

The Alltech Case Study

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Vice President, Alltech Inc.

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Leader in providing natural nutritional solutions to the animal feed industry

- Offices in 85 countries, presence in 116
- 2000 employees
- 300-400 new employees annually
- 20+% annual growth



Who are we?

Core Competencies

Fermentation

- World class facility
- Top-notch engineers
- World's largest facility (means > consistency)
- Fully-automated

Peptide Technology

- Full range of organic trace minerals
- 8600 sq. m.
- Food grade facility

Solid State Fermentation Enzymes

- World's largest SSF plant
- Greater product consistency
- Novel approach to enzyme production

Yeast

- Company founded on yeast (Dr. Lyons Ph.D. in '76)
- Proprietary yeast technologies

Alltech Alexandria

Alltech São Pedro

Alltech Serdan

Education

Innovation

Passion & Involvement

THE Alltech[®] EXPERIENCE

What better way to brand?

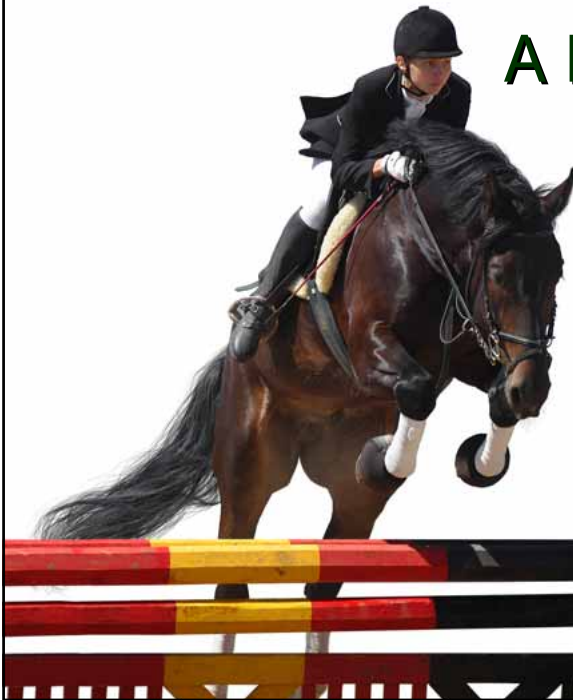
“The largest sporting event to come to the US since the 2002 Winter Olympic Games.”



The Alltech FEI World Equestrian Games

A Big Decision

Taking the leap



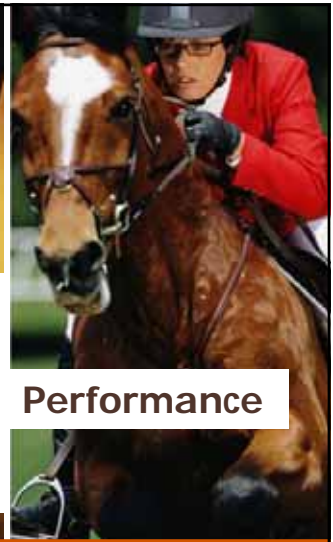


Passion



Excellence

16 days
800,000 spectators
60 countries
900 athletes
2000 journalists
500m TV viewers



