



## DanBred MaxWean

The main key performance indicators that contributes to high profitability are litter size, weaned per weaning, weaned per litter, and weaning weight.

**Target Group:**

Major customers with significant no. of sows. (+3,000).

**Target Requirement:**

Customer where DanBred sees benefit in interaction with advanced solutions. Key Accounts with substantial pig production on an international scale (10-50,000 sows) and with significant influence on the trends in the local market.

**Target Preference:**

Customer is willing to learn and share knowledge.

## Agenda:

DanBred MaxWean skilled technical services managers evaluates production on farm level and pinpoints bottlenecks and possibilities for optimization with the goal to maximize the numbers of weaned pigs per group.

Flow:

### Exchange of information (KPI's and production setup)

#### Phone/skype meeting with TSM DanBred and farm manager/owner and other interests if needed

- KPI status
- Benchmarking
- Goal
- Interventions – suggestions and acceptance (DanBred basics and advanced themes)
- Date for farm visit

#### Farm visit 1 (2 days on-farm)

- Day 1:
  - Farm audit (whole farm)
  - Presentation of current SOP's and techniques
- Day 2
  - DanBred SOP's and interventions

#### Phone/skype meeting 3 weeks after farm visit

- KPI status
- Where are we on implementation?
- Next steps and goal

#### Phone/skype meeting 3 months after farm visit

- KPI status
- Where are we on implementation?
- Next steps and goal

#### Farm visit 2 (1 day on-farm)

- 6 months after 1<sup>st</sup> visit
- Follow up on SOP's and interventions
- Next goal!

## Success criteria:

KPI's for weaned pigs meet the goals set.