

In the **miX**

MAGAZINE

ISSUE 4

2020

**DAIRY FARMING
IN ASIA**

**GOING GREEN IN
AUSTRIA**

**REMEMBERING
LOUIS KEARNEY**

KEENAN

an **Alltech** company

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WELCOME TO IN THE MIX

Welcome to the latest edition of our magazine. As the global pandemic continues, a spotlight has been shone on the Agri-sector and how it has stepped up to the plate to keep food on our nations' tables. Farmers around the world continue to work tirelessly to produce food and consumers are becoming more aware of where their food comes from. The challenge for the industry is to produce more food for more people in a sustainable manner.

KEENAN diet feeders, which were independently validated by the Carbon Trust in 2019, help sustainability through delivering increased feed efficiency and helping to reduce feed waste. This issue features two stories on sustainability from Asia and how KEENAN are impacting on feed efficiency in dairy farming in that region: our ONE Alltech story features a co-op sharing feed resources in Thailand and we also explore farming in Indonesia in our country focus section.

Keeping on the green theme, in our technology section, we focus on green technology. Read how a farmer in Austria is generating electricity, powering his farm and selling his excess supply back into the grid.

We also include a feature on our much-missed colleague, Louis Kearney. Instead of our usual employee spotlight, we have dedicated a section where we share some memories of this legendary salesman, whose career spanned over 41 years with the company.

We hope you enjoy our magazine.
Stay well. Stay safe.

Matt Higgins
General Manager
KEENAN



KEENAN
an Alltech company



Helping to develop a sustainable and profitable model for dairy farms

Indonesia, a country that is located off the coast of mainland Southeast Asia, is made up of over 17,000 islands, with more than 180,000 dairy farms. More than half of these dairy farms have 10 cows or less, 45% have 10–30 cows and the remaining 5% have over 30 cows. The average milk yield is 11 litres nationally.

KEENAN and Alltech work collaboratively in Indonesia, highlighting the benefits of the

KEENAN-produced Total Mixed Ration (TMR) for dairy cattle in promoting feed efficiency while reducing waste.

KEENAN has sold many diet feeders in the region. Rather than trailed KEENAN MechFiber diet feeders, that are typical in the rest of the world, in Asia, the KEENAN diet feeder is often truck-mounted, due to the sometimes rugged nature of the tracks between farms.

On September 9, a webinar was held to further educate the dairy industry by showing the latest trends and technologies available to dairy farmers. The aim was to promote feed efficiency, profitability and sustainability.

The webinar featured an impressive line-up of speakers from Indonesia, including the director general of the Ministry of Animal Husbandry and Health, Dr. Ir. Nasrullah and a leading professor and consultant in animal husbandry, Dr. Ir. Rd. Hery Supratman. Speaking on behalf of

KEENAN and Alltech was Cathal Bohane, who heads up the InTouch feed management platform.

A total of 135 people logged in to attend the webinar. This audience comprised of farmers, nutritionists, co-op owners, vets and government officials. The presentations were in dual languages: Bahasa and English. The webinar helped people better understand how TMR benefits dairy cows. Delegates learned how TMR helps in feed efficiency, improved cow performance, herd health and cost savings for the dairy farmer. All

of these support the sustainability of the dairy business in the region and ties into the Alltech vision for a Planet of Plenty™.

TMR centres in co-ops are a great way for dairy farmers to access forage-rich diets in regions where the herd sizes are small. Farmers can purchase the TMR from the feed centre at the co-op and supply back the milk in part exchange. KEENAN and Alltech are actively encouraging investment in this area to help create more sustainable and profitable businesses for the dairy farmers of Indonesia.





“My father used to dream about buying a KEENAN,” explained Aaron. “On the way home from the ploughing last year, I passed by the factory in Borris, and I said to myself, ‘I’m going to buy one of those.’”

DAIRY FEATURE

Aaron Holden pictured with his herd in Kilkenny

PROVEN RESULTS PROGRAMME

KEENAN helping farmers achieve on-farm results

YOUNG FARMER SEEING IMMEDIATE RESULTS

Aaron Holden milks 120 British Friesian cows in a spring calving, grass-based system outside Piltown, Co. Kilkenny. Taking over the farm aged 18, after the passing of his father, Aaron has made significant strides in enhancing his successful operation. He has doubled cow numbers and, in 2015, built a new milking parlour. When taking up the reins, Aaron identified improvements he wanted to make. One was to introduce a diet feeder — something he had never used before.

My father used to dream about buying a KEENAN,” explained Aaron. “On the way home from the ploughing last year, I passed by the factory in Borris, and I said to myself, ‘I’m going to buy one of those.’

A week later, Aaron agreed a deal on a KEENAN Approved MechFiber340 with a bale handler and KEENAN controller with the Intouch nutrition package. InTouch feeding specialist Mark Moloney now works closely with Aaron.

