



Who we are. Where we are. What we do.

Our products help producing food that is rich in protein

"Feeding the growing world population is a challenge. in an economic and ecological manner." Bernd Meerpohl Chairman of the Board

Innovation since 1938.

Vechta is the centre of the agricultural world – at least with regard to feeding systems, housing equipment and climate control for modern pig and poultry production. We have been developing practical and ground-breaking solutions that help farmers the world over with producing food in an economic and environmentally sound way for the past 75 years. Our experienced and resourceful employees make sure that we are always one up on our competition.

We are working hard to ensure that this remains that way. The international Big Dutchman family has grown by 1,500 employees in the last ten years alone. Together, we demonstrate again and again that it is possible to be a family business and the world market leader at the same time. Because we have the courage to break new ground and to invest in clever ideas. Even though we are the longest-active company in our industry, we have lost none of our innovative capacity.



Simply clever.

Big Dutchman founders Richard and Jack deWitt revolutionised poultry management when they launched the first automatic poultry feeder in the USA in 1938. Their focus has always been the customer, a set course that today' owners, the Meerpohl family, have continued since 1985.



Eight regional head offices and logistics centres, more than two dozen offices and 200 agencies in more than 80 countries. We are wherever our customers are and therefore always know the challenges farmers in different parts of the world are facing. A fast service is thus guaranteed – especially in emergencies.









"We are always available for our customers, all around the globe. Our tight network of employees and agents lets them benefit from our knowledge and experience."

> Clovis Rayzel Head of Region North America

The World's No. 1.

Whether in ice-cold Siberia, in rainy Northern Germany or in the desert of Saudi Arabia: our housing equipment has proved itself in all parts of the world. Small farms keeping just 20 pigs are using our systems just as successfully as large farm complexes that manage more than 2,000,000 broilers. Our activities on five continents and in more than 100 countries rightly make us the world market leader. We worked hard for this reputation. Our pioneering spirit ensures that our technical and strategic decisions are often ahead of our times – as illustrated by our presence in Russia and Africa as early as the 1960s and our offices in Asia, opened successively since the early 1990s. Every year, we show our products at more than 100 trade shows worldwide. We keep our fingers on the pulse of agriculture and know exactly what our customers expect.

"The name Big Dutchman is a

trademark for high quality and reliability."

Walter Benz Head of Region China

Focus on what's important.

The entire world of agriculture knows Big Dutchman for its clever technology and unsurpassed know-how. We focus on our core competencies: developing, planning and distributing innovative solutions for modern animal husbandry – including attractive options for financing. We like working with specialised, regional and international suppliers that are leaders in their area of expertise so we can react to changing markets and new conditions quickly and flexibly.

This strategy has proven very successful. Our investments regularly allow the development of new products which in turn receive renowned awards. In our industry, studies have listed us as undisputed image leader for years. This outstanding reputation is also reflected in our business figures. With our solid business policy and of course that little bit of luck, we can look back on long-term growth, another reason why we keep showing up as "hidden champion" in lists of mediumsized German businesses.



INNOVATION AWARD EuroTier WINNER 2016

Continuous success.

Big Dutchman.

791m

2010

631 m

284m

2005

167m

2000

2853

121m

1995

1708

41m

1990

Employees

Turnover €

1985

905 m 1000

2015

750

500

250

2016

The bare figures speak for themselves. Since Josef Meerpohl's management buy-out, the number of Big Dutchman employees has grown sevenfold, and the turnover is more than 40 times higher. Small setbacks cannot impress us; we keep on growing.















Good for the hen and the egg.

Laying hens and raw eggs are quite delicate. Our technology meets the requirements of the birds; the hens stay healthy and the farmer can safely produce this fragile and important source of nutrients.



























Technology for the egg.

With the first feed chain, the founding fathers of Big Dutchman replaced century-old practices of layer feeding with a much more economic method and technology. Since then, we have spent countless hours perfecting all technology used for poultry management. Today, we can offer comprehensive solutions for any type of management. Our modern climate and exhaust air treatment systems ensure that we can solve any problem, even under difficult geographic conditions and while meeting highest emission requirements. We optimise even the smallest detail of our egg production systems together with our customers. The organisation "Stifterverband", which promotes science and eduction in German businesses, has recognised our research activities several times with awards. Our developments always focus on bird health and profitability. We started working on aviaries as long as 30 years ago, for example. Our Natura product line is the leading system for barn- and free-range egg production – not only in Europe – and even meets the requirements for organic production. In other markets, Natura is tomorrow's growth driver.







