

# OPTIMIZING PERFORMANCE & PROFITABILITY WITH MARIDAV SOLUTIONS



By

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**TECHNICAL SALES MANAGER**

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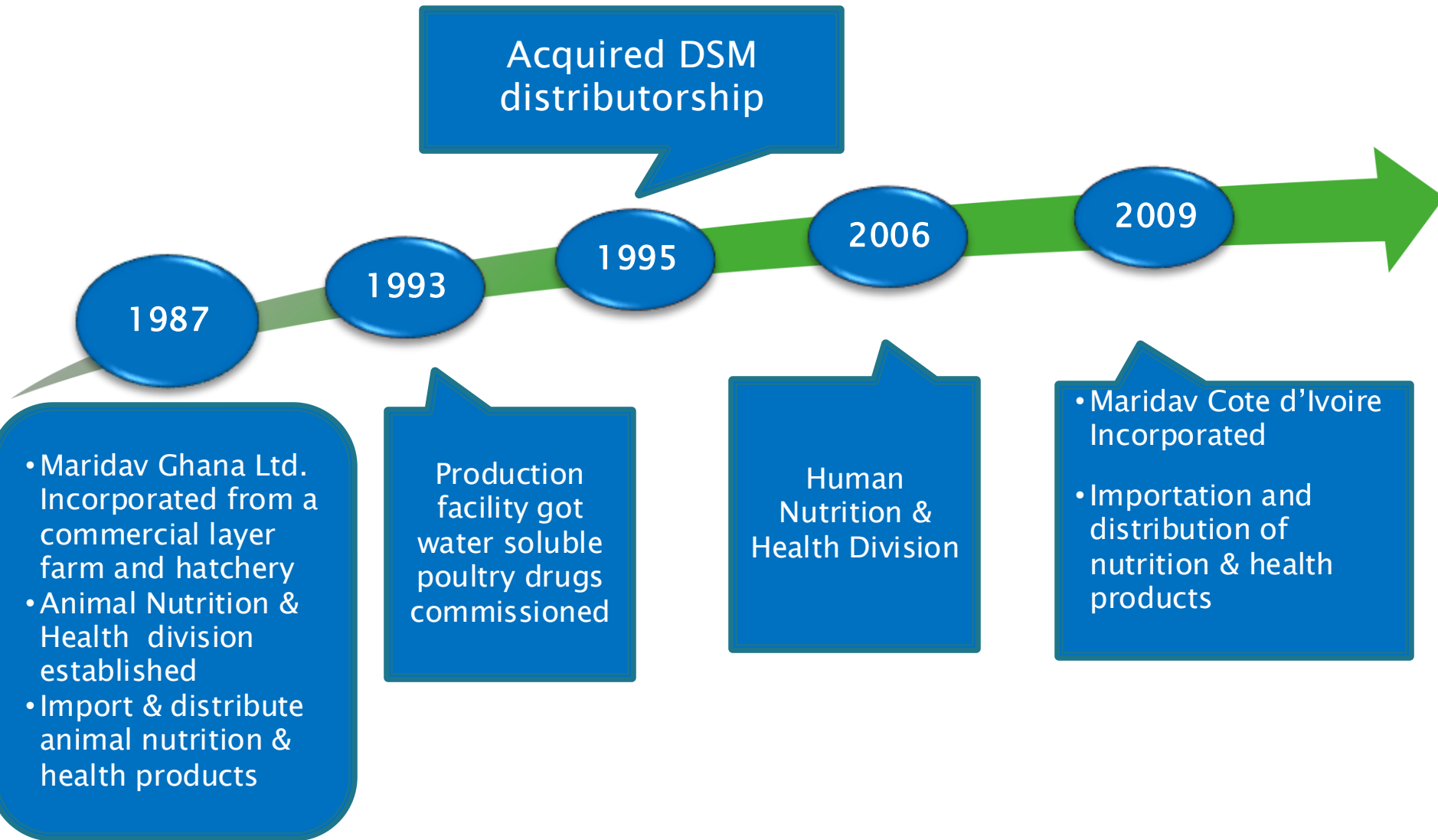
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# Introduction