“Mark called out the first day and helped to get me set up,” Aaron said. “He looked at the cows and tested the silage. I’ve had two more visits since then, and he’s always at the end of the phone if I have any questions.”

Mark told Aaron that by implementing the Proven Results Programme he could:

- Increase MS by 40 kg per cow within one year.
- Reduce issues at calving.

- Reduce Negative Energy Balance in early lactation and improve breeding performance

This has provided great results. Most notably, Aaron is impressed with the success of the transition period and improved performance in early lactation.

Last year, Aaron’s herd produced 400 kg of MS. For 2020, his first year with KEENAN, Aaron was targeting a 40 kg MS/cow increase. By April, Aaron had noticed a significant increase in herd performance, with cows averaging over 30 litres (3.98% butterfat, 3.38% protein) for the first time.

In August 2020 (8 months into the lactation period), Aaron’s herd has already exceeded its target increase, with milk reports showing an increase of 43kgs MS/cow year to date, compared with 2019.



Aaron with his KEENAN Approved MechFiber340

For a video on Aaron’s full story [click here.](#)



Chris Catherwood experienced a huge uplift in milk production with the Proven Results programme

DIET FEEDING PROVIDES OPTIONS FOR GRASS-BASED FARMER

Chris Catherwood farms in partnership with John and Jason Rankin, outside Newtownards in Co. Down, Ireland. They milk 265 Holstein cows in a spring calving system. It is a shared milking arrangement, with Chris acting as farm manager.

Chris was crowned the 2018 Northern Ireland, Young Farmer of the Year. But along with this success, the Carrowdore native also faced challenges on-farm.

“We were very low on winter feed due to the drought conditions across the country in 2018,” explained Chris. Faced with this challenge he began looking into diet feeding, leading him to begin working with KEENAN.

After contacting his KEENAN regional business manager, Gareth McAllister, Chris availed of the three-month rental scheme KEENAN was offering at the time. Seeing the benefits, Chris purchased a KEENAN MechFiber360 the following year.

While initially purchasing the machine to improve the farm’s adaptability during the drought, after speaking with Gareth, Chris identified other areas he wanted to address with KEENAN’s

help, such as:

- Dry cow period.
- Maintaining milk solids during transition and early turnout.
- Increasing early lactation yield.
- Saving forage in winter.

Since purchasing his KEENAN machine, Chris has seen significant improvements in key areas of his farm business.

“We saw a massive saving in silage tonnage (300 tonnes) used by incorporating straw into the dry cow diet,” said Chris. “This allowed us to not only save on silage (1 kg of straw saved 5 kg of silage) but also improve cow body condition. Cows have calved

down extremely well and intakes within the first 30 days of calving have increased rapidly”.

“The increase in milk production from this has been incredible,” Chris added. “Cows are currently averaging 30.5 L/day out at grass, night and day, only being buffer-fed TMR for a short time after each milking.”

“ The increase in milk production from this has been incredible. Cows are currently averaging 30.5 L/day out at grass, night and day, only being buffer-fed TMR for a short time after each milking ”

These results were achieved through working closely with InTouch feeding specialist, Aislinn Campbell, and following the Proven Results Programme. Current yield is 30.4 litres (4.51% fat, 3.3% protein). Previously, yield was 28.4 litres (4.31% butterfat, 3.10% protein). This translates as a 2 litres/cow/day (0.28 kg MS/cow/day) production increase.

Total production between 2018 and 2019 increased from 565 kg MS/cow to 594 kg MS/cow, with concentrate usage down by 273kg/cow. (Note that concentrate usage was high during the 2018 drought year.) Chris’ production looks set to increase significantly again this year.



TECHNOLOGY REVIEW

GREEN TECHNOLOGY HELPING TO PROMOTE A PLANET OF PLENTY™

KEENAN IS PART OF A FULLY “GREEN” ROBOTIC FEEDING SYSTEM IN AUSTRIA

Two KEENAN diet feeders are part of an environmentally-friendly farming operation in Austria. In collaboration with Wasserbauer, the KEENAN machines are on the farm of Hannes Hubinger, who milks a herd of 70 cows and feeds them solely on two different varieties of organic hay.

Wasserbauer, an Austrian company that was established more than 30 years ago, specialises in bespoke automatic feeding systems. Like KEENAN, they have customers all over the world. Wasserbauer's employees have a deep understanding of farmers'

everyday tasks and take that viewpoint when offering solutions.

Seeking to collaborate with companies with shared values and goals led Wasserbauer to work with KEENAN's Ralf Hoffman in tailoring this unique solution for their customer. Interestingly, the farmer, Hannes Hubinger, was already a KEENAN customer, having purchased a second-hand trailed diet feeder from Ralf a few years previously, when he had just 15 cows. Hannes wanted the creamery he was supplying to process and sell a niche product of organic, hay-only milk. However, the creamery required scale and told him that he would need another 10 farmers to produce the hay-only milk before they would agree. Hannes quickly identified two more interested farmers, and between them, they spread the word.

