



Peter-Jan Maas

Function: Owner SwiNco, nutritionist & consultancy swine

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Specialties: global pig husbandry, liquid feed, premixes and fermentation. Great interest in raw material, feeding products and introduction of feeding products/programs into the market.

Work Experience

1989 – 1994 Specialist for Dairy company Geurts Fodder Nistelrode

1994 – 1994 Director on a dairy farm in Lübars, Sachsen Anhalt

1994 – 1998 Dairy Specialist Hendrix Illesch, Bardenitz. Structure of the market in the former East Germany.

1998 – 2011 Manager Schwein Gruppe, Hendrix Illesch Leader Pig Group Hendrix Illesch, member of the Management Team Hendrix Illesch. In addition to leading the team, consisting of a number of Dutch and German consultants and vendors also active as a consultant on larger pig farms.

2011 – 2012 Straathof Holding Gladau, responsible for purchase of feed, ration formulations, quality determination. Responsible for the introduction of new automation system for buying and selling.

2012 – 2015 Owner of company in consultancy and advice of nutrition in pig farming.

2015 – present One of the owners of Swinco BV and Farm Nutrition Consult. Farm Nutrition Consult provides feeding and management advice worldwide to entrepreneurs in pig farming, feed producers, and purchasing organisations.

Education

1973 – 1980 High School, Gymnasium, Dr. Mollercollege in Waalwijk (NL)



1980 – 1987 Wageningen Agricultural University, animal feed and agr. Business economics