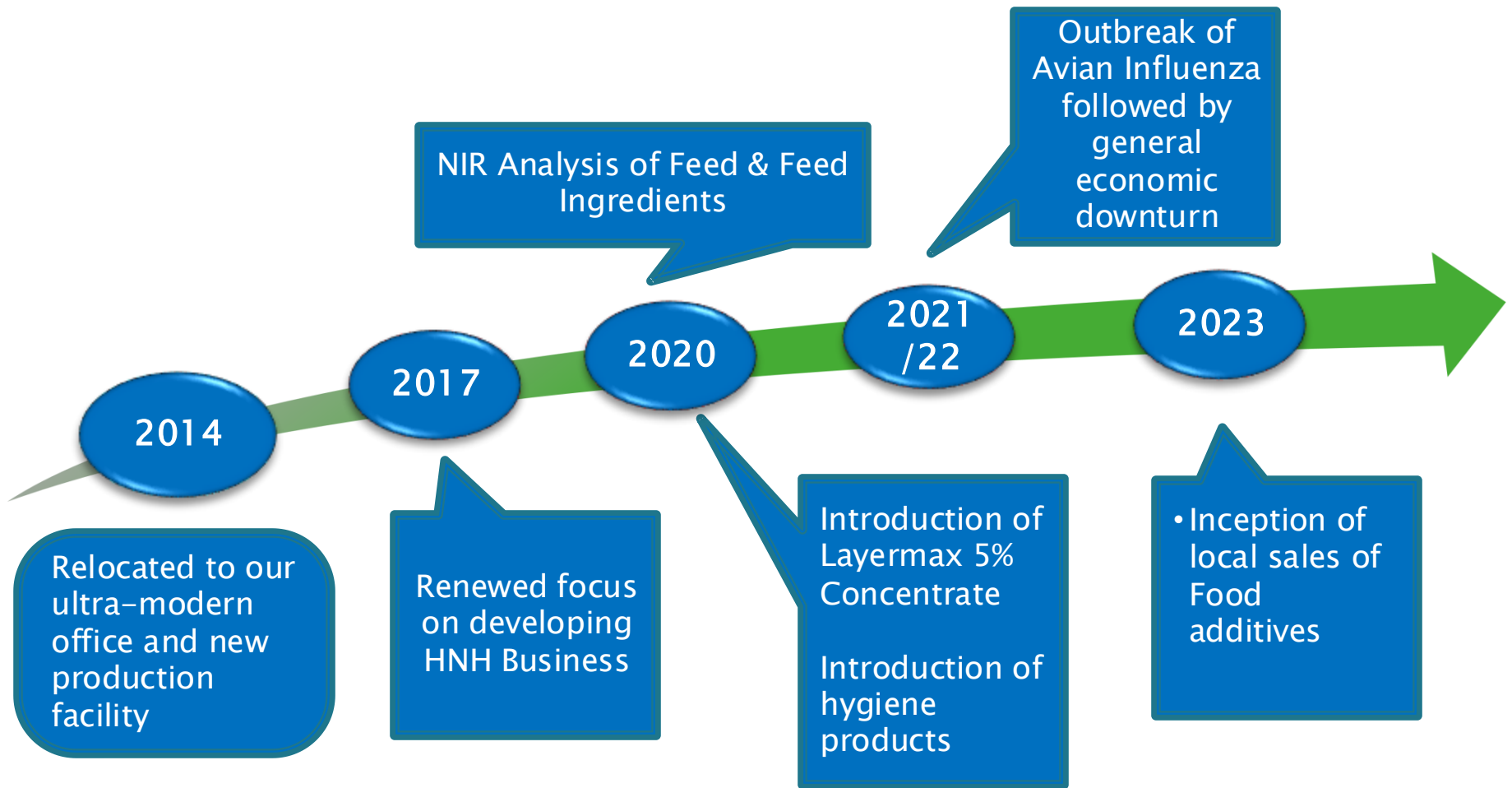
- ▶ There was a scarcity in the supply of pharmaceuticals and feed additives needed by poultry farmers.
- ▶ Maridav was set up to address this need and in turn promote the development of the local poultry industry.
- ▶ Maridav has become a recognized brand within the local poultry and livestock industries after over 35 years of dedication to this purpose.