Before long, they had gathered the 10 farms required. Hannes and his group now successfully produce organic milk using hay as the only forage!

The hay is loaded into the feeder using an overhead crane (common in Austria, Switzerland and South Germany). The feed is mixed in two stationary electric-powered KEENAN diet feeders, and a Wasserbauer Shuttle Eco feeding robot completes feed-out. The robot uses environmentally-friendly batteries, and the route guidance works through ground magnets.

In addition, the farmer has fitted 100 Kw solar panels onto the roof of the shed, selling the power to the national grid and buying it back at a lower rate to run the farm. A great story of the move towards zero environmental impact farming!





ONE ALLTECH

HELPING TO IMPROVE EFFICIENCY FOR THAILAND'S FARMERS

KEENAN, InTouch and Alltech working as ONE

Thailand, located in Southeast Asia, has the same land area as France or Spain. It consists of two broad geographic land masses: a larger main section in the north and a smaller peninsular extension to the south.

The northeast of Thailand is known for its water buffalo and cattle. With improvements in technology in recent years, the demand for water buffalo to work the land has decreased significantly. However, cattle and dairy production in the area has increased to meet the demand for beef and milk generated by its urban population.

KEENAN and Alltech recently completed a project with Ta-Sansai co-op to help their members improve the quality of the milk being supplied.

The Ta-Sansai Ngam feed centre and co-op, located in the Chiang Rai province of northern Thailand, has 37 co-op member farms with 450 milking cows between them.

Early in 2019, the committee of the co-op got together to see if there was a way to improve the quality of the raw milk that was being supplied by the co-op members. Total solids and butter fat solids were below standard. Enhancing the quality of the total mixed ration (TMR) was investigated

as a possible solution to improve the overall milk production. The option of simply milking more cows to increase supply was not feasible, due to the limitation in the availability of forage.

KEENAN worked extensively with the local Alltech team to select the correct diet feeder for the co-op feed centre to mix TMR for its members. Working collaboratively with the co-op feed centre team, a MechFiber350 fitted with the KEENAN Controller and a stainless-steel liner was selected

as the best option. The Controller was synced with the InTouch feed management platform. 345 tonnes of feed per month are currently mixed in the feed centre for co-op members and a further 65 tonnes of the same mix are sold to non-co-op members. It was apparent within a short period, that the benefits for the co-op and its members were even greater than initially thought. Quite soon after the system was put in place, the following feedback was given:

1. There is a significant increase in the quality and quantity of milk being supplied. Milk yield has increased by 30–35%.
2. Using TMR has reduced feed costs by 30%.
3. The machine operates more quietly than the previous one.
4. The machine can handle a bigger batch with more consistent mix quality. This enables the co-op to have enough TMR for its members and to share with other non-member farmers.
5. The feed station workers find that the technology makes their life easier. They simply load the raw material according to the instructions and sequence on the KEENAN Controller and leave it to do the rest. At the end of each day the App tells them what they
6. The workers find the new system with guided loading to be less time consuming, less stressful and more accurate. They also have more time to keep the workstation clean.
7. The feed/nutrition consultant is happy with the way InTouch lets him control the feed formulation. This can be easily adjusted remotely according to the farmer's milk production or available forage. He also uses InTouch to manage the raw material stocks.
8. The tractor powering the KEENAN machine is using significantly less fuel than the previous TMR machine – the co-op reports a two thirds reduction in fuel consumption.
9. The co-op members are happy with the finished TMR. The quality of the fibre is better as the diet feeder cuts rather than tears the fibre.
10. We have received a superior level of service from Alltech and KEENAN who even provided us with an expert to listen to and give advice to our members.

Mrs. Pi Manodee, co-op member and owner of MD farm, farms 32 head in total (including calves, heifers and 12 milking cows). Previously, she fed her

produced and at what cost.

animals a mix of corn and concentrate. Moving to TMR has had significant benefits for her herd health.

“My cows are now healthier; I see less hoof problems and no signs of illness. Feeding TMR also means that I don't have to go out and look for corn for the cows. This improves my spare time and overall quality of life.”

Along with purchasing a KEENAN diet feeder, the feed centre also decided to invest in Alltech's animal nutrition products, by purchasing Dairy Advantage for their milking cow premix product, which has improved cow health and fertility. Following the success of this, they are now looking at adding Yea-Sacc® to future mixes.

KEENAN and Alltech expect the Thai market to grow substantially with the potential of supplying diet feeders and animal nutrition products to 10,000 cows through these feed centres in the future.

