy production performance optimization program generated a great deal of interest. Divided in four (4) high tech modules, the program allows new business opportunities and more control of environmental parameters, which enables producers' proactive management and data collection.

The first module is the management module, which includes the main innovation of the program: the MAXIMUS ELITE electronic control. This high tech control was developed jointly between Secco International and an electronic and computerized controls manufacturer. It is the result of two years of conception and research on integrated maximization parameters for dairy production in accordance with optimal environment conditions. It enables proactive management of production conditions while allowing data collection and study with remote access.

### Its main specifications are:

- Touch screen navigation;
- Remote access from any computers, cell phones and pads;
- Real time data updates and storage;
- Multi-room and multi-program operation;
- Output current draw & relay temperature readings;
- Temperature, humidity, static pressure, ammonia & carbon dioxide readings;
- THI index for heat stress based on temperature and humidity calculation;
- Open source data to develop advanced customized management solutions;
- Various other specifications for system and data management.



The MAXIMUS ELITE operating system will also allow management and control of many other functions besides ventilation: lighting, feeding, heating, etc., always with remote access and data collection for reports and charts.

The operating hardware capacity allows the addition of many relays for new and expansion projects forecasted by the

dairy producers without affecting the unit performance. With the increasing automation and computerization of systems and tasks of dairy operations, the producers are more than ever business managers taking strategic decisions that need to be supported by data available in real time.

It is with great pride that Secco International will submit the MAXIMUS ELITE to the "new products- innovation" window of all trade shows where we will exhibit in 2013. The MAXIMUS ELITE already attracted a lot of attention at the Salon de agriculture (St-Hyacinthe) from RDI journalists (National television, French speaking division of CBC) and was featured on CBC news prime time.

The MAXIMUS ELITE fits very well with the evolution of operation systems and techniques of dairy farms combined to high technology available to managers that must develop strategies and take decisions that will guarantee high performance results in quantity and quality. Its use will allow creating optimal conditions to ensure dairy farms profitability while being environmentally sound on a worldwide scale.



Ventilation Secco | Division of Secco International Inc.  
4040 Blvd Casavant West  
St-Hyacinthe (Quebec) Canada • J2S 8E3  
T. 450 771.0777 • 877 711.0777 | F. 450 771.5779  
secco@ventilationsecco.com

VENTILATIONSECCO.COM