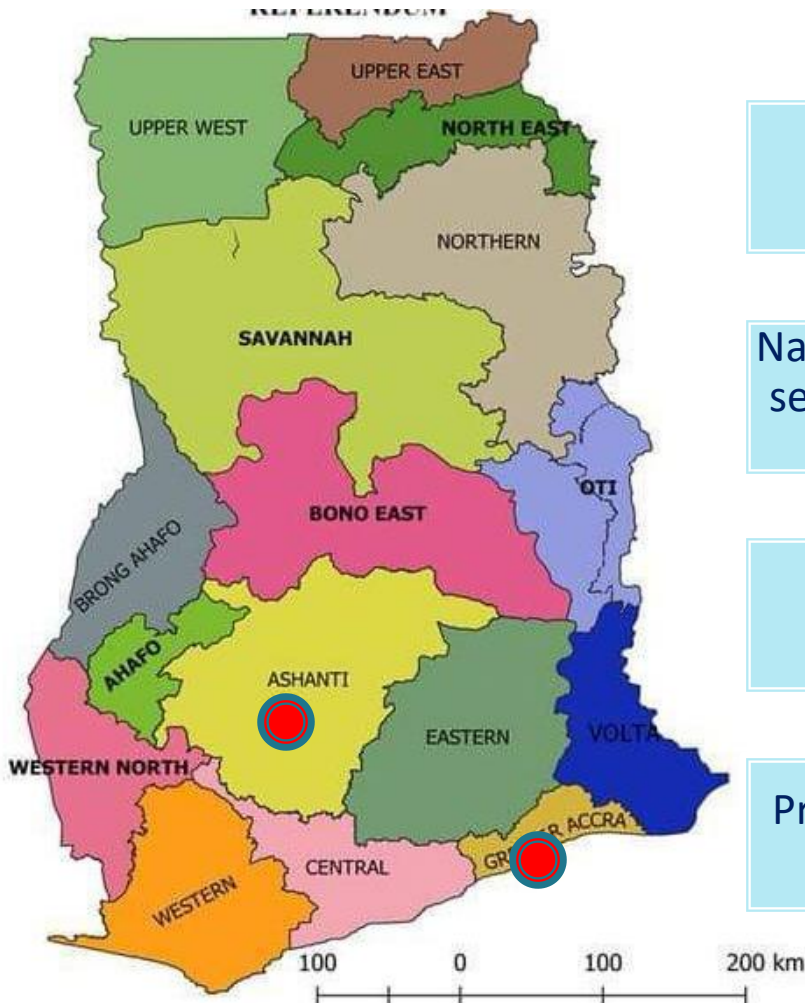
# About Maridav – Brief Background



# About Maridav – Brief Background



# Maridav Ghana Presence



2 Office locations

Accra (Head Office)

