



Your Key to a world of ingredients...



With years of experience and success, Micro Nutrition is a leading marketing and sales company that sets the trends for the ever-changing business environment. Established over 40 years ago, the company has developed a wide suite of qualifications, which include servicing the international animal health and nutrition markets. It has a handpicked team of extremely qualified, experienced, and results-oriented sales professionals from around the world to provide leadership and solutions to meet the exacting needs of clientele. With a wide client-network of leading producers and distributors of feed and pharmaceutical additives and ingredients, Micro Nutrition has access to all-sized operators and caters to the emerging needs of its globalized clientele. Aligning animal health, nutrition industry, and a world of value added ingredients – Micro Nutrition develops, markets, and sells products of the utmost excellence in collaboration with its talented partners.

Micro Nutrition, leading in marketing and sales

Working hand-in-hand with market leaders, Micro Nutrition utilizes its immense knowledge of the global animal nutrition and health markets (in terms of users and producers). Micro Nutrition has built solid relationships with its clients, and make their needs a priority. Its specialized staff is mentored and monitored to ensure productivity of the highest quality, complementing the outstanding professional support received by the market.



Knowledge Platform

With their expansive network of clients and suppliers of feed and veterinarian ingredients, Micro Nutrition retains its identity as a global icon for all major animal health and nutrition markets. With their web of contacts intertwined with all the major decision makers in the market, professional press, local and European authorities, universities and research institutes, industry experts and professional organizations – Micro Nutrition provides an extensive competence spectrum. In turn, Micro Nutrition assists its suppliers in support of feed additive or drug registration, GMP and Fami-QS auditing, and assistance in DMF and COS development.

Local presence, global strategies

Having created strong ties in the market, Micro Nutrition guarantees close customer relations, efficient communication, and optimal comprehension. Their diversely talented team of experts are equipped to tackle any problem, with their strategy, logistics, administration, technical support, and scientific coordination monitored by central competence centers. Micro Nutrition extends its customer base by operating via close interactions on a technical, commercial, and marketing levels with external experienced distributors. This opens doors for Micro Nutrition and their key partners, allowing access to a globalized environment.



Contact Micro Nutritions

Keeping pace with the ever changing needs of the animal health and nutrition industry, Micro Nutrition is known as a dynamic, fast growing, and proficiently adaptive organization. With a strong customer base stretching across the globe, Micro Nutrition's ambitions are boundless. Whether you are interested in buying products, seeking a partner to market your products, or simply looking for solutions to your queries – Micro Nutrition is the answer.



Marketing rather than distribution

Though physical distribution is part of Micro Nutrition's wide array of capacities, marketing is their forte! From their dominant presence at all major relevant trade shows, to organizing technical seminars (with innovative ideas from technical experts) in major markets – Micro Nutrition is a unique alliance between various spheres.

Believing that knowledge is the key to success, Micro Nutrition sends out informative mails on a regular basis. It also performs trials on the University and field levels in order to back up the product development – with the results published on local and international papers (keeping the key decision makers informed every step of the way).

Micro Nutrition's strongest arrow remains their close interactions with the market, allowing prompt trouble shooting, swift perception of market trends, and the utmost service.



Quality assurance and regulatory support

Though is Micro Nutrition has been undeniably successful in their previous endeavors, they believe in constant improvement. With a robust perseverance for excellence, all trained staff are monitored and constantly challenged to inspire improvement. All in all, quality is Micro Nutrition's commitment to you.

Acting as a gatekeeper in the importing of non-European products, Micro Nutrition assures trace-ability on the products offered via strict quality control systems. Furthermore, Micro Nutrition is certified ISO 9002:2000, GMP+, and Fami-QS.

Supplying cutting-edge resources with perfectly matching skillsets, Micro Nutrition supports its main suppliers in developing product files for registration and to obtain EU registration – for either the animal health or nutrition market. Legal and industry quality requirements aside, Micro Nutrition implements extra in house standards in order to ensure optimum quality.



A one stop shop, partnering with key users and leading producers

Micro Nutrition's strongly connected and long-term partners are leading producers of basic ingredients, specialties, and API. Teaming up with market trend-setters, Micro Nutrition acts as the marketing and sales department for its suppliers. The merging of market presence and customer comprehension with product information and production expertise of the supplier creates a synergy that promises paramount development.



Science as a marketing tool

For many years, Micro Nutrition has been the leading force in the introduction of new and innovative specialty additives. These new concepts/products are developed in close collaboration with the partners, either as in house developed or branded molecules.

A significant amount of Micro Nutrition's turnover is dedicated to the research and development of new products – constantly reaching to raise the bar. Additionally, Micro Nutrition offers its partners the service of guiding registration of new products according to European legislation.

Logistic reactivity

The strategic positioning of Micro Nutrition's headquarters, allows an efficient trade of goods. Taking the enormous amounts of procured commodities from global producers into consideration, logistics is a concern for Micro Nutrition. With around-the-globe partners, Micro Nutrition controls logistic movement between all continents – whilst allowing the partners to provide exponential globalized growth via their enhanced skills, knowledge, and effectiveness in the changing global business environment. The wide customer base, established over the years via the experienced professionals, consistently remains ever satisfied by the outstanding results provided.

