

Trouw Nutrition to partner with India's leading dairy-tech start-up

17 December 2021 | News

Trouw Nutrition, the animal nutrition business line of Nutreco, has announced a long-term nutritional partnership with India's leading dairy-tech start-up Stellapps.



Nearly three million smallholder farmers using Stellapps' technology in 36,000 villages across India will now gain access to Trouw Nutrition's high-quality feed products, including premixes and feed additives to support animal health, productivity, and milk yield.

Trouw Nutrition, the animal nutrition business line of Nutreco, has announced a long-term nutritional partnership with India's leading dairy-tech start-up Stellapps.

Stellapps is a farm-to-consumer dairy digitisation service provider, improving productivity, quality and ensuring end-to-end traceability across the dairy supply chain. Nearly three million smallholder farmers using Stellapps' technology in 36,000 villages across India will now gain access to Trouw Nutrition's high-quality feed products, including premixes and feed additives to support animal health, productivity, and milk yield.

The mutually-beneficial partnership commits both parties to a close cooperation to find innovative ways of Feeding the Future, Nutreco's purpose. It follows an announcement in October which confirmed that Stellapps had completed its first close towards its pre-series C round, led by Nutreco, alongside other investors.

In addition to high-quality feed products, today's nutritional partnership will see Stellapps benefit from Trouw Nutrition's 90 years of experience; its innovative tools and farm management expertise.

The partnership follows a successful 10-month pilot with 5,500 farmers across Uttar Pradesh and Kolar, Karnataka, which saw the use of Trouw Nutrition products, alongside mentoring and training, and resulted in improved farm outputs, such as

milk yield and profitability.

"I have been feeding Trouw Min to my cows from February 2021", says Sanjay Yadav, a farmer from Chandauli, Uttar Pradesh. He said he has noticed an immense improvement in the quality of the milk and the health of his cows since he started using the product. "Milk fat and SNF has improved, my cows are healthy and their coats have a good sheen," remarks Sanjay.

Both parties will now work together to build a strong advisory system that ensures small-holding dairy farmers in India increase their productivity and profitability. This is an important factor at a time when the Indian government is pursuing the target of doubling farmers' incomes by 2022. Today's announcement will accelerate this goal.