



REVIEW

Providing Latam the leading technology to feed humanity

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**IF YOU HAVE A DREAM AND FOLLOW
YOUR INSTINCTS,**

**YOU CAN DO
WHATEVER YOU WANT.**

Interview granted by Caroline Hofland to Kathryn Schiliro, for the University of Georgia's Southscapes Magazine.

SOLUTIONS SPANNING CONTINENTS

A successful business owner, Caroline Hofland (BSA – Agricultural Economics, '83; MS –Agricultural Economics,'86) has nothing to prove.

The College of Agricultural and Environmental Sciences alumna established CBH International 26 years ago through knowledge, passion and sheer nerve.

CBH International is a distributor of equipment in Central and South America, especially in Ecuador, Chile, Panama, Peru and Bolivia.

Most of the latest technology that her company connects with clients comes from the U.S., Brazil and Europe. Not only did she have to tackle gender issues to make the company work, she had to cross cultural and international divides.

"We represent manufacturers that produce equipment for the poultry and swine industries," she said. "I would say, worldwide, we are one of the leading companies supplying these solutions to our customers."

She's gained lessons from every aspect of her career, which started at a hydroponic and ornamental plants business in Norcross, Georgia, then a company specializing in office furniture

and supplies. "When one has a vision and the doors close, keep on pushing," she said.

When Hofland elected to start what would become CBH International, she understood that she would have to learn everything she could about live production, processing, feed mill operations and environmental protection.

"We visit our customers and look at what their needs are," she said. "We look at their companies and bring solutions for them to be able to produce, in the case of live production, more meat per square meter; or, in the case of feed mills, the efficiency of using ingredients to produce feed for the animals; and, in the case of the environment, to treat wastewater and reduce odor."

Hofland wasn't well received by producers or manufacturers initially. "At the beginning, I was young; I was a girl; I am fortunate to have a very nice family. I would go back to Ecuador and, being in agriculture, in poultry and starting a company, people said, 'OK, you're a girl, you're not an engineer,' and tended to close the door," she said. "You have to have the determination to push and prove you're passionate about something."

"It worked, and then I was able to get enough knowledge to be dangerous ... It's a triangle of success: commitment, honestly love what you do and show that passion."

Over the years, Hofland proved her passion and know-how and is now a successful, respected business owner and leader.

"Twenty-six years later, when I sit on a board or in a meeting, I'm not a girl, I'm one of the members of the team," she said. "In my market, which I'd say is a more 'macho' market, I feel respected. If you have a dream and follow your instincts, you can do whatever you want."

Caroline's daughter, Nicole, will carry on her mother's tradition and start at UGA in the fall. She plans on pursuing an agricultural and applied economics degree from CAES.

*** Kathryn Schiliro**



CBH STRENGTHENS PRESENCE IN CENTRAL AMERICA

CBH International Inc., is pleased to introduce our new partner J. Francisco (Kiko) Carrillo, who recently joined our team as "Senior Sales Manager" with responsibility for the area of Central America and the Caribbean.

Kiko holds two BSA's from the University of Georgia, one in Poultry Science and another one in Animal Science. He also has 30+ years of experience in the industry.

We are sure that his extensive background and experience in the poultry industry will be an essential contribution to CBH and its customers in our ongoing desire to be "solution suppliers" and not only "equipment suppliers".

As usual we hold up very high our basic values: leadership, innovation and commitment.

CBH Intl. thanks its customers in advance for the kind reception they will most surely give Kiko. We're confident we will become your company's strategic partners in many projects.

Caroline Hofland

Caroline B. Hofland
CEO - CBH International



STRATEGIC ALLIANCE IN CHILE

CBH International has been present in Chile for over 15 years and we know how important this country is in the region. Therefore, in order to strengthen our presence, we have made a strategic alliance with our new partners René Pinochet Chateau as General Manager and Matías Lapeña as Operating Manager in our new office CBH Chile.

They are now responsible for strengthening our presence in an area with encouraging growth potential.

This way CBH Intl. renews its commitment to serve Chilean agribusiness.



Caroline Hofland with René Pinochet

Meat Processing B.U.

Modern Solutions for MEAT PROCESSING



by: Ing. Fausto S. Pérez
Executive Vice President CBH International

The latest IFFA trade show held in May 7 through 12 at Frankfurt am Main (Germany), brought interesting innovations on a wide range of meat processing systems.

