

Canadian Innovation Award for Diversification of Export Markets

Winner: JAY•LOR® Fabricating Inc.



Photo Left to right: Hon. Perrin Beatty, President & CEO, Canadian Manufacturers & Exporters, Marty Philippi, International Sales Manager, JAY•LOR® Fabricating Inc., Jake Tamminga, President, JAY•LOR® Fabricating Inc., (Award Partner Rep.) Eric Siegel, Chief Operating Officer, Export Development Canada (EDC)

JAY-LOR® Fabricating Inc.

A family-owned farm equipment business in rural Ontario is having a huge impact on the world market.

JAY-LOR® Fabricating Incorporated designs and manufactures feed mixers for beef and dairy farmers. Their TMR (Total Mix Ration) feed mixer prepares cattle feedstuffs without destroying effective fiber – a service in demand across Canada and

in 18 other countries around the world. The concept behind feed mixers is this: the only choice a cow should have is how much she eats, not what she eats. If hay is fed separately, the cow has the option of eating what she wants and food intake is not balanced. The JAY-LOR® TMR mixer combines hay, corn, grains and concentrates into a comprehensive feed with a complete package of health benefits. The result is increased milk production and better overall herd health.

JAY-LOR® has had success overseas due to continuous improvement of their product and a commitment to the needs of the individual farmer in each country. Cattle are cattle, no matter where they are on the globe. But regional differences in food sources and climate conditions mean that JAY-LOR® must be flexible in meeting the needs of the export market. From 2005 to 2006, their sales to international markets doubled. And they have maintained over 75% in export sales.

For designing and manufacturing a product that meets the needs of farmers around the world and for successfully adapting their export strategies, JAY-LOR® Fabricating Inc. received the **Diversification of Export Markets** award at the Canadian Innovation Awards.