Kumasi

Nationwide sales coverage serving 16 administrative regions in Ghana

Over 80 distributors

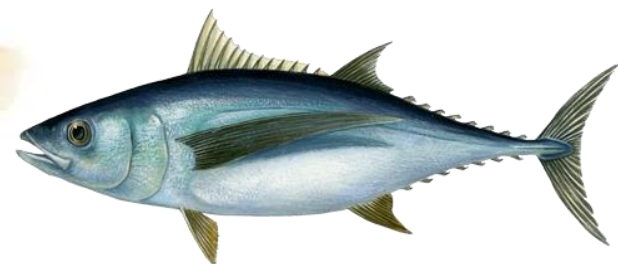
Presence in Cote d'Ivoire since 2009

 Maridav Ghana Offices

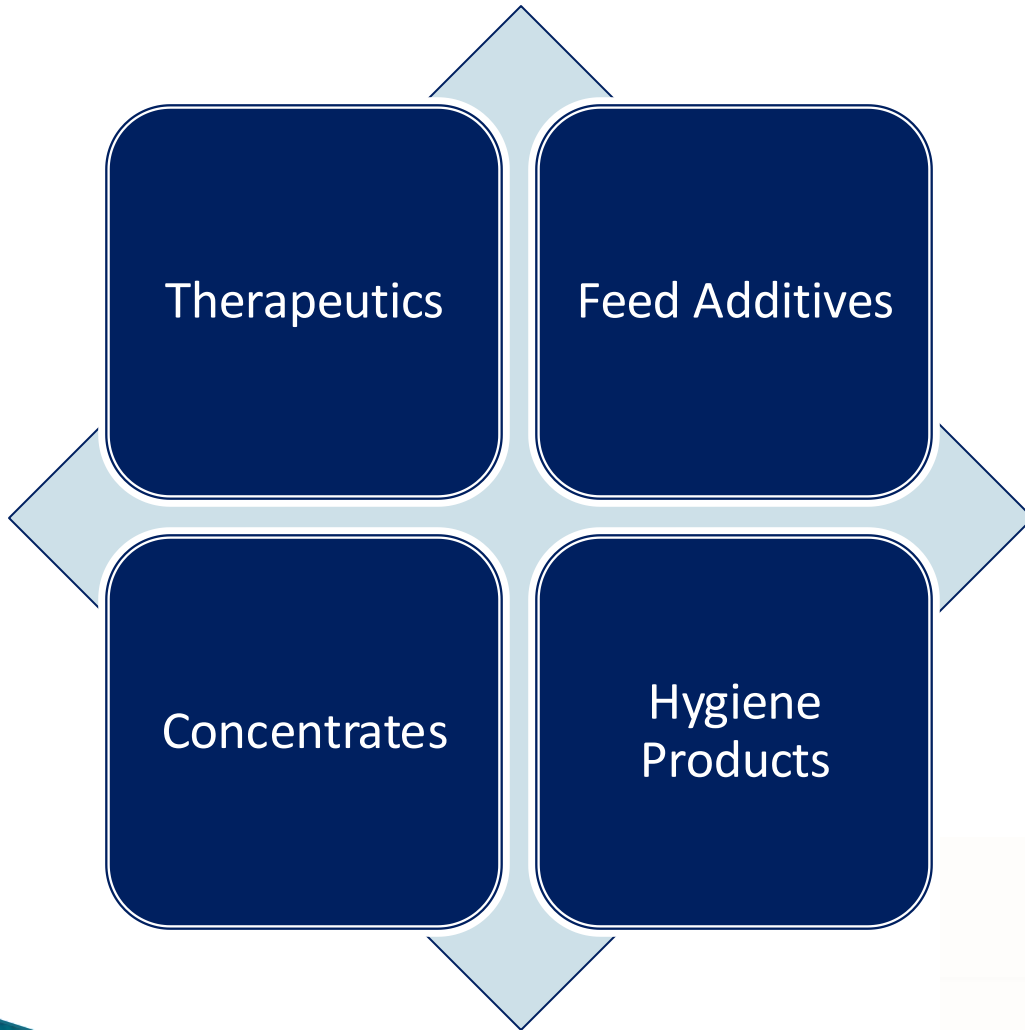
# Maridav Animal Nutrition & Health (ANH)

## Key Markets:

- ❖ Poultry
- ❖ Aquaculture
- ❖ Swine
- ❖ Companion animals



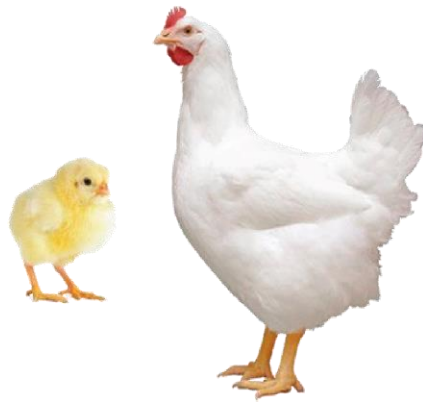
# Maridav Solutions





# Therapeutics

- ❖ Antibiotics
- ❖ Antibiotic Vitamins
- ❖ Vitamins
- ❖ Anticoccidials
- ❖ Dewormers
- ❖ Wound Spray



