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Sound investment in development of your business is crucial in order to survive long term.

I believe I can assist you in doing so!
Whether you run a milk-testing laboratory, a dairy factory, or is a company who need services or want to sell products within this dairy world.

Below you see examples of assignments for previous clients:

Assignment: Assist an international dairy company in developing a uniform farmer payment scheme fulfilling farmer needs and ensuring further increased milk quality.

Result: One mutual model has now been developed and is ready for implementation. This has caused major improvement in principles for valuating the raw milk for most members.

Assignment: Supporting a European feed ingredient company running an EU project to expand the knowledge of an ingredient via milk analyses in other European countries.

Result: The project is still running

Assignment: Making an introduction seminar for the agricultural ministry and connected organizations on how to establish legislation and a milk payment system in an emerging market.

Result: An eye opener, but due to heavy internal restructuring, no major initiatives has yet been taken. Received much positive feedback from all sides, however, during the visit.

Assignment: Arranging a study trip for French nutritionists in Denmark, visiting dairy farms as well as important players within Danish milk production. Handled all planning and most translation.

Result: Very positive feedback and plans for further study trips.

Assignment: Acted as the technical contact person to external raw milk laboratories in north west Europe throughout a merger between dairy factories.

Result: Throughout 12 months various trials were conducted and a uniform settlement model introduced in good contact with the labs.

Assignment: A company outside the milk industry arranged a 2-day brainstorm session with my participation to evaluate the sales channel setup if developing a potential disruptive innovation

Result: After careful evaluation of our input the company decided not to enter the dairy market

My key competences:

- I have for 25 years strived and enjoyed to bridge between the world of milk laboratories, research and the practical dairy farming, with a constant focus on innovation and a sound business approach!
- I have worked internationally, as product- project manager, for more almost 20 years, and know cultural and organizational similarities and differences within this business worldwide.
- I have extended experience about why and how most milk analyses are made, - or should be made.
- I speak the language of the dairy farmer as well as of the laboratories, the nutritionists and the vets.
- I have a good understanding of the ruminant physiology as well as the analytical challenges of analyzing various parameters in milk
- I recognize the importance and challenges of getting analytical results transformed into useful information for the end user.
- I speak Danish, English, French and German and I have experience working via translation.



Education:

M Sci Agriculture, - specialized in milk production on the Agricultural University of Copenhagen.

Diploma in Business Innovation - Food and Beverage, from Copenhagen Business School



My professional career in brief:

Almost 5 years as independent consultant assisting Dairies, milk testing laboratories and other players in the dairy industry reaching their goals! For references click **here** or see list of prior customers **here**

Almost 10 years of experience working for FOSS A/S within the international raw milk testing industry.

- Implementing new parameters and methodologies in the laboratory.
- Development, testing and approval of instruments and methodologies on national and international level (IDF, FDA).
- How to use and how to communicate analytical results to the end user.



Business Development Manager in Lattec (owned by Delaval and FOSS), - 7 years of experience in the crossfire between research, development and testing.

- Developing an on line solution (Herd Navigator) to improve herd management and nutrition on large dairy farms.
- Managing practical tests on commercial farms and cooperation between various partners.
- Optimizing the cooperation between involved (public organizations as well as private) partners in the project

7 years of experience working as a herd management advisor and nutritionist for Danish dairy farmers, employed by a Danish farmer association. Before my studies I worked in 2 dairy farms.

During all years, I have participated in a number of national and international conferences, training sessions and diploma courses within physiology and nutrition, mastitis management, project management, business innovation and advanced sales training.



More details

In 1986 I graduated from the Royal Veterinarian and Agricultural University of Copenhagen (today KU-life) with a master in Dairy Science, specialized in nutrition and dairy cow management.

I did grow up on a dairy farm and had been working on two dairy farms before I joined the university, but even so, to call yourself a specialist ...

