

# Mavitec: Great to meat you

Mavitec specialises in the design, manufacture and installation of high quality process systems and equipment for the rendering industry. An industry which processes animal by-products from the meat production chain into valuable proteins and fats. Mavitec recently completed the take-over of a Turkish component producer. CEO Maco van Heumen: "Our steps in Turkey are part of our drive to maximize results in key markets such as Russia and Ukraine. Turkey is a fantastic gateway to a large part of the world and there is a huge potential in the market itself."

For further information:  
[www.mavitec.com](http://www.mavitec.com)

The rendering process turns inedible meat products into valuable raw materials for a large number of industries in an economic, ecological and ergonomic way. Products are used for example in animal and pet food, but also in pharmaceutical applications. Mavitec supplies its systems to meat packers, slaughterhouses and by-product collectors. "Research shows that the higher the economic standard in a certain area, the more by-products are considered to be inedible", says Van Heumen. The CEO illustrates this statement: "There are still parts of the world where a chicken leg is considered a delicacy, while in other parts of the world it is detested." In the western world, almost a third of the weight of all slaughtered animals is considered a by-product and finally ends up in the rendering process.

## Take-over in Turkey

As one of the world leaders in rendering equipment, the take-over of the Turkish component producer was part of a strategy to realize greater independence. "We were already responsible for 90% of the production at the Turkish plant", says Van Heumen. "So it only made sense

to acquire their business. We ended up doing so with the full backing of the former owners." Based near Bursa, Mavitec now has a presence among the large poultry producers. The goal is to build a business case for a venture into Russia and beyond. Economic standards in this vast market are on the rise and the region is striving to be self-sufficient in terms of food supply. With an eye on expansion further to the east, Van Heumen has complete faith in the expertise of local Turkish employees: "There is a talented pool of dedicated workers, especially compared to the Netherlands. They are well-educated and qualified." A blessing: "In Europe, young non-experienced professionals expect a new phone and a laptop with their first job. In Turkey, working in the manufacturing sector is still considered to be a privilege."

## Sustainable approach

Integrating the cultures at the plant has given Van Heumen plenty of reasons for optimism. "We regularly send our Dutch mechanical engineering technicians to provide training in Turkey", he states. "The technical aspects are picked up fairly quickly. However, there is still a lot of work to do in terms of feedback. Due to their hierarchical culture, the Turkish employees were reluctant to express themselves. It took us a while to make them aware of their influence in the entire manufacturing process. This definitely improved their involvement." The same applied to a sustainability approach, although the rendering industry is sustainable by definition. Van Heumen explains: "Without the rendering industry, the cost of disposing animal waste material would be very high. It would place a significant economic and environmental burden on areas involved in slaughter at industrial scale." By diligently educating the Turkish employees, Mavitec has set its goal to achieve the ISO14001 certificate for sustainability. The CEO concludes: "Our profitability relies on the ecological, economic and ergonomic durability of our systems." □