DRUGS

# Antibiotics & Vitamins

## A broader range of top-quality poultry drugs for top performance

### ❖ Antibiotics:

- Antibact 3X, CRDSTOP, Tyloadoxin

### ❖ Antibiotic Vitamins:

- Colvit, Neotetravit, Neoxyvit, Mariceryl

### ❖ Vitamins:

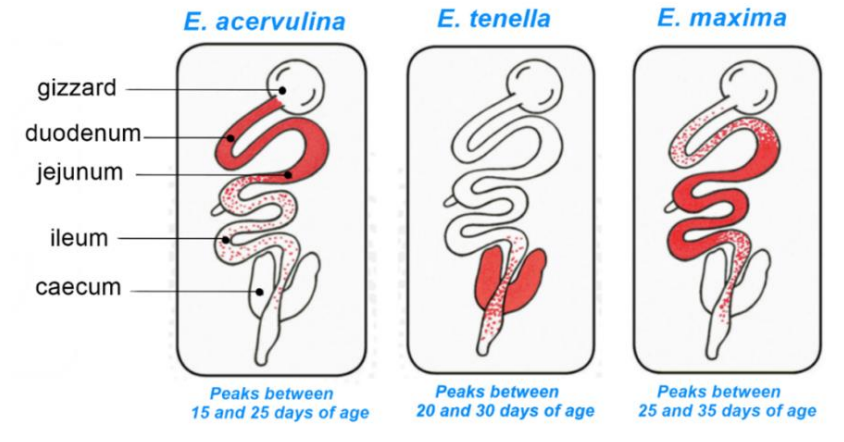
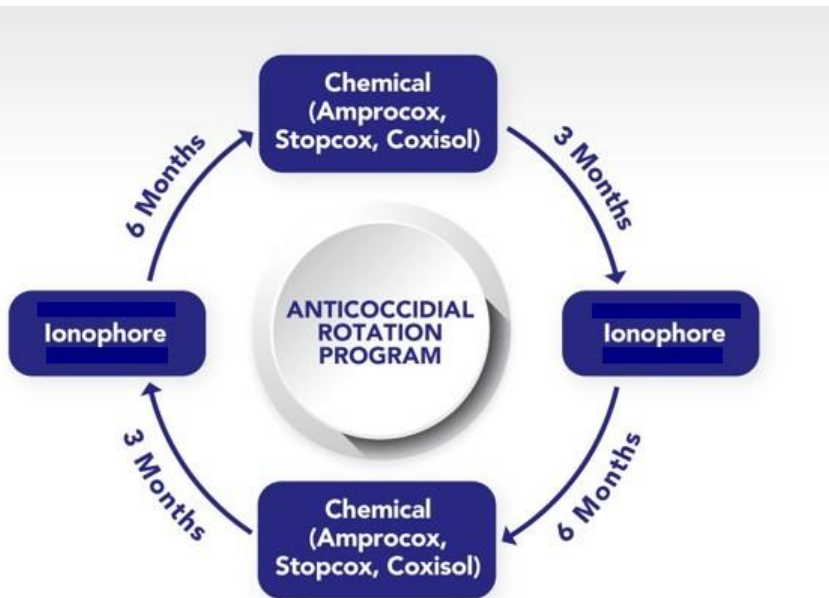
- Vitaminolyte, Aminovite, Super Layer Plus



# Anticoccidials

## Effective control through rotation programme

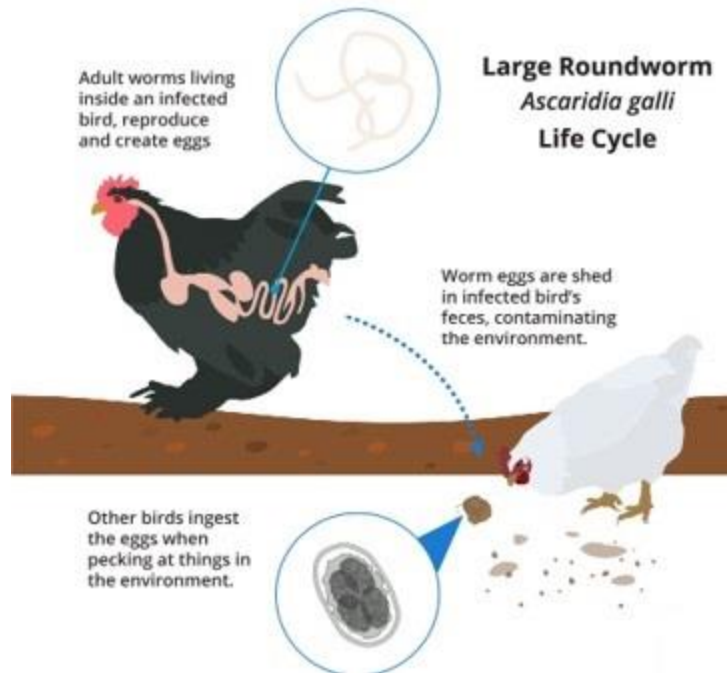
- ❖ Amprocox
- ❖ Cosisol
- ❖ Stopcox



# Dewormers

## The ultimate in parasite control

- ❖ Levasol-200
- ❖ Piperazine



# Feed Additives

- ❖ Premixes
- ❖ Amino-acids
- ❖ Enzymes
- ❖ Phosphates
- ❖ Carotenoids
- ❖ Mycotoxin Control