[Watch the video](#)

THE RESULT IS IN THE MIX **GET IT RIGHT, EVERY TIME**

ROBERT KIRK, DESCRIBES HOW CONSISTENTLY MEETING RIGOROUS STANDARDS ALLOWED HIM TO COMMAND A HIGHER PREMIUM FOR HIS MILK

Robert Kirk has been a tenant farmer at Dalby Lodge Farm, near Melton Mowbray, for the last 27 years. The 41.6-hectare farm, situated in the heart of Leicestershire, benefits from rich pasture and is home to the Leedham herd of 50 pedigree, red and white milking Holsteins and 100 youngstock.

For the past 15 years, Robert has been supplying directly to specialist Stilton cheesemakers Long Clawson Dairy, one of only six UK dairies licensed to produce the much sought-after specialist cheese. The cheese, which is protected by designation of origin (PDO), requires high standards of milk quality. Specifically, there is a demand for higher-than-average fat and protein composition, which contribute towards maintaining Long Clawson Stilton's world-renowned creamy texture.

Achieving milk price premiums
Consistently meeting these rigorous standards to command a higher premium was one of the key factors that contributed to Robert's decision to purchase a KEENAN diet feeder going into last winter.

"With all the inevitable variabilities on-farm, particularly forage quality, achieving a consistently high-quality yield has always been challenging," explains Robert. "We looked at the whole system and decided that investing in a new feed system with a diet feeder would have the greatest ability to overcome this challenge profitably. We wanted to better control the diet, both chemically and

physically, to ensure the whole herd was getting exactly what it needed all year round."

"KEENAN diet feeders are highly regarded throughout the industry. I'd heard all-round positive reports from other dairy farmers, with lots of talk around reliability and feed conversion efficiency results. I, therefore, decided that KEENAN was the only option for my system.

"The output has become much more dependable, with protein increasing from 3.1–3.36%. We can now keep a closer eye on inputs versus outputs and can see how feed performance improvements have helped with our overall profitability.

"The cherry on the cake is herd health and condition. We sell 40% of our milking herd every year and are delighted that the KEENAN has helped us command a better sale value. The cows are in the best nick to hit the ground running at their new home," adds Robert.

Opting for an Approved-used diet feeder

Working alone for the most part, machine reliability and ease-of-use were key priorities that informed Robert's purchasing decision.

"I couldn't justify a new diet feeder on such a small system but wanted assurance of machine quality as the machine will be working hard," he explains. "So we decided to opt for an



“The cherry on the cake is herd health and condition. We sell 40% of our milking herd every year and are delighted that the KEENAN has helped us command a better sale value.”

Approved-used machine. Everything from the set up onwards has been really straightforward.”

As with all KEENAN-refurbished diet feeders, the used machine undertook a meticulous mechanical, electrical and functionality safety check before replacement parts were fitted, and the machine was shot-blasted and repainted by specially trained engineers.

Buffering summer grazing diets

Seasonal challenges are part and parcel of farming life. The cows at Dalby Lodge Farm are out to grass over the summer months, which means the KEENAN is not generally required. However, when adverse weather prevailed, the feeder once again delivered.

“There have been periods of prolonged wet weather this summer,” continues Robert. “Usually, this can have an adverse effect on milk yields, which can be difficult to get back up once they’ve dipped. However, that has not been the case this year.

“It’s been incredible how the yield has held up when the cows were temporarily brought back into housing because of the rain that we’ve had. This is, in part, due to our first cut of silage being very good this year. The diet also had a higher percentage of dry matter, and the cows consumed the forage like there’s no tomorrow.

“Overall, I’m incredibly pleased with the real results from the KEENAN MechFiber, and we’re in a great position to control feed costs as we head towards the winter. The herd is in the best condition it’s ever been, with 90% of cows holding in-calf to sexed semen,” concludes Robert.



REMEMBERING LOUIS KEARNEY

FRIEND, COLLEAGUE AND MENTOR

We remember our dear friend and team member, Louis Kearney who passed away on April 22. With over 41 years of service, Louis was one of KEENAN's longest-serving employees, having joined the company in 1979.

Best known as a highly skilled and effective sales professional, Louis initially joined KEENAN in a production management role.

Within a very short time of joining, Louis moved quickly "back" into sales, initially in Ireland and, after the launch of the KEENAN feeder, soon to the U.K., travelling across the Irish Sea on a weekly basis. As KEENAN expanded internationally at the end of the '80s and into the '90s, Louis established several new markets.

Louis spent a large portion of his career working in the South African market — from 1995 until 2017 — but also worked a long period in the U.K., building relationships and rapport wherever he went.

Louis sold in a vast number of countries and easily holds the record for global KEENAN machine sales. Capturing the true value that KEENAN creates on-farm was a huge part of Louis' sales approach. During one period in the mid 1990s, he also managed a highly effective telesales team based in Borris.

Louis held many positions in the company over the years, including production manager, area sales manager, U.K. sales manager, sales director, country manager, distribution division manager and international sales manager.