But over the next 7 years I certainly specialized in herd management and nutrition, working for a farmers' association as advisor for dairy farmers. Back in those days advisory service was almost for free in Denmark, - but during my 7 years in business public funding decreased from 80 % to 30 % of the salary, so the need to market and sell our advises increased dramatically over those years. This was a good learning experience, as well as it was very challenging and very giving to work with dairy farmers. It was a great time!

In 1993 I joined FOSS, and became Product Specialist for somatic cell count equipment, - and later equipment for analyzing total bacteria count. I longed for a more international job where I to some extend could use my education and experiences already gained.

Somatic cell counting had been a payment parameter in Denmark for many years, and by the mid 80'es we started analyzing on single cows too in order to handle the increasing demands for lower cell counts. I had been heavily involved in this work together with my farmers. Likewise, I had been involved in the very first trials in Denmark on urea analyses.

I could certainly benefit from my practical experience, but with FOSS I also got a lot of experience in development of automated equipment and methods for analyzing relevant parameters for dairy farmers and dairies. And in the challenges of communicating the results in the best way.

And I never failed to visit a dairy farm whenever I could when visiting new countries, - though, it was not really part of the job. Over this period with FOSS I was heavily involved in launching equipment using flow cytometry for both cell- and bacteria counting. The EU hygiene directive, setting maximum limits on both parameters, had increased the need for EU countries, as well as countries who wanted to export milk products to EU, to analyze thoroughly for both parameters. Moving from plate count and disc methods to flow cytometry and approval studies for the flow cytometry technology in routine labs was part of the job. And I was heavily involved in the FDA approval of the BactoScan in the US. The first fully automated method ever approved for bacterial analyses of raw milk in the US.

After a short stay with Chr Hansen Ingredients where I worked with natural colors in food I was back in the dairy business in 2001. FOSS had established Lattec I/S together with Delaval. Lattec was going to develop on farm equipment for herd management purposes and I saw this as the chance of a lifetime to combine my knowledge on nutrition, herd management and marketing!

Lattec developed the Herd Navigator from scratch. It is now sold to dairy farmers in many countries. It is revolutionizing herd management by analyzing the milk while the cow is milked. When all cows have been milked the herd manager can check an attention list on his PC and see relevant information about reproduction, mastitis ketosis and energy metabolism.

We developed Herd Navigator in very close cooperation with two institutes from Danish Institute of Animal Science, the Danish Cattle Advisory Center and of course Delaval. Throughout the project, the equipment was tested on a number of conventional dairy farms in order to prove the functionality of the solution as well as the usability of the information provided to the herd manager by the solution. The cooperation between so many parties and the close contact to practical farming was very rewarding, and finally we overcame the challenges and got a sufficiently robust solution. In 2008 the Herd Navigator was released to the market.

The heart of the Herd Navigator is the bio models, which translate the analytical data into useful information to the farmer. I was closely involved in this process and especially in determining to which extent the information was correct seen from the cows/herd manager's point of view. This made me interested in the world of multivariable data analyses, - from the practical side, - and hence it was easy to move back to FOSS in 2009 and work with the compositional analyses where chemometrics is a cornerstone. Especially when dealing with parameters such as free fatty acid, fatty acid profiling, screening for abnormalities in milk, acetone and betahydroxybutyrate etc etc.

These parameters are, due to the lower concentrations, much more difficult to handle in the laboratory. But it is also a whole different ball game than more traditional parameters when it comes to exploitation of the information that lies in some of these analyses!

And in my opinion this is going to be one of the decisive parameters for, which dairy farms will be successful in the future. It will be crucial to benefit from such information because a higher and higher milk yield will put pressure on the cows. Besides the demands to milk quality will also increase over time.

I believe that my background as a nutritionist originally with quite some experience in practical dairy farming, and also good knowledge of how the laboratories analyzing payment and DHI samples work, can contribute to your business within this area. The road from an analyses result on the equipment in the lab or on the farm to action in the herd on the farm sometimes is far too long! My aim is to assist you in making it shorter!