Highly efficient pieces of equipment designed for the wide variety of tasks performed in a processing plant were exhibited. Together with our allied companies and select customers, we watched demonstrations of the following:

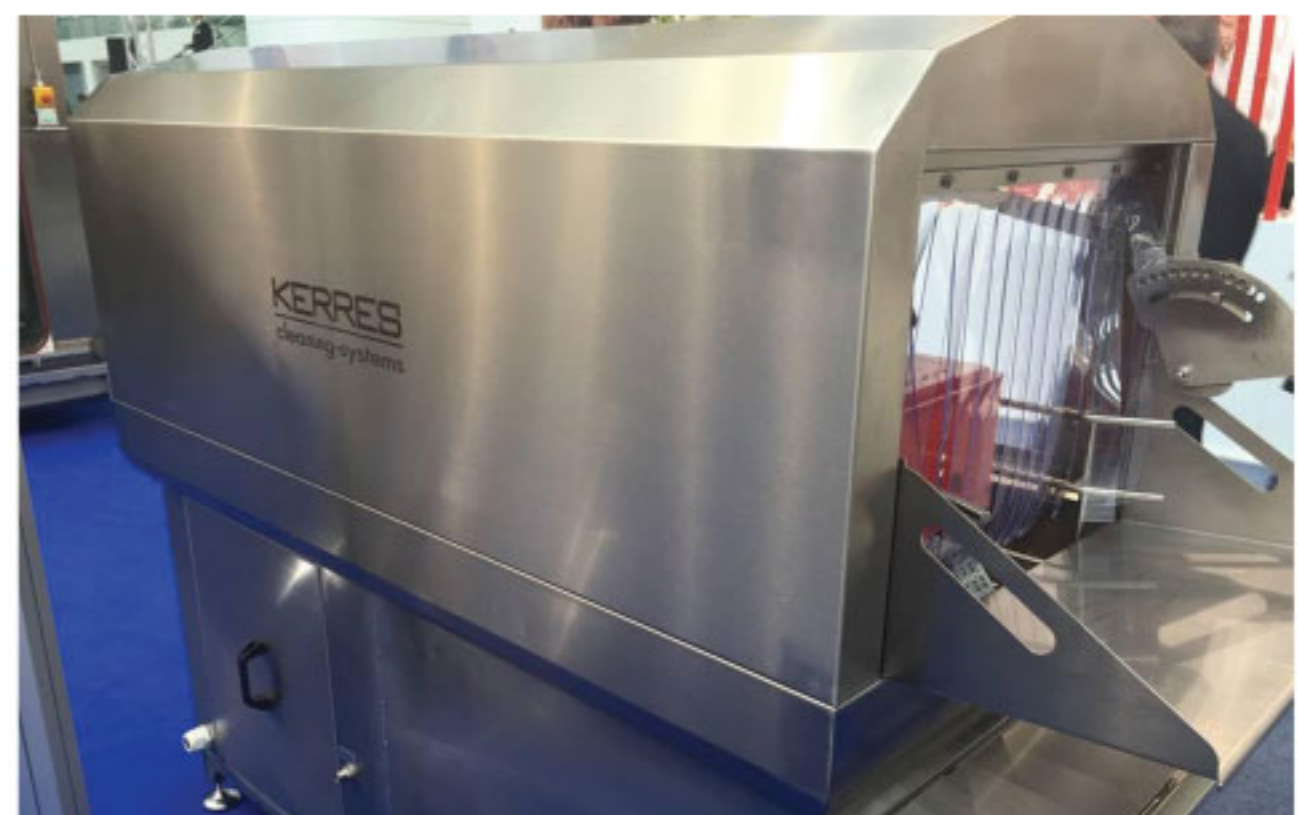
- Frozen meat grinders
- High efficiency injection systems with controlled brine addition levels and inline feedback. The result is high quality products and ingredient savings.
- Emulsifiers that allow the production of finely ground products with excellent temperature and particle size control.
- Rotary formers designed for high production volumes and a wide variety of shapes and sizes.
- High precision and weight control slicers. These machines can handle product logs over 1m in length.
- Cooking and smoker ovens with precise temperature control for different diameter products. This technology allows for optimal product results and high yield. Our equipment range includes from small ovens for pilot plants all the way to semi-continuous equipment which can handle 8 or more trolleys per section (cooking, smoking, chilling).
- Complete processing lines for products

that include: formers, batter applicators, bread applicators, fryers, spiral freezers (IQF), and other complementary equipment.

In the packaging area we were able to observe new developments, such as: high efficiency thermoformers capable of working with flexible or rigid films, and producing vacuum or skin packaged products. A very interesting development is a thermoformer able to detect in real time the vacuum level of each package and reject those in non-compliance.

We also perceived that most companies have great interest in building waste water treatment systems, as well as providing their plants with all the necessary equipment for personnel and work tools hygiene.

