

# HAVENS: *Horse Power Supplier*



Among the international sponsors of the 2006 World Equestrian Games, there was one that attracted special attention in the stable-area: Havens Horsefeed from the Netherlands. Havens was the “official horse feed” of CHIO Aachen and Aachen 2006 and supplied more than 30.000 kilos of cubes and mixtures for the World Equestrian Games.

## Modern kitchen

“You won’t need a Tom-Tom,” the secretary had told us. And indeed, from quite a distance the Havens silos dominate the rural landscape. This is no traditional feed-mill, Havens is a modern high-tech industry.

Havens Horsefeed is one of three divisions of Havens Graanhandel NV, a family-based company (since 1845) engaged in the cereal trade and feed production. All production facilities are situated in Maashees, on the Meuse River in the south east of the Netherlands near the German border. Annually - with some 100 employees - Havens transforms more than 450 million kilos of cereals and vegetable commodities (alfalfa, soybeans, sunflowers, linseed meal, etc.) into professional livestock, horse and pet feed. Raw materials, coming from Europe or as far as the Americas or the Far East, arrive on 600 to 2500 tons ships to be stored in large silos with a total capacity of 20.000 tons. The company’s ideal location close to Rotterdam, Europe’s largest port, is a guarantee for low shipping costs.

“Our company is like a big kitchen,” explains nutritionist Ir. Bas Philipse, responsible for feed-formulation and quality. “For every animal, we make an appropriate feed, according to its digestive

system, age, use and regular daily ration. Out of more than 50 ingredients we choose the best sources for energy, proteins, vitamins and minerals according to the requirements of every formula. For example for mares we use special proteins, for foals extra lactose and calcium and for performance horses, specific glycogen sources.”

Havens produces 12 different horse feed-formulas to cover the whole range from foals to leisure horse or performance horses including separate formulations for trotters, racing and endurance horses. All recipes are produced in 5.000 kilo lots; some requiring as much as 30 or 40 ingredients. From hundreds of kilos of barley, wheat, oats or alfalfa, to hundreds of grams of vitamins, biotine, minerals or trace elements.

## Research for world-wide sales

All Havens-feeds are produced according to GMP+ and HACCP-rules; both international standards for feed and food production. Moreover, all feeds are 100% natural and exclusively composed of vegetable ingredients.

“Over the last ten years, we have invested more and more in research,” says Philipse. “Over the years, equestrian sports have become more competitive world-wide. We do lots of analysis on feeds, blood



German television made a documentary on the production of Havens horsefeed to compliment their coverage of the World Equestrian Games.



The Havens production facility on the Meuse river in south east Holland. Cereals arrive on 1,000-tonne barges. In 40-ft sea containers, bagged feeds are then shipped to 40 countries world-wide.



Havens "chief cook" and nutritionist Bas Philipse together with Dubai Endurance trainer Hassan bin Ali and FEI Judge Eef Schreurs at the Vet-gate during the Aachen 2006 Endurance-race.



Aachen 2006 president Klaus Pavel with Havens managing director Joris Kaanen.

or roughage every month in order to study and evaluate the horse's performance on specific feeds. We have to, as in almost every equestrian discipline - from racing to endurance- we have top-performing customers, so as their supplier we must keep up."

Distribution of the 2.5 million bags of feed per year is done through local feed stores around the world.

"Thanks to our recognised feed quality, good marketing support and thanks to Google, we built a vast international network of importers and stockists," says managing director Joris Kaanen. "Havens is now sold in more than forty countries, from Manege Kerkers in our own village Maashees, to Sugitani Riding Club in Osaka, Japan. Of course we feel proud about this, but good customer results, like the gold medals for Jos

Lansink, Jeroen Dubbeldam and the Dutch team makes us even prouder."

#### Official supplier WEG 2006

It was exactly for the brand's prestige and this international presence in thousands of stables that Havens was chosen as "official horse feed supplier" for the 2006 World Equestrian Games in Aachen.

"In Aachen, we want to keep a close relation with participants, visitors and horse-people, so Havens with their direct contacts with so many riders is an important partner for us," said WEG-president Klaus Pavel.

The relationship, now established, will continue at CHIO Aachen with the annual Havens Pferdefutter-dressage prize, which takes place in 2007 on Thursday July 5th.



## 8. Vierlingsbeek Watermolen



### Five generations of feed merchants

Havens was started more than 160 years ago, in 1845, when Godfried Kaanen (1822 -1893), great-great-grandfather of today's owners, acquired the Vierlingsbeek watermill. In close proximity to the Peel marshes and an all-year round water supply, the mill became one of the largest cereal and feed manufacturers in the region and business flourished.

The south of the Netherlands is gifted with some of Europe's largest waterways. The opening of the Meuse river (which runs from France over Belgium to Rotterdam) to larger ships in the 1920s gave rise to new business opportunities. By that time, the company was managed by Jan-Peter Havens (1846-1932), together with his step-son Godfried Kaanen (1884-1958) who had lost his father Herman (1860-1886) when he was only two. In 1923 the company moved three kilometers to Maashees, a small but strategically located village on the Meuse river, where ships coming from Rotterdam could moor. Old price lists from these years show the world wide origin of the commodities, from wheat from Poland or the USA to Plata-maize from Argentina.

At the end of WWII the east of the Netherlands was

a battlefield for months and in October 1944 the company's premises were destroyed. With the help of Marshall loans the company was rebuilt. "Because it was completely destroyed, we had nothing else to worry about. We began building in March 1945 and worked all out -- there was nothing else to do," remembers 82-year old former president Herman Kaanen over 60 years later. "The newly formed European Union was a big help and for more than 30 years our feed production flourished. And when the use of horses changed from agricultural to equestrian sports we stepped in with our first DraversBrok® horsefeed-cubes."

In 1990 the fifth generation arrived with Han and Joris Kaanen who reorganised the company with modern management. Horse feed became a serious business. A strict emphasis on quality, combined with keen marketing and some rather important Dutch successes in equestrian sports (team gold at the Barcelona Olympics and individual gold and silver in Sydney) helped make the Horse feed division the largest within the company. Today, virtually from the same place where it all started in 1845, Havens produce two and a half million bags of horse feed per year, exporting to more than 40 countries world wide. ■



Loopkraan Havens.



The first silo in 1939. It was destroyed in WW II (1944) and rebuilt in 1948/49.