Abidjan, Côte d'Ivoire Egg production



Mecklenburg-West Pomerania, Germany Mobile house for organic egg production



Asunción, Paraguay Egg production

Hall, Australia

Egg production



Beijing, China Layer and rearing farm



Dubai, United Arab Emirates Layer and rearing farm

Focus on the customer.

Whether a poultry farmer is planning to keep one thousand, one hundred thousand or one million birds, Big Dutchman is always the best partner. We provide more than off-the-rack single parts, we offer complete solutions that are perfectly tailored to each individual situation.

Sonnaz le Bas, France Egg production

The fly and the

N S R T T IL C











Always a suitable solution.

We are second to none with regard to management systems for poultry growing. Whether our customer grows broilers, turkeys or ducks: our wide product range has the ideal system for any need.























Poultry growing know-how.

Consumption of poultry meat is on the rise worldwide. And no wonder, considering it is a first-rate food thanks to its high biological value. With a mostly very low fat content, poultry meat perfectly meets consumer demands for low-calorie and easily digestible food. Our technologies ensure that poultry meat remains relatively inexpensive, which is something to be surprised about. In order to keep a farm profitable in the long run, all system components must work together perfectly and fit the requirements on site. Our experienced experts know what farmers need to be successful, and advise them from the planning stages until the first birds are moved in. The result is a unique barn with a design that most often only exists once on the planet.



Western Bohemia, Czech Republic Broiler production



Biskra, Algeria Broiler production and broiler breeder management



Chandpur, Bijnor district, India Broiler production



Free State, South Africa Broiler production



Perak, Malaysia Broiler production



Firuz Kuh, Iran Broiler production

Globally recognised partner.

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All over the world, farmers produce high-quality poultry meat with Big Dutchman systems. Our technology allows production irrespective of local conditions.

West Virginia, USA Turkey production















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Sustainable and still efficient.

Sow management, pig finishing and piglet rearing are tough jobs with very different demands on the technology in use. With the products we have tailor-made for each of these tasks, we support livestock owners by keeping track of the animal's well-being while also producing economically.











Pig production from simple to complex.

A fully-equipped pig house is a high-tech product. Our trendsetting management and control software BigFarmNet controls and manages all computers, controllers and sensors centrally, in single barns as well as on entire farms, even if they are extended over multiple locations. Monitoring with tablets and smartphones is possible – even from the other side of the world, at the customer's request. Even if the smart home has not yet become a reality, the smart barn exists, but it is still not a must. We also offer simple technology that has proved itself over many years, especially for less developed regions. All parts of such systems are well thought-out and can be combined in a variety of ways as required by the customer. Farmers all over the world can thus provide their animals with everything they need using our systems, irrespective of the size of their herd.







Tetritskaro, Georgia Pig finishing and sow management

La Puebla de Castro, Huesca, Spain Sow management



General Santos, Philippines Sow management



Nonsan-si, South Korea Sow management



Rio Verde, Brazil Sow management



Belgorod, Russia Piglet rearing, pig finishing and sow management

Every size of farm accommodated.

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Our customers also benefit from our individual solutions for pig production. The scope of services includes fitting small farms as well as fully-integrated farm complexes – from the first concept all the way to commissioning.

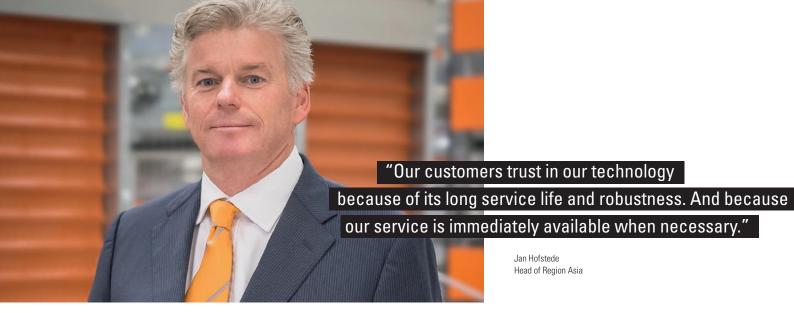
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Bavaria, Germany Pig finishing

Absolutely reliable.