# Premixes & Amino Acids

Top quality for top performance

## ❖ Premixes

- Layer Premix
- Broiler Premix



## ❖ Amino Acids

- Methionine
- Lysine



# Enzymes & Phosphates

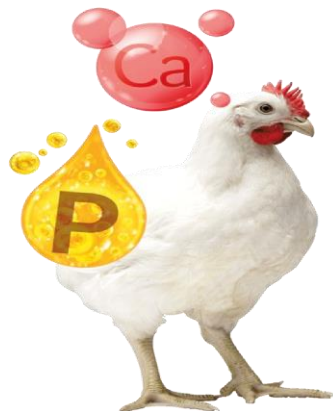
## Top quality for top performance

### ❖ Enzyme

- Maridav Multi-Enzyme Blend
  - ✓ Ronozyme HiPhos
  - ✓ Ronozyme VP
  - ✓ Ronozyme WX

### ❖ Phosphates

- Dicalcium Phosphate



# Carotenoids & Mycotoxin Control

## Top quality for top performance

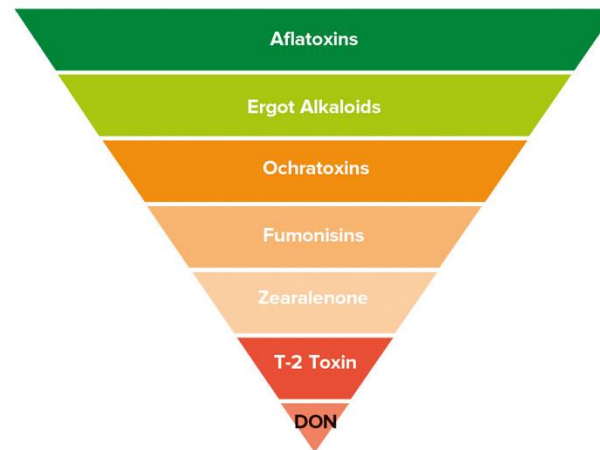
### ❖ Carotenoids

- Carophyll Yellow
- Carophyll Red



### ❖ Mycotoxin Control

- Mycofix Select 5.0
- Toxo MX





# Feed Concentrates

## ❖ Layer Concentrates

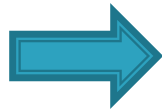
- Layermax 5% Concentrate with Carophyll
- Layermax 25% Concentrate with Carophyll

## ❖ Broiler Concentrates

- Broilermax 20% Concentrate
- Broilermax 16% Concentrate
- Broilermax 10% Concentrate



# Economic Importance of Concentrates



Convenient

All key  
micronutrients  
are in one pack

Time and  
Energy  
saving

Money  
saving

# Benefits of Maridav Concentrates

Layermax and Broilermax provide:

- ❖ Superior quality
- ❖ Optimum performance
- ❖ Competitive pricing
- ❖ Improved feed quality
- ❖ High levels of Carophyll for optimum yolk colour in Layermax 5% & 25% concentrates
- ❖ Maximum returns



# Cost Illustration

Ingredient	Quantity/Kg	Bags	Cost (GH¢)
SBM 47% CP	180	3.6	(540) 1,944
Maize	520	10.4	(330) 3,432
Wheat bran	150	6	(75) 450
Oyster shells	100	2	(75) 150
LAYERMAX 5%	50	1	670
<b>Total:</b>	<b>1000</b>		<b>6,646.00</b>

# Layermax vrs Complete Feed

Cost of Feed for 10,000 Layers-1Ton per day		
Concentrate	Complete Feed1 GH¢ 382	Complete Feed2 GH¢ 380
GH¢ 6,646.00	GH¢ 7,640	GH¢ 7,600

# Return on Investment

- ❖ The use of Maridav concentrates is a strategy to increase revenues and reduce cost in poultry production.

