

## Delacon Finds New Distributor in Japan

Source: Delacon

17 April 2019 - Together with YPTECH Co., Ltd., Delacon is now also breaking ground in Japan. Since September, the Tokyo home-based YPTECH Co., Ltd. is the exclusive distributor for Delacon's phytogenic feed additives. The natural solutions are now available in the company's portfolio for ruminant, poultry, and swine.

In Japan, it is still allowed to use antibiotic-growth promoters (AGPs) in the feed. However, livestock producers increasingly shift to production without AGPs due to consumer demands. So, the Japanese feed industry is always looking for new products to support animal health and performance. Phytogenic feed additives will be one of the solutions. "That's why we were looking for a strong distributor that drives natural solutions forward. With YPTECH Co., Ltd. we found a partner that exceeds our requirements. A team of 20 members does excellent work with feed millers, and gained tremendous market insights since 1984," says Yoshinori Hashizawa, Delacon's Country Sales Manager Japan.

In October, Yoshinori joined the Asian Sales team as Country Sales Manager Japan. He directly reports to Gina Medina, Asia Sales Group Leader. Before Delacon, Yoshi was providing services to U.S. Soybean Export Council: "I conducted animal nutrition workshops, seminars, and training courses for animal producers and feed millers." Moreover, Yoshinori's experience is based on the work as a technical advisor. His previous company deals with yeast-based product and organic minerals. "Now, I am looking forward to learning new techniques in improving performance and profitability by the power of nature and to sharing these insights with my customers," he says.

"Delacon is trusting YPTECH for its strong capabilities and strengths in the Japanese market. With our new partnership and the presence of Yoshi as local staff and support for Delacon, we are looking forward to our success as we bring the power of phytogenics to Japan", says Stephane Jolain, Delacon Global Sales and Marketing Director.

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