

Danish led light for pigs wins international recognition

Almost two months after the World Pork Expo, the fair's best products have been awarded.

Danish LED lights from RN

Solutions are among the eight selected products.

BY ANNE WOLFENBERG

The Danish company RN Solutions, which supplies LED lights for agriculture, has, together with seven other companies, obtained the approval of experts and the public at the world

exhibition for pig production - World Pork Expo in the USA.

It is exactly RN Solution's concept of providing sufficient light for lakes that has won the recognition of the public and the experts.

The audience and appointed experts, who call themselves the "New Product Tour" panel, have jointly rated RN Solution's led light as one of the eight products at the fair that they believe has the greatest potential to help the world's



The Americans have now also opened their eyes to Danish LED lights. It is North Jutland's RN Solutions that has achieved World Pork Expo's recognition for its positive influence on the efficiency of the pigs as well as for its durability and for being a simple and affordable solution. (Photo: Anne Wolfenberg)

pig producers for improved efficiency.

Considered choice

Although the fair took place in June, it is only now - almost two months later - that the "New Product Tour" panel has chosen to reveal which companies were victorious.

Rune Nielsen, director of RN Solutions, explains that the audience votes during the three days that the exhibition lasts

more on the products they believe in the most. But in the end, it is the eight people on the expert panel who appoint the final winners.

The expert panel cited three reasons for appointing the RN Solutions led light.

- The product solves a serious challenge of getting enough light for the lakes, thus ensuring optimal reproduction.

- The product's low current for use combined with plug-&-play assembly ensures minimal costs in both assembly and use.

- As the only product on the market, RN Solutions led fittings are protected against moisture and ammonia. It ensures long durability under harsh conditions in stable environments.

Perhaps the world's largest

It was Echberg Distribution that exhibited the LED light at the World Pork Expo as a dealer for RN Solutions in North America.

- We are of course very happy about the recognition, and look forward to our dealer in North America being very busy in the autumn, says Rune director Nielsen.

With its almost three hectares large exhibition area, the World Pork Expo is the world's largest fair for pig production alone. Mesen is organized by the end of the American pork producers - The National Pork Producers Council (NPPC).

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LED lights sell well

There has been a break in our sales here at home of led lights for lakes since Easter, but now, after the days are getting shorter, we have started selling again, says Rune Nielsen, director of RN Solutions.

The North Jutland company is now up to around 75 Danish herds who have bought the company's LED lights, and in the Netherlands, where there is great interest in the solution, sales have been made to 10-15 herds within a very short time. Herd sizes

abroad is 150-12,000 Lakes.

- Negotiations have also started in England and Poland, while we are currently working on establishing a sales force in Lithuania, Germany, Norway and Sweden, says Rune Nielsen.

Echberg Distribution is responsible for trading LED lights in Canada and North America, while Farm Innovation under Danish Farm Design takes care of the entire USA and Eastern Europe.

NAMES

Must strengthen sales of Easy litter

Dansk Dyrestimuli A/S has per 1 August 2015 hired **Lars Sørensen** as sales and export manager with responsibility for strengthening and further developing the company's sales of the unique Easy-straw products, which are based on heat-treated straw.

Lars Sørensen has been through more than 20 years engaged in product development, marketing and sales of natural products for the agri-industry in Europe.



Replacement found for Claas

Claas Global Sales GmbH in Har sewinkel, Germany, has per 1 August hired **Lars Ahrens**, with the title of Area Sales Manager.

Lars Ahrens will work as the daily contact for all Claas' partners in Denmark, Norway and Iceland, and he reports to Danish Jens Skifter, who is regional director of Claas Global Sales.

Lars Ahrens replaces Torben Larsen, who have chosen new challenges.



Lars Ahrens replaces Torben Larsen.

COMPANIES

DLG buys up in Lithuania

DLG is now strengthening its position on the Baltic agricultural market with the takeover of the Lithuanian commodity company Agrogimas. Agrogimas operates in the southern part of Lithuania, where the conditions for plant breeding are particularly good.

With the purchase of Agrogimas, Scandagra will become the fifth largest player on the Lithuanian market, where Scandagra has been present for the past 10 years.

The family-owned Agrogimas was established in 2002 and has new and modern grain facilities as well as a storage capacity of 17,000 tonnes of grain.

- Growth within the plant breeding area in the Baltics has been particularly positive in recent years, and we expect that development to continue unabated in the years to come, says Bent Nissen, deputy group director at DLG with responsibility for the Baltics, about the takeover.

Scandagra has activities in all the Baltic countries, and its 225 employees had a turnover of DKK 1.8 billion in 2014. The company is jointly owned by DLG and Swedish Lantmännen.

New Danish company

will develop precision agriculture

A new, Danish development company, Agro Intelligence ApS, will develop and innovate efficiency and automation within European and global agricultural production.

The new company stems from the strategic development department in Kongskilde Industries, which was established three years ago. Former group development manager Ole Green will become managing director of the new company.

- We estimate that the potential within field machines with a focus on precision farming and automation is considerably greater than we have yet seen, says Ole Green.

It is expected that the first products will hit the market during the next two years. Among them is Robotti (a modular robot tool carrier platform that can drive autonomously in grain, maize or beet fields), which uses, among other things, intelligent camera systems that identify the position of plants and obstacles.

The new development company is housed in Agro Business Park's Incubator in Agro Food Park in Skejby.

In addition to collaborating with agricultural companies, Agro works Intelligence currently together with 33 European universities in the field of agriculture.

Products honored by World Pork Expo's expert panel

- The BestReader data unit from Big Dutchman, which can be linked to the staff's phone or iPad
- A Danish-inspired danger trail from the American equipment company Thorp Equipment Inc.
- A motorized carcass truck - Porky's Pick Up from Germany's Maier-Brakenberg - that was on display by the Ro-Main company, owned by Canadian pig producers
- The PRRS vaccine Fostera PRRS from medicine the company Zoetis
- The vaccine Enterisol Salmonella T/C against Salmonella Choleraesuis and Salmonella typhimurium from the pharmaceutical company Boehringer Ingelheim
- The ventilation control EDGE from the American company Automated Production Systems
- The ventilator VX36 Fan from Munters
- Led lights for lakes from RN Solutions exhibited by Echberg Solutions

Source: The National Hog Farmer

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