

RUMENCO GROUP APPOINTS ADDITIONAL HYGIENE SPECIALIST

Rumenco has appointed experienced dairy hygiene specialist Barry Heaton to develop sales of the Nettex range of Progiene dairy chemicals in the North of England and Scotland. Barry will support the developing number of agricultural merchants distributing Progiene products.

“We have been delighted by the response from dairy farmers to the new Progiene hygiene offering launched last November and in particular the value they are placing on the consultative sales approach we have been taking,” said Rumenco Group product manager for dairy hygiene, Alison Clark.

Alison joined the Rumenco Group last summer to manage the company’s entry into the farm hygiene market and strengthen its dairy sector expertise.



“Barry brings immense practical experience of dealing with the hygiene related issues that arise on a modern dairy farm and has helped many producers deliver premium milk highly cost-effectively. It’s great to have him on board and demonstrates our commitment to supporting farmers and merchants interested in the Progiene product and technical advice offering,” said Alison Clark.

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Picture supplied:
Barry Heaton

Note to editors

1. Rumenco is a market leader in the ruminant feed supplement market. It is a successful company with strong brands. The well-established Rumevite, Supalyx and Lifeline products, in particular, are trusted and valued by livestock farmers in the UK. The company has forged robust partnership relationships with the agricultural merchant trade based on its branded products and contract manufacture.

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