

For Immediate Release

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MAXUM SIGNS EXCLUSIVE DEAL WITH SPRAYFO IN NEW ZEALAND

Maxum Animal Nutrition, a division of Maxum Foods, is pleased to announce it has entered into an exclusive distribution agreement with Trouw Nutrition's leading milk replacer brand, Sprayfo, in New Zealand.

Sprayfo is part of Trouw Nutrition, the Animal Nutrition division of global leader Nutreco. Founded over 60 years ago in Sloten, the Netherlands, Sprayfo is manufactured by Trouw Nutrition, supported by advanced scientific research and rigorous quality standards. Today as one of the world's largest producers of calf milk replacers, Sprayfo is trusted by farmers in more than 50 countries across every continent.

Over the past decade, Sprayfo has built a strong market presence in New Zealand, initially through its high-quality whey-based lamb and goat kid milk replacers, establishing a solid foundation and a loyal customer base.

"We are excited about adding the Sprayfo range to our portfolio, expanding our animal nutrition offering in the New Zealand market and providing our customers access to world-leading research in young ruminant development," said Adrian Lochland, CEO of Maxum Foods.

Trouw Nutrition Business Development Manager, Brett Fitzhenry notes that they are equally excited about the new agreement with Maxum Animal Nutrition.

"Having established a strong customer base in New Zealand over the last decade, we're thrilled to partner with Maxum Animal Nutrition to give farmers continued access to quality Sprayfo milk replacers, as well as access to the latest science," said Fitzhenry.

"The partnership assures availability of Sprayfo in New Zealand, along with local technical support. Looking forward, we'll be increasing support to high-performance farms – launching a premium programme with the Maxum team.

"Together, we aim to add the best value in the industry."

Maxum Animal Nutrition's existing brands include MaxFeed and TruMilk, and the company has been active in the New Zealand market for more than 10 years.

Through this collaboration with Sprayfo, Maxum Animal Nutrition will continue to strengthen and diversify its portfolio in New Zealand, reinforcing its commitment to delivering high-quality, science-backed animal nutrition solutions to the country.

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Your partner in dairy

About Maxum Foods: Maxum Foods is a leading supplier of dairy ingredients across Australia and New Zealand, serving both the Human Health & Nutrition and Animal Nutrition industries. We specialise in supplying medium to large-scale food manufacturers with high-quality dairy ingredients such as milk powders, cheese and butter. Backed by top-level technical support, we have open global supply channels to be able to source exactly what our customers need.

Maxum's Animal Nutrition division is recognised as a market leader in milk replacers and stockfeed powders. Our products are scientifically formulated using premium ingredients and produced in our state-of-the-art facilities in Australia and New Zealand (except for Sprayfo, which is manufactured in the Netherlands). Serving the dairy, beef, sheep, and pig sectors, our products are distributed through a trusted network of regional supply partners across Australia and New Zealand.

About Sprayfo: Sprayfo is a brand of Trouw Nutrition, the animal nutrition division of global leader Nutreco. Sprayfo manufacturing facilities are in the Netherlands.

Specialising in young animal nutrition, Sprayfo's manufacturing process of mixing, pasteurisation, homogenisation, and spray-drying is tailored for young animal nutrition. Sprayfo milk replacers, therefore, excel in stability, solubility, and digestibility.

Sprayfo collaborates in development and testing with researchers, veterinarians, feed producers, distributors, as well as farmers from all over the world.

About Trouw Nutrition: Trouw Nutrition is Nutreco's livestock feed business line and a global leader in the feed, farm and health aspects of producing quality meat, eggs and milk. We've spent nearly a century developing innovative feed products and more sustainable ways of raising healthy farm animals and companion animals.

With 71 manufacturing plants and a presence in 105 countries, Trouw Nutrition is everywhere our customers need us to be. We have a dedicated team of 8,300 and a global network to help our customers feed the future.

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