Wherever a Big Dutchman customer needs help, we are always somewhere close-by. Our customer service reaches every remote part of the world thanks to our certified service partners. Service

Big Dutchman.de



Once Big Dutchman, always Big Dutchman.

We love it when our sales staff hear this from loyal customers. And they not only say it because of our great products. Our reliable after-sales service is just as important. Our qualified service staff trains the farmer during commissioning and explains exactly how they can obtain the best results. After the system has been handed over, our extensive support service ensures that it operates smoothly and without interruptions. However, if an issue does arise, either we or our long-term service partners arrive on site quickly. Our warehouses have 35,000 articles constantly in stock, and we send out 83,000 items every year. In many cases, the service technicians whom have installed the system know the customer personally. When you have such a good relationship, you can solve many issues directly and quickly, without any bureaucracy. Just as our customers expect from us.



Family business with nearly 3,000 employees.

We have our employees to thank for our perfect reputation everywhere in the world. And we do everything we can so they continue having the clever ideas and practical solutions our customers expect from us. As a reliable employer, we support state-of-the-art visions just as much as meticulous work with details. We promote an interdisciplinary and cross-cultural exchange as well as extensive education and training measures. And we are always ready to invest into new technologies. Our agents' meetings and company parties are the stuff of legends. The atmosphere at these celebrations shows that we are one big family – a feeling that remains central to Big Dutchman, despite all internationality. We believe in flat hierarchies, flexible structures and short decision-making processes. Our customers love our pragmatic hands-on mentality. And we are doing our very best to ensure that this remains that way.













Incredibly talented.

Our multi-professional team includes trained farmers and business persons as well as agricultural engineers and software developers who hold a doctorate. This colourful mix ensures that we not only understand our customers but also creates a great atmosphere whenever we have cause to celebrate. And one can always find a reason to celebrate!

























Prized education.

Big Dutchman trainees visit school in addition to working at Big Dutchman, as is the custom in Germany. Our graduates have had the best results in their year for a long time, both on the regional level and in our federal state of Lower Saxony. Since 2000, an incredible total of 18 graduates have completed their education with the final grade "excellent". Kudos! "The Big Dutchman offer completely convinced me when I applied as a trainee years ago. The dual degree program combines theoretical and practical aspects perfectly."

> Ulf Meyer Head of Region Europe

Education with a perspective.

Even world market leaders started from scratch. We therefore know from own experience how to climb the ladder of international success – and we transfer this knowledge. We recognised the potential of the young workforce before anyone even started talking about the imminent lack of skilled workers. Towards the end of the 1980s, we contributed to the foundation of the university of cooperative education Oldenburger Münsterland e.V. to improve the quality of professional education. The goal of this university, then unique in Germany, was to offer better options for qualification, aimed at practical experience. Today, the institution is called the Private University of Applied Sciences for Economics and Technology. Our trainees can select one of five dual degrees, or opt for one of eight technical and commercial jobs that require a two- or three-year training both in school and at Big Dutchman. Every year, approximately 70 young people start off their careers at Big Dutchman in Calveslage. We prepare them well for their future jobs by offering work placements abroad, IT training, team training, visits to trade shows and many other measures. And because we train to help ourselves, it is quite likely that a trainee will be hired full-time after completing their professional education with us.





"We engage in an open and tolerant dialogue with the public to find new motivation. We want to act in consideration of society."

> Friedrich Otto-Lübker Head of Business Unit Egg

Transparency. In the literal sense.

We realise that certain management systems these days are controversial with some sections of the public. That is why we monitor public discussion on so-called "factory farming" closely. We contribute to this discourse by explaining the connection between intensive animal husbandry and environmentally beneficial but economic solutions and bring forward facts to counter public criticism – even at our own business premises. Whether you are a customer, Greenpeace, a class of students or any kind of club, you are welcome in Calveslage. We will show you the products we are developing and explain examples – such as which flooring system are best, and how heat exchangers benefit both the animals and their owners. Furthermore, we support initiatives that realistically show how agricultural processes work, e.g. the national video competition "Clip My Farm". Together with our customers, we organise open houses. Anyone interested in livestock farming can visit barns and learn how livestock management works – directly from the farmer. Nothing is more convincing than experiencing the actual farm.