In general, we can say that the meat industry is very active in looking for solutions that can provide more efficiency, food safety and low environmental impact for their production processes. CBH International is proud to be part of our costumers' projects. We are always happy to support them whether it's the construction of a new plant or the upgrade of an existing one.



Supplies and ADDITIVES

B.U.



by: Jesús Zambrano
Regional Sales Manager Ecuador
CBH International

In a world with increasing food needs, the specialized additive, pre-mixes and rendering by-products industry has been growing simultaneously to meet the feed industries' needs; considering that these products are used for the production of different feed diets. Such feeds are used for the nutrition of different animal species used as protein sources in the human diet, such as: meat (bovine, poultry, swine, fish, shrimp), milk, eggs and their by-products.

The additives that make up the nuclei for the production of different feeds are classified as: nutritional and non-nutritional. The goal of nutritional additives is to promote growth and development of particular animal species. This is the role of water and fat soluble vitamins, macro minerals and dietary elements or trace minerals. Likewise, crystalline synthesis amino acids as structural components of proteins exert a direct action in feather formation, meat and milk production.

Non nutritional additives include: organic




based antibacterials, antibiotics, growth promoters, antifungals, mycotoxin and aflatoxin adsorbents, antioxidants, pigments, enzyme complexes, phytase sources, etc.

We should also consider those raw materials previously known as "non-conventional", which have become more important due to the demand of new protein sources as they play an important place in feed formulas optimization. This holds true for mono gastric and ruminants, as well as in pet food. Included in this section are soybean concentrates and isolates, pure lactose sources, DDG's, rendering by-products (feather and offal meals), bovine and swine blood hemoglobin meals, plasma meals (both spray dried), poultry fats, etc.

There is a wide variety of feed grade products. CBH International through its Supplies and Additives BU takes part in this feed industry segment as an alternative for our costumers' needs. We are capable to give them the proper consultancy through our animal nutrition professionals.

CBH International's presence in the Latin American market during the past 26 years has given us the necessary experience to become your strategic business partners.



Environmental B.U.

Experiences and Solutions in **WASTE WATER** Treatment

by: Ing. Fausto S. Pérez
Executive Vice President CBH International

The **PRODEGEL** company from Ambato (Ecuador) decided a couple of years ago, to trust **CBH International** and its partner company **AQUA Industrial Water Treatment** to solve their waste water pollution needs.

PRODEGEL is a pure-gelatin manufacturing company with particular needs in their effluent processing, that's why the design process included several technical visits to gather information. As part of that process complete water analyses were carried out. Our technical team from Holland together with **CBH** technicians proposed a solution to their needs. Our proposal was analyzed and discussed with **PRODEGEL's** technicians, finally reaching an optimal design that considered all the technical and economic aspects required in the project's execution.

The particular features of the available land were an important challenge given the pronounced slope. The project was executed within the scheduled period and it's made up of the following areas:

- ▶ Effluent pump pit
- ▶ Coarse particle filter
- ▶ DAF unit for fat separation
- ▶ pH control equipment
- ▶ Denitrification and aeration basin
- ▶ Sludge separation and dewatering
- ▶ Effluent disinfection

All of the above are handled by a sophisticated control system which makes it possible to manage all the plant's operative parameters and also communicate with our headquarters in Holland, if necessary.

Once the systems started up and the biological component became stable, the obtained results exceeded by far the requirements of local and international environmental standards.

The trust **PRODEGEL** placed in the **CBH-AQUA** team has had as a result an efficient environmental solution that places our customer at the forefront of environmentally responsible companies in the country and the region.

CBH Academy

CBH PROVIDES SOLUTIONS AND TRAINING TO ITS CUSTOMERS

CBH International has created a continuous training program for its customers under the name "CBH ACADEMY". This methodology was created to deliver continuous training to our customers related to the equipment and technology supplied by CBH.

On this occasion, our specialists delivered a lecture in Santa Cruz de la Sierra (Bolivia) to our customers from Planta Avícola Sofia where the following subjects were addressed:

- Efficient dry grain pelleting processes.
- Dry grain processing for feed manufacturing.



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THE MAJESTY CHARGE

Fighting Prostate Cancer

CBH values our customers and vendors, so much that we encourage each of them to get tested for Prostate Cancer starting at the age of 40.

Every year CBH International donates a portion of our Net Profit to the Prostate Cancer Foundation (PCF) to fund research of better treatments and a cure for Prostate Cancer.

The PCF funds more than 1,500 programs at nearly 200 research centers in 20 countries.

This initiative is done in memory of Bas W.Q. Hofland.

*To donate go to
www.pcf.org/BasHofland*



Early Detection saves lives. Get Tested.