## Savings on 1Ton of feed for 10,000 birds (GH¢)

Per Day	Per Month	Per Year
994.00	29,820	357,840

# Remarks

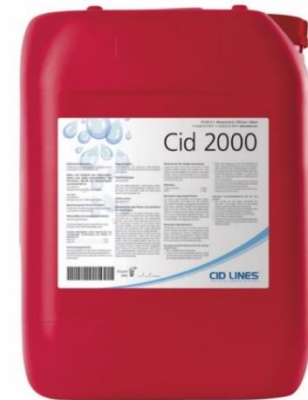


Use Maridav Concentrates to provide the right nutrition your layers and broilers need for  
**Growth & Optimum performance**

As you achieve  
**Lower feed cost**  
**Maximum returns**

# Hygiene Products

- ❖ Cleaner
  - ❖ Kenosan
- ❖ Disinfectant
  - ❖ Virocid
- ❖ Water Hygiene
  - ❖ CID 2000





# Products Quality Assurance

- ❖ FDA Accreditation
- ❖ Good Manufacturing Practices (GMP)
- ❖ Good Storage Practices (GSP)



# Technical Support Services

- ❖ Technical training and workshops
- ❖ Customer support services
  - ❖ Farm demonstrations
- ❖ Laboratory services
  - ❖ Feed analysis
  - ❖ Feed Ingredients analysis



# Laboratory Services

## NIR

### ❖ Finished Feed analysis

- Layer Feed
- Broiler Feed
- Fish Feed

### ❖ Concentrates

- Layer
- Broiler

### ❖ Feed Ingredients

- Maize
- Soya Bean Meal
- Wheat bran
- Fish meal
- PKC



# Sample Results

## SBM

### REPORT OF ANALYSIS

Parameter	Results (%)	Test Method
Moisture	7.59	ISO 12099:2017
Protein	43.22	ISO 12099:2017
Fibre	4.19	ISO 12099:2017
Fat	11.24	ISO 12099:2017
Ash	5.81	ISO 12099:2017
Soluble KOH	72.80	ISO 12099:2017
Phytic	0.37	ISO 12099:2017
Digestible Protein	80.06	ISO 12099:2017

## Layer mash

### REPORT OF ANALYSIS

Parameter	Results (%)	Test Method
Moisture	10.85	ISO 12099:2017
Protein	18.07	ISO 12099:2017
Fiber	5.86	ISO 12099:2017
Fat	3.33	ISO 12099:2017
Ash	11.75	ISO 12099:2017
Starch	29.08	ISO 12099:2017
Phytic	0.27	ISO 12099:2017



## Why Choose Maridav?

- ❖ Partners with world-renowned brands like DSM, ensuring high-standard and trusted product solutions
- ❖ Wide range of products
- ❖ Competitive prices
- ❖ Quality customer experience
- ❖ Expert technical support and training



**Why  
Choose Us?**

# Conclusion

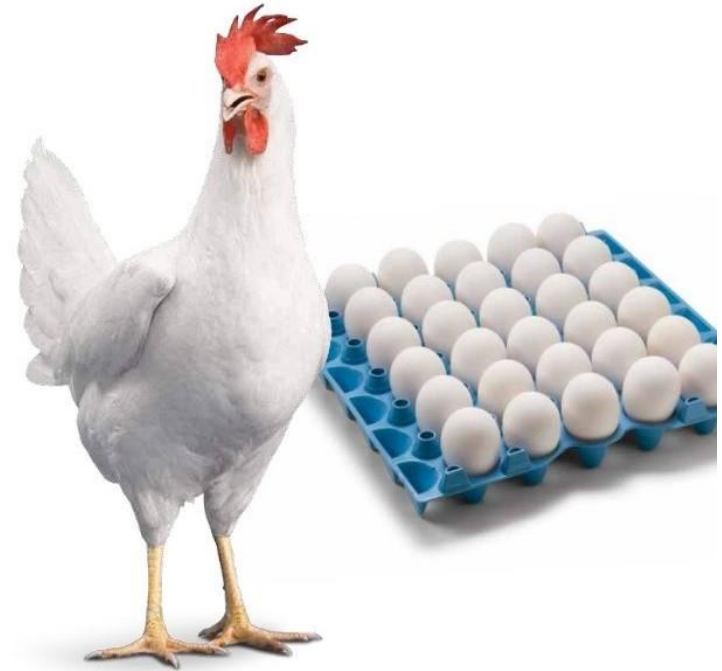
**DO YOU NEED ANIMAL  
NUTRITION & HEALTH  
PRODUCTS? TALK TO US!**

**WE ARE YOUR TRUSTED SOURCE FOR**

- POULTRY DRUGS
- FEED ADDITIVES used for (Layer, Broiler, Swine and Aqua feeds)
- POULTRY FEED CONCENTRATES
- DISINFECTANTS
- TECHNICAL & ANALYTICAL SERVICES



# Thank you



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