Open for everyone.

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Wherever you visit a Big Dutchman office in the world: We are glad of your interest, will show you our exhibition halls housing products you can experience hands-on, and we will explain how our innovations work and what their benefits are – whether you are a farmer, an investor or just curious. 0



We strive for solutions that can reconcile animal welfare and profitability. The concept study "Pig Production 2030" researched options allowing pigs to move around freely during their entire lives, for example. And even if some parts of the study may not prove feasible in the end, we always think up new ideas, test them and continue to develop them.

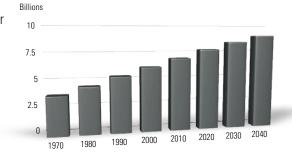
concept study





Solutions for the world of tomorrow.

Food is safer today than it has ever been before. However, providing the growing population of the world with sufficient food that is rich in protein remains one of the greatest challenges of our time. Big Dutchman supports farmers with this Herculean task by supplying innovative and future-oriented solutions while always keeping the protection of animals and the environment in mind. With spectacular housing concepts such as "Pig Production 2030", we show where the path leads. We permanently develop new products to improve animal welfare, together with scientists and animal rights activists. For example, we launched the first Natura aviary system for laying hens in Switzerland as early as in 1987. In the USA, our electronic sow feeding system CallMatic 2 received the sought-after "Seal of Approval for Humane Equipment". Big Dutchman always focuses on profitability as well. Because only a management system with which the farmer can earn money is a successful management system.



Growth of the world population



1958

Big Dutchman risks expansion to Europe and opens an office in Wezep, the Netherlands. 26-year old poultry farmer Josef Meerpohl becomes the sales agent for Germany.

1966

The possibilities of the African market are recognised early on. A new office is opened in Edenvale. South Africa.



1968

Big Dutchman launches the first Hydrop liquid feeding system for pigs.

The deWitt brothers sell the company to US Industries, a business conglomerate quoted on the stock exchange.



1984

As the result of a hostile take-over, the British Hanson Trust becomes owner of US Industries and thus also owner of Big Dutchman.



1987

Big Dutchman launches the first Natura aviary for laying hens in Switzerland.

1938

Jack and Dick deWitt launch the world's first automatic poultry feeding system in the USA. The invention is the basis for the foundation of the company Big Dutchman.





1963

Big Dutchman Germany becomes a subsidiary based in Calveslage, with Josef Meerpohl as the appointed executive director.

1983

Fresh air, better production results and dry manure for a cleaner environment: Big Dutchman introduces manure belt ventilation.



1985

Following a management buy-out, Josef Meerpohl becomes the owner of Big Dutchman. The international head office is located in Calveslage from now on.



1992

An increasing turnover and growing employee numbers require new organisational structures: Big Dutchman Aktiengesellschaft is founded.

The first sales office for Asia opens in Malaysia.

1997

A company responsible for China is founded in Tianjin.

More than 600 employees worldwide work for Big Dutchman.

2006

The amacs EggFlow System receives the World Poultry Award in Gold.

2008

The international presence is expanded further: An

office for the Indian market

opens in Hyderabad.



2005

Howema and Big Dutchman

merge to create the world's

largest pig equipment supplier.

Big Dutchman now has a total

of 1,000 employees.

2011

Big Dutchman co-founder Jack deWitt celebrates his 100th birthday.

The new logistics centre in Russia is inaugurated.



2014

The revolutionary PEF system makes the entire maize plant digestible for pigs and receives the DLG gold medal.



Today

The Big Dutchman family consists of three business units, 200 agencies in more than 80 countries, eight regional head offices, more than two dozen further offices and nearly 3,000 employees.



2003

The agency representation in Moscow is turned into a subsidiary.

2010

Big Dutchman introduces the revolutionary BigFarmNet software. All computers and controllers on the farm can now be controlled, managed and monitored with one central solution.



2012

The concept study "Pig Production 2030" takes a look into the future of modern pig production by allowing free movement for all pigs.



The 6th International Agents' Meeting takes place in Kuala Lumpur, Malaysia. Nearly 500 Big Dutchman representatives attend.

The core business is strengthened further with the take-over of PAL Bullermann (Germany) and the Dutch company Inno+.

www.bigdutchman.com