

New look for Santrev

Santrev, Australia's home grown shed building innovator, is capping off a remarkable year with a doubling in sheds built, new corporate look, new staff and a list of completed projects that reads like a who's who of the poultry industry.

"Yes, we will look back on 2011 as a pivotal year for our business" said Luke Trevanion, Director of the Australian building company.

"We started the year in the position where we were unable to accept all the jobs our customers were asking of us. We take our commitment to our customers very seriously and if we say we can build for you that is our promise to meet your birds-in date. We will not muck customers around and make promises that we know up front we can't meet."

"Santrev is highly regarded within the Australian industry as the shed builder that gets the job done on-time with consistent heavy duty quality, innovative tailored shedding solutions, attention to detail all with very competitive pricing," said Mr Trevanion.

"We are well supported by our Australian customers" said Geoff Fisher who has joined Santrev as a Director as part of the company's response to the demand for its sheds.

"We set about taking the steps required to ramp up production so that we could bring forward our build dates. We have more than doubled our construction crews

and now employ more than 100 people.

"More machinery, more equipment, more build sites around Australia.

"We want to ensure that Santrev maintains the highest standards and sets the bar for professionalism and customer service in the industry."

Luke went on to say "with Geoff and the other key people in our business we now have the team to continue our growth and to ensure we kick goals for our customers.

"We are very proud that we have become the go-to team for the Australian poultry industry.

"The projects we are building are very diverse from turn-key breeder facilities, a host of large broiler farms, specialist free range layers as well as rearer farms.

"In addition, we have purchased a broiler farm which we intend to use to trial

some innovative ideas and materials we have been developing.

"Our customers will be able to visit our own farm and see our developments. We believe it is important to have this level of involvement in our industry and be growers, just like them.

"Internationally, the Santrev team is gaining wide recognition for its state-of-the-art shed, the ability to tailor the shedding to meet local conditions and for its skills in large scale project management," said Luke.

"Richard Sanday, one of our founding directors, is currently in Europe working on opportunities. He is also taking time to relay project developments with our key equipment manufacturers partnering with us on our large sites," said Geoff.

"It is very good that this Australian grown and family run business is rising to the fore internationally. It helps place Australian innovation, ingenuity and quality right at the leading edge around the world," he said.

Pfizer aims to be Number One in poultry

Pfizer Animal Health Global Poultry is determined to continue its expansion and become the leading provider of poultry health solutions worldwide, according to Vice President Dr Paco Ortiz.

Dr Ortiz was speaking at a recent media briefing at the headquarters of Pfizer Global Poultry in Raleigh, Durham, North Carolina.

"We can now offer more customer service, more technology and more expertise than ever before," he said. "Our aim is to use this considerable resource to create and deliver revenue-generating services for our customers."

"Pfizer Global Poultry is currently the second largest provider of poultry health solutions, accounting for around 21% of the global market.

"A series of strategic acquisitions over recent years has given the company an impressive and diverse portfolio of products including biologicals, MFAs (medicated feed additives), diagnostics and BioDevices." However, Dr Ortiz was quick to point out that the size of the company was not the ultimate measure of success.

"We don't just want to be the biggest: more important to us, is to be the most valued. We want to add value to our customers' businesses, so they see us as an indispensable partner.

"Both poultry meat and egg production is predicted to increase globally over the next five years, with much of the increase being driven by growing markets in the Asia Pacific region," said Dr Ortiz. "This increase in production means that quality health solutions will be needed more than ever to protect against disease and to improve production efficiency and flock performance."

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