



Orffa's Arno van der Aa and Ramakanta Nayak: Delivering Established Innovation Within Animal Nutrition & Health Market Combined With A Regional Tailored Approach

Orffa was established over 50 years ago in North-West Europe, at that time already involved in bringing feed additives to market. Over the years, Orffa expanded in its geographical footprint and started to develop and produce specialty feed additives under its own scope and brand name ("Excentials"). Today, Orffa is active in 90+ countries. With a clear regional focus, Orffa can service customers with clear customer focus and attention, adjusted to local market needs.

Arno van der Aa, Director of Marketing and Innovation; and Ramakanta Nayak, Managing Director of Asia Pacific share insights into the company's latest developments

Can you reveal the strengths on which Orffa is built and how that helps to navigate through today's landscape?

Arno van der Aa: It is clear that the global livestock industry and feed sectors are at crossroads. Our industry is undergoing significant transformation which is driven by economic, environmental and technological factors. Orffa has always been very agile. We moved along with industry challenges in Europe over the last decades, whilst simultaneously entered new markets in terms of geography (e.g. Latin America, Asia and Africa) as well as animal species (e.g. aquaculture). Key to this success lies in our innovation capabilities, developing and producing feed additives that set new standards in their respective categories, outperforming existing market products. More importantly, we launched additives (e.g. Excential Energy Plus, digestibility enhancer and Excential Selenium4000, novel organic selenium source) that resonated with customer needs and addressed unmet needs in the market.

APAC (Asia Pacific) is a major market for animal feed and livestock production. How does Orffa maintain its competitive edge? Do you tailor your strategies for different regions, or is there a unified global approach?

Ramakanta Nayak: We certainly tailor our approach based on regional differences. This year, we restructured our organization to better address the unique needs of

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- Ramakanta Nayak

each market. Previously, we had two global business units—one for ingredients and one for specialties. Now, we have three regional business units: Asia, Europe (including the Middle East and Africa), and the Americas. While our core solutions are rooted in science and innovation developed at a global level, each regional business unit operates autonomously and adapts these solutions to local market conditions.

For example, while Europe is focusing on reducing carbon footprints and adjusting nutrition for slower-growing breeds, APAC is centered on helping customers achieve their growth ambitions. The hybrid approach of global standards with local execution, coupled with the flexibility of regional hubs allows us to remain competitive and responsive.

The APAC region has led global growth in livestock production. However, in some developing countries, the poultry and livestock sectors have lagged in adopting the latest innovations. How does Orffa address this?

Ramakanta Nayak: Economic and population growth reveal tremendous opportunities in APAC agriculture. In most countries, already a big transition has taken place from backyard farming towards more professionalized integrated companies. While these large integrators often drive



Arno van der Aa, Director of Marketing and Innovation

the adoption and co-development of new technologies, the resulting innovations also gradually become accessible to more traditional farming systems.

Orffa brings decades of experience from North-Western Europe, where the industry was historically built around family farms. This background has equipped us to work closely with all segments of the value chain—from smallholders to large enterprises—ensuring tailored support and practical innovation. Our role is to bridge the gap by providing solutions that are not only cutting-edge but also scalable and adaptable. Ultimately, our focus is on delivering value that helps all types of farmers meet modern production standards and overcome current challenges.



Ramakanta Nayak, Managing Director of Asia Pacific

Talking about solutions, can you elaborate on why Orffa focuses on three key segments: gut health and immunity, feed efficiency, and mineral nutrition?

Arno van der Aa: These three solution areas are our priority because they address

the most pressing challenges faced by our customers. We see great potential to support them through innovation. For feed efficiency, we already have a strong position with one of our digestibility enhancers, Excentia I Energy Plus. We plan to expand this product range significantly to meet customer demands for more cost-efficient and environmentally friendly feed solutions.

In mineral nutrition, Orffa has decades of experience, continuously evolving with the latest innovations. One of our strongest products, Excential Selenium 4000, sets a new standard in the organic trace minerals market.

In gut health and immunity, Orffa has been closely involved in transitioning the industry towards antibiotic-free diets driven by EU regulations starting in the late 90's. While the early focus in the market was on finding a single "silver bullet" solution, there is now broad consensus that a multifactorial approach is essential—one that supports both the animal and its microbiome effectively. Our 30 years of research and experience enable us to share this expertise with customers around the world.

Emerging diseases and changing government regulations continue to shape this space.

Antimicrobial resistance is a growing concern, and by 2050, it could become the one of leading causes of death in humans. This will lead to stricter regulations on antibiotic use, making sustainable alternatives increasingly important.

Orffa emphasises on a more service-based approach. How does the launch at VIV Asia of collaboration with Florates fit in that segment?

Ramakanta Nayak: In order to have a long-term and intimate relationship with your

customers, it is all about understanding their current challenges and needs. To identify those needs, it all starts with good connection and conversation first. We identified Florates as a unique tool that could very rapidly, in a pragmatic way, deliver insights for our customers on the health status of their flocks on-farm. The journey starts with providing insights and closing information gaps. From this perspective and understanding potential causes of depressed gut health, Orffa is well-positioned to bring in know-how on potential interventions via feed. The insights provided by the Florates model thus help to optimise value for our customers. 🌱

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