

Press release

Prague – May 10th, 2019

Guyokrma joins Wisium to complete its products and services portfolio in Czech Republic

In May 2019, Guyokrma will endorse the Wisium brand. By becoming Wisium, the firm expands its offer with new products and services and provides customers with added-value thanks to new nutritional programs for ruminants.

Guyokrma, leading actor in premixes and minerals for ruminants in Czech Republic

Guyokrma provides customers, including farmers, with premixes and minerals for the ruminant market (dairy cows, beef cattle, sheeps/goats). The 26-year-old company employs 15 collaborators and is currently managed by Ing. Martin Musilek. It also leads the licking buckets market in Czech Republic and exports its solutions to Slovakia.

Thanks to its proximity to customers and its tailor-made approach (audit, rationing and technical support), Guyokrma has developed real know-how meeting the expectations of this market driven by high technicality, very large operations and a milk production focussed on non GMOs. The firm is also an active player on the monogastric market and offers a complete range of additives and premixes for home-mixers and integrators.

Wisium, a complete offer relaying on an international expertise network

By endorsing the Wisium brand and joining its network, Guyokrma strengthens its offer with TRANSI UP, a new global nutritional program to address the challenges related to the peri-partum time to improve milk production. It will also introduce My RumiDiag, the first mobile application allowing users to qualify the risk of sub-acidosis in dairy cows based on photos of their dung.

From now, the 15 Guyokrma collaborators will have Wisium's international expertise support to provide independent advice on all aspects of production management, formulation, quality control strategy, nutritional needs and animal health, support to industrial management and performance.

“We are proud to launch the Wisium brand in Czech Republic. Thanks to this launch, we complete a long standing expertise based on the proximity with customers and the knowledge of local teams who already gained strong positions on the ruminant Czech market. The support of Wisium's international network will make local customers benefit from the international best-in-class dimension with ruminants, swine and poultry offers.”, explains François Fernandez, Wisium Director.

“More than a name change, the move to the Wisium brand is a opportunity for the company. It allows us to offer a new range of products on the ruminant market and develop our know-how on the swine and poultry markets”, declares Martin Musilek, Wisium Czech Republic Director (former Guyokrma).

From 12 to 15 May 2019, Wisium will exhibits at the Animal Tech in Brno.
Come and meet the Wisium teams on: booth F / 001

For further information, please contact:

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About Wisium:

Wisium is the international premix business of Archer Daniels Midland Company (NYSE: ADM). It offers a strong and dedicated partnership with a unique focus on enhancing performances on quality, productivity and profitability to feed millers, integrators and home-mixers. Wisium experts deliver tailor-made solutions combining high-end products and add values services to all species.

www.wisium.com

Following the acquisition of Neovia by ADM earlier this year, Wisium is now part of ADM Animal Nutrition's premix portfolio, in addition to complete feed, ingredients, pet care solutions, aquaculture, additives and amino acids.

About ADM Animal Nutrition:

ADM is a global leader in animal nutrition, providing amino acids, additives, ingredients, tailor-made premix formulations and complete feed for the production animal, aquaculture and companion animal markets. With more than 110 production facilities around the world, and unmatched research and development capabilities, ADM Animal Nutrition provides innovative individualized solutions to support its customers growth and optimize value creation and differentiation, while reinforcing food safety and animal health and wellness.