A larger-than-life character — and never short of a story — Louis had a huge number of friends in the company and an even wider network outside of it, entertaining the local in Dalton's Pub in Borris with tales of his travels. He was a mentor to many and was known as "King Louis."

A former rugby player, he was heavily involved with his local Ballinkillen Hurling Club and community. He was also a supporter of many local charities, and one of his annual commitments in recent years was collecting sponsorship for the Carlow/Kilkenny Home Care annual Christmas swim.

Louis is survived by his wife, Teresa, and four children, Brian, Enda, Orla and Geraldine, and was also a very proud grandfather.

He will be greatly missed by his family and many friends. On the day of his funeral, staff in Borris, Co. Carlow held a guard of honour as his remains passed the factory on his way to his final resting place.



Louis (centre) gave over 41 years of service to KEENAN. Jim Fitzgerald (left), another stalwart of KEENAN, had a great friendship and competitive rivalry with Louis. Jim passed away in 2018 a few days after Dr. Lyons.



2018 open day - all smiles with Louis around



REMEMBERING LOUIS KEARNEY

At an open farm event in Canada. Louis had great time for his customers and their families.



Louis at Alice Kalya's farm in Kenya 2017



Michael Carbery,
Head of
Operations,
KEENAN

At the 10 o'clock tea break, if a new person was at the table, Louis generally asked them all the questions others wanted to ask. On top of this, he usually gave us an insight into who he knew in the vicinity of this new person, along with a great story about selling a machine in that area.

He had his style of selling and taught many people a selection of his skills. His return from a trade show always made for an interesting tea break. His routine was to head into his office, drop off a few bits and then mingle along the hall and catch up with what was really going on. He was always reading 2-3 books at a time. After the tea break, he would then pop down to production to sort out what he needed on his sales orders.

He was a wise man; made a lot of sense and we miss him and his banter.



Michael Doyle,
Quality Manager,
KEENAN

"Never let the truth get in the way of a good story" — one of the many quotes we had about Louis.

And for many of us who sat down with Louis at the 10 o'clock tea break, certain parts of the story were consistent, but there were many different endings! One thing you were guaranteed was that there was never a silent moment in his company. Louis loved meeting new people and employees. When we had some graduate students on-board, he spent many an hour picking their brain on new ways of doing things, while also imparting many items of wisdom of his own — even if it wasn't wanted at times!

I don't think there is an area in the world where Louis didn't sell the first KEENAN diet feeder into (his words!). Every area he visited, he left a warm impression, which was evident when you were on a show stand — people were always asking for him and sharing their own stories from where they met him and their dealings with him. Sadly missed.



Michael French,
Northern England
Business
Manager,
KEENAN

I have been trying to find an appropriate tribute to King Louis but don't really know where to start.

I joined KEENAN in 1994 and spent a good while driving him around the country to meet his adoring fans. He would arrive at the airport, ask about my family, get in the car, recline the seat and say, "Norfolk." I would drive to Norfolk without the use of Sat Nav and listen to him snore for the next 3 hours. When we approached our destination, he would open his eyes and say "Agent French, let the battle commence."

Louis was my colleague, my mentor, but above all, my friend. He taught me more about selling than any other person or training programme.

We both shared a passionate belief that selling was an art and science and an honourable profession that treated customers with respect. And above all, it was fun.

Even today, I still get customers

visiting show stands to enquire after him and tell me the stories about when Louis sold them a machine. One told me that he could sell sand to the Arabs. I replied, "Of course he could, where do you think they got it all from?"

We used to have a great time at the Royal Show, where Louis held court to staff and customers alike, usually with his two lovely daughters dispensing Murphy's Stout.

However, he was actually a very private man who only really let you in if he liked and trusted you. He was immensely proud of his family and spoke of them often.

It was an absolute honour for me to count myself among his friends. He still would ring me every month from his office when he got bored, and we would swap selling yarns for a while. We will never replace him. My thoughts are with his family.

God bless you, Louis, I wouldn't have missed it for the world.



Henk Huizenga,
General Manager
(sales), Ottawa
Valley Harvestore,
Canada

So sad to hear of the passing of Louis Kearney. I had the pleasure of knowing him for a short time, but he made a lasting impression on me of his salesmanship and his knowledge of the product and remembering most of the customers we saw at our tour that week, where we visited prospects and existing customers.

The first time I saw him was at the Dairy day in Stratford, April 2019, and at the show, he knew more people than I did.

He would call me regularly to see how things were going, until one day I called him, and there was no answer. We did not know what was going on until we heard he was ill.

However, about three weeks later, I got a call from Louis again to see how it was going, and I asked him how he was doing. He said, "Yes, I am alright!" So, what a surprise shortly after to hear that he passed away.