Performance

The Alltech FEI World Equestrian Games 2010



The Alltech FEI World Equestrian Games



Alley Neuman '08

THE
Altech[®]
EXPERIENCE

*We
need
fun!*



PASSION

KENTUCKY'S TRIPLE CROWN OF BEERS

Kentucky Bourbon Barrel Ales • Kentucky Ales • Kentucky Light

PROMOTING EDUCATION AND INNOVATION WITH PASSION - THE ALTECH EXPERIENCE

*Creating
New
Businesses!*

**Lyons Reserve
Malt Whiskey**

1st whiskey
in Lexington
in 60 years

PURE KENTUCKY MALT WHISKEY

Lyons
RESERVE

BE A PART
OF A NEW
KENTUCKY
TRADITION

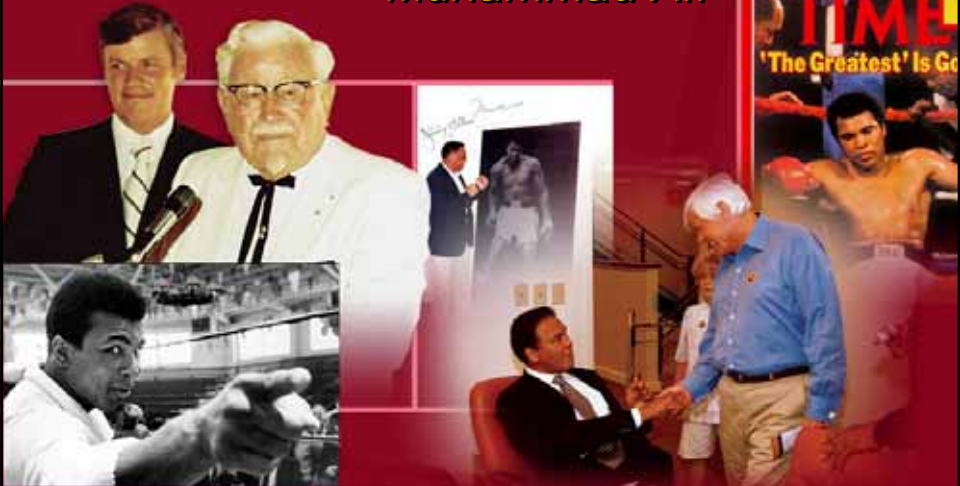


*Kentucky has 2 Superbrands
what are they?*



Kentucky Fried Chicken

Muhammad Ali



We're going to build a third Superbrand



Alltech[®]
...naturally

*An agricultural brand
that people:*

- Recognize
- Have core values
- Endures
- Stands out





*In times of crisis we need
to create new ideas*

THE
Altech[®]
EXPERIENCE

*In times of
crisis we need
education*



EDUCATION

ATTRACT AND RETAIN TALENT
Altech-Kentucky Technology Fellows Graduate Program

PROMOTING EDUCATION AND INNOVATION WITH PROUD™ THE ALTECH EXPERIENCE



Alltech Case Study

Written by Harvard
Business School



HARVARD | BUSINESS | SCHOOL

WB-508-033
REVISED 11/2007

DAVID S. BELL
RANDY BERKMAN

Alltech... naturally

It was close to midnight on a beautiful Kentucky evening in May 2007 when Alltech founder and President Pierre Lyons moved to the front of the large outdoor stage. Following company tradition, Lyons spent the next half-hour leading the smoothly 1500-year-old group of 1,600 scientists, scientists, animal practitioners, and food company representatives from more than 70 countries in singing an array of songs, many of them ballads from his home country of Ireland. When the songs departed to take the guests of the 15th annual Alltech Feed Industry Symposium back to their hotels, Lyons followed them, moving easily from group to group with personal greetings and stories until the symposium parties finally wound down around three in the morning.



History of Case Method Teaching

- Originated only in the early 20th Century
- Made popular by Harvard Business School
- Interviewed leading practitioners of business and wrote detailed accounts of what they were doing to present to classes.

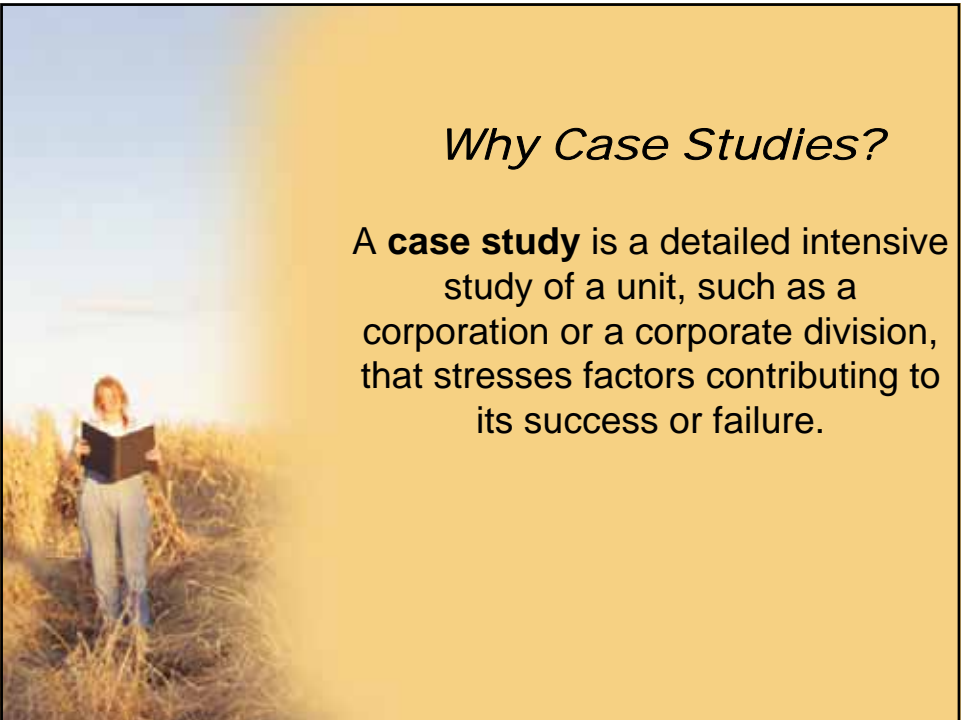
Types of Case Study and why select them?