Using his charm on a South African policeman



Louis imparting some words of wisdom to David Nolan



The sport Louis played and loved all his life

REMEMBERING LOUIS KEARNEY



Louis leading the troops at KEENAN HQ



Lynne Ford,
Former
Operations
Manager, KEENAN
South Africa

Whenever Louis told me stories about his years of selling KEENAN mixer wagons, his favourite saying was “I could write a book!” Well, I could “write a book” about my years of working with Louis, but I will restrain myself, due to lack of space.

To me, Louis was first and foremost a friend, then teacher, mentor and colleague. As a friend, he stood with me when the going was tough; as a teacher, he was always prepared to share knowledge; as a mentor, he encouraged me to persevere and focus on successes, not failures. He taught me to believe in myself. And, as my colleague, he imparted whatever knowledge he had to help me do my job. But some things, you just cannot teach. His ability to sell would always leave me dumbfounded. When you thought all was lost, no way this deal would happen, out of his magical hat, he would pull a deal. He must have been disappointed that he could never teach me how to close a deal his way. However, it is my firm belief

that Louis could sell ice to Eskimos, and they would feel so very grateful for it. So, how did one learn that art if you weren't Louis? All I can say is he never held it against me because if truth be told, he would rather have done it himself anyway.

This man was larger than life! His impact on my own life cannot be measured. Yes, we had many disagreements, but we also had lots of laughs and some amazing experiences over the years. He taught me so much, but he also impacted so many customers, most of whom considered him a friend. I was inundated with stories after his death; people whose lives he touched in so many ways. Some with a deal that saved their farm; some more personal like denim jeans he bought a loyal/long-time customer carted all the way from the USA to Ireland, then sent by courier to South Africa, right size, right colour, right style. All because this customer/friend admired the ones Louis was wearing! And how much Irish whiskey left Dublin airport in his suitcase? Probably enough to have shares in the factory! Oh, and the CDs!!!!!! Bruce Springsteen would be proud of this fan! While lots of Irish products made landfall in South Africa, I think the South African leather industry, and Nampo exhibitors,

especially, need to be forever grateful for the number of pairs of boots Louis took back to Ireland. While I know what people did with the whiskey and CDs, and one customer has denim jeans to last a lifetime, what I don't know is what Louis did with that many boots, socks and caps?

But all that pales in significance when compared to his love for, and pride in, his family. They were his world. He spoke of them all the time, and there was no mistaking how he felt about them all. Such love. Such pride. My heartfelt sympathy to them all, may all their memory-making moments with Louis bring them comfort and strength. Mine do.



Donal Blackwell,
Business
Manager,
KEENAN Australia

So, where does one start with Louis? Lord Louis, as a few of us would refer to him...

T'was like going for confession calling into Louis in his office, but you always came out feeling lighter and with a smile, rather than heavier, from his

conversations and anecdotes.

To me personally, having moved to New Zealand with KEENAN in early 2007, Louis always ‘checked in’ on me with a random phone call at the bottom end of the world.

What I learnt from Louis was that it was all about making a connection with the people/prospect/customer. It didn't matter if it was a tall yarn or a short story...but make that connection with people, and they will remember and appreciate you. And the KEENAN sale was always his goal when sowing the seed with his great nature. One is better for having known him for all these years.



Kornelia Salber,
KEENAN
Approved Brand
Manager

Louis' office was the only office without a computer at KEENAN. When I started, I worked with the KEENAN distribution markets and got introduced to Louis. It didn't take long for me to get pulled into typing up lots of handwritten pages with offers and correspondence for his customers.

No matter my job title, I was known as Louis' PA all over Africa at that time.

Louis was a people's person. He loved his family, was proud of his children and grandkids and had built a network of friends within his customers over the decades. He was always up to date about important occurrences in their life, and travelled extensively to meet customers, support local sales teams on shows and introducing them to his customers. He especially liked young people's energy and enthusiasm and was always at hand to help graduates who tapped into his knowledge on how best to get back on customers' queries. He still got a buzz from selling machines, and I will miss Louis' tales, updates and his warmth and wit.



Matt Higgins,
General Manager,
KEENAN

I have great memories of Louis spanning the past 25 years. He had his own unique style and ways which at times were testing, but in reality, these were all far outweighed by his positives.

We all have our Louis stories – there are plenty and most of them highly entertaining. One to me is highly personal, and does not rank on the entertainment scale, but it says so much about Louis' true nature.

In my very early months working in KEENAN as a young accountant, I was working in Borris on a Saturday morning to get something done for Louis, that he, I thought “needed” for his trip to South Africa the following week. I get it completed, drop it out to his house on my way home, and Louis brings me in and sits me at the kitchen table to have dinner with his family. That was the real Louis – above all a family man, hugely hospitable, cared about people and genuinely good natured.

A huge number of KEENAN colleagues, ex-colleagues, customers and others that had a KEENAN connection with Louis, have all shared lovely memories of him with me since his passing. He is remembered with great fondness.

May he rest in peace. Ní bheidh a leithéid arís ann (There won't be his likes again).

“ May he rest in peace.
Ní bheidh a leithéid arís ann
(There won't be his likes again). ”



KEENAN AROUND THE WORLD



ROMANIA
Agrotrust SRL, Romania produces two diets simultaneously using a KEENAN MechFiber365 and MechFiber320.



PAPUA NEW GUINEA
The Papua New Guinea team enjoying some KEENAN merchandise .

With 20,000 head of cattle, this beef farm in Papua New Guinea has added another KEENAN to their fleet. Each diet feeder mixes 10 loads per day in a tough working environment.



MOROCCO
Casablanca Port, Morocco - a MechFiber380 loaded and ready to be delivered to the Royal Farm.





CANADA
British Columbia, Canada - we welcomed North Valley Equipment as our KEENAN dealer this summer



NORWAY
Viken, Norway - this farmer uses a static KEENAN (powered by a 45 kilowatt motor) combined with to an elevated conveyor belt system to feed his herd.



JAPAN
Off to Japan - A KEENAN being loaded at Southampton port for delivery to a customer in Japan



USA
Minnesota, USA - Garion Mulder milks 170 cows and ordered a new KEENAN as he was so impressed with how his previous model had stood the test of time.



DENMARK
Esbjerg port, Denmark - a MechFiber380 waiting to go to its new home in the Danish countryside

AUSTRALIA
KEENAN Australia were gold sponsors of the South Gippsland virtual Dairy Expo 7-21 Sept





KEENAN INDUSTRIAL APPLICATIONS

CUSTOM BUILT OPPORTUNITIES

At KEENAN's production facilities, all mixers are made-to-order and built from scratch, working with customers in every step of the design process. Tailor-made to suit new plants, or be fitted into a pre-existing configuration, these mixers have proven to be reliable, robust and low maintenance in a variety of industrial sectors. With no charge for initial quotes, companies are encouraged to avail of our experienced in-house engineering team's design and consultation service to configure a machine that meets their every need.

KEENAN mixing solutions for industrial applications

KEENAN offer heavy-duty mixers, varying in size from 0.22 m³ to 28 m³. These enable the processing of a wide variety of input materials, differing in structure and moisture content.

In addition to the well-known horizontal mixers of the ProMix range, KEENAN has developed a stainless-steel ribbon mixer for precision blending of micronutrients in conjunction with the operations team at parent company, Alltech.

Customised solutions

The ProMix range offers performance benefits for users in a wide range of sectors. KEENAN ProMix machines can be fitted with an array of secondary equipment and fittings. Customisation of discharge, lining and

motor options are all available. For anaerobic digesters, KEENAN offers auger and storage unit options as well as adaptors for all major pump types.

Solutions for a Variety of Sectors

Successful applications are currently working a wide variety of industrial sectors and our customers reporting back numerous performance benefits:

Feed mill sector

KEENAN's mixing solutions - including the KEENAN controller - help to maintain feed quality and integrity to ensure higher profitability through the supply chain.

KEENAN ProMix machines have been in use for many years in the milling industry and more recently, in a growing number of Alltech TMR feed centre projects around the world,



such as in Turkey and Thailand. **Anaerobic digestion facilities** Proven results show an increased process efficiency and stability, boosting power production and a profit per day of €130 to €178 when a KEENAN mixer is used for pre-treatment of the substrate feed in anaerobic digesters.

Recycling, Waste & Sludge Management

A particular benefit of the KEENAN ProMix is the ability to monitor

compliance of licence holders all over the world through the KEENAN controller

Additionally KEENAN machines offer great flexibility in processing a wide variety of waste types such as municipal waste, waste from agriculture, horticulture, aquaculture, forestry, hunting, fishing as well as food preparation and processing. The design of our machines allows for adding water and wastewater treatment sludges to optimise

viscosity for easier handling **Horticulture & composting** Customers using the KEENAN ProMix in composting and horticultural operations report a significant reduction in labour through the machine's ability to handle bulk materials and the available automated discharge options into bagging systems.

Other applications are used for example in animal bedding plants and equestrian and pitch surfaces.

Monitoring plant operations with the KEENAN controller

The KEENAN controller fulfils essential monitoring functions, such as batch information recording for transparency and traceability to comply with government institutions and various national schemes. It can connect to the plant digital management platform via API and ensures accurate stock-management data tracking of ingredients and cost to provide adequate stock levels at all times.



User-friendly 8" colour display with visual guidance



Access to detailed graphs and reports of ingredients loaded



Full control and oversight of the mixing process



Accurate stock-management data-tracking of ingredients and cost to always ensure adequate stock levels



Batch information recording for transparency and traceability



Unique operator logins



Connection to the plant digital management platform via API



Duplication of screen on smartphone or tablet app, with full control and functionality



Easy, instant remote data transfer in real-time via GPRS or WiFi



For ultimate loading accuracy: ability to control augers, conveyors, valves or slides



THE RESULT IS IN THE MIX

Get it right, every time.

Using a gentle mixing action to produce a consistent, thoroughly mixed feed, KEENAN MechFiber mixer wagons are unique in the proven nutritional benefits they deliver.

In combination with InTouch nutrition support, you can be assured that your animals will be receiving the correct ration every day, delivering significant improvements in herd health and animal performance.

KEENAN
an Altech company

www.keenansystem.com

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The MechFiber Difference

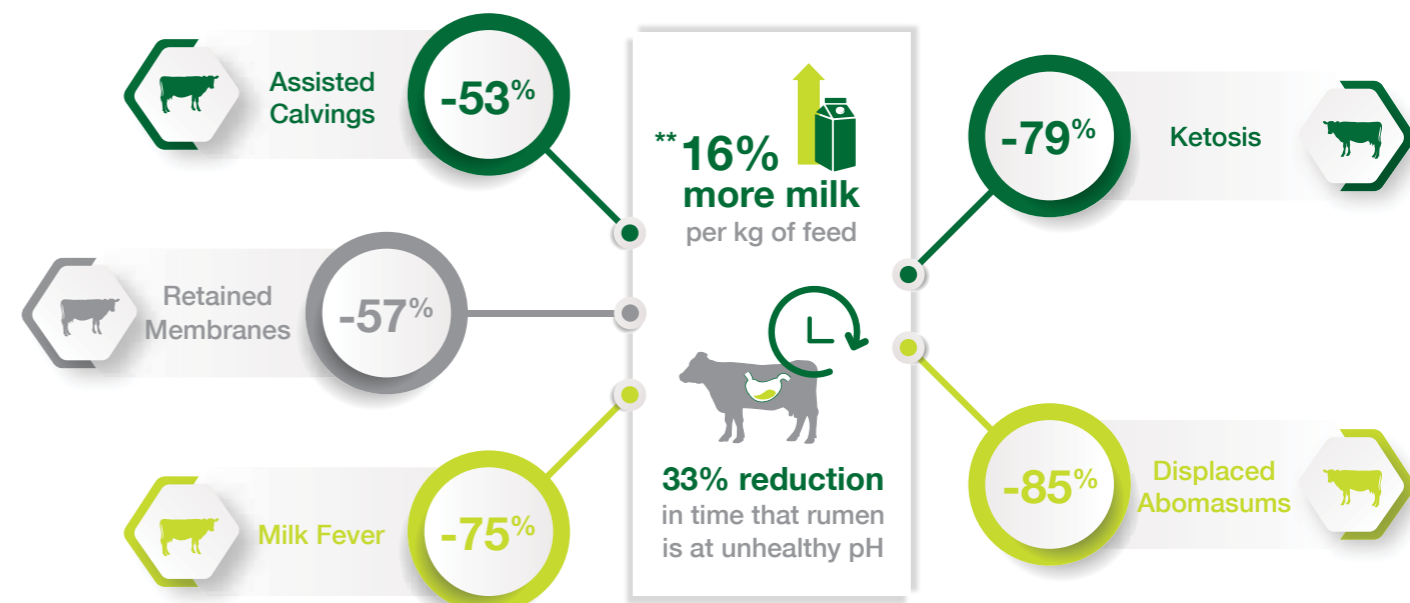
KEENAN machines are unique in the proven nutritional benefits they deliver. Each KEENAN is engineered to use a gentle mixing action to produce evenly, thoroughly mixed, light, fluffy feed which is never over or under mixed. We call this optimal mix 'MechFiber'. The KEENAN controller, which is synced with the InTouch feed management platform ensures all feed ingredients are consistently added in the same order and ratios.

Independent trials have consistently shown that MechFiber retains the fibre structure to stimulate rumination, allows greater absorption of energy and maximised feed conversion efficiency.

Scientific Results - MechFiber Research

Numerous scientific studies* have corroborated what KEENAN has known for decades - the MechFiber fed rumen is healthier and as a result animals are more productive.

RESEARCH MONITORING 24,450 DRY COWS ACROSS 277 FARMS SHOWED A REDUCTION IN THE FOLLOWING:



THE MECHFIBER MIX - FORAGE WITH STRUCTURE AS NATURE INTENDED

Professor Drackley of University of Illinois also found "Substantial gains in animal health" in the form of:

- More consistent intakes
- Less fluctuation in body condition
- Increased lactation persistency
- Less liver fat accumulation

* University of Illinois 2008, University of Reading 2008 & Colman et al, 2011. Professional Animal Scientist, 27, 505-17
 ** "Subtle changes in rumen conditions had major effects on feed efficiency" Professor Jim Drackley

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