Three types of information-oriented cases may be distinguished:

1. Extreme or deviant cases
2. Critical cases
3. Paradigmatic cases

Why Case Studies?

A **case study** is a detailed intensive study of a unit, such as a corporation or a corporate division, that stresses factors contributing to its success or failure.





Origins of the Alltech Case Study

- **Met with Mary Shelman at the Harvard Agribusiness Programme**
- **Discussed the options regarding an Alltech case study**
- **Case Study written and appeared on September 2007.**

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Global Recognition

Harvard's Description of Alltech Case Study:

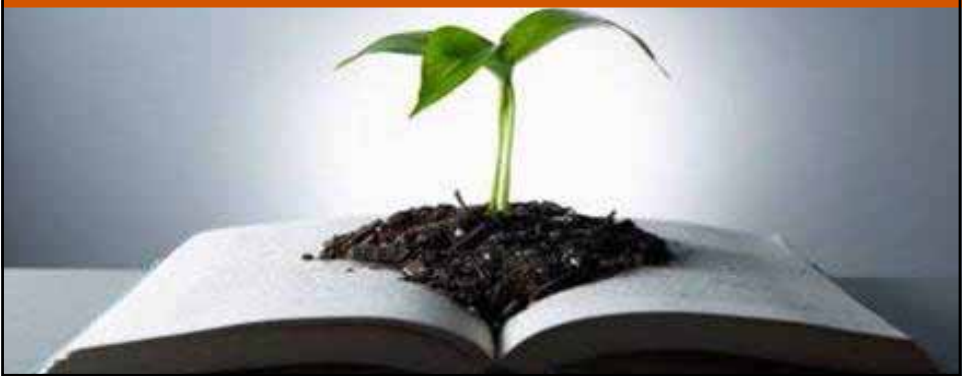
"Entrepreneur Pearse Lyons had built Alltech into the fastest growing company in the global animal health industry through innovative technology, creative marketing and strong branding."

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Why we do them and what are their uses?

Alltech and Case Study Methods

- To examine competitors effectively
- To evaluate problems Alltech has faced
- To shape current and future product or corporate strategy



Uses of Case Studies at Alltech

- Internal training and evaluation
- Mini MBA Programme
- Agri-business Seminars
 - Mixture of custom case studies and HBS cases
- Round Table Discussions
- Sales Force Instruction
- Key Account Management
- Presidents' Club
 - Investment scenario case studies





- Over 120 Graduates over 10 year programme
- Long association with UCD Michael Smurfit Graduate Business School
- Harvard Case Studies
- Alltech Case Studies

Mark Your

CALENDAR

global ^{Alltech} **dairy**
500

October 4-7, 2009
Lexington, Kentucky, USA



www.alltech.com/globaldairy500



STRATEGY SUSTAINABILITY

Alltech President's Club

SEPTEMBER 30 – OCTOBER 2, 2009

LEXINGTON, KENTUCKY, USA

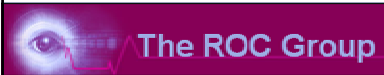
Alltech **AGRIBUSINESS**
2009 SUMMIT



Alltech Case Studies



- Latin America
- Crisis Management - Bioplex Copper
- Alltech FEI World Equestrian Games
- Alltech President's Club 2008
 - 4 cases on each species
- Alltech President's Club 2009
 - Alltech China
 - Irish pork dioxin scare
- Strategic Marketing
- Strategic Branding
- Sal-Zap
- Phytase



Alltech Case Study Presented in:


- Boston, 2008
- Shanghai, 2008
- *San Telmo Institute*, 2008
- Michael Smurfit Business School, MBA class 2008
- Harvard Business School MBA class 2009

HARVARD BUSINESS SCHOOL



Executive Education





Customers look to us as a source of practical applied knowledge:

- MIS / IT
- Training
- Sales / Purchasing
- Marketing



THE Kentucky EXPERIENCE

The Future Alltech Pharma

Gene chip technology has immense implications for humans, leading the way not just the animal

- 1 Animal
- 1 Test
- 40,000 pieces of information

• 20,000 sq. ft. facility
• 40 new research and development jobs
• \$20 million investment



Alltech
naturally



MBA 'Alltech Pharma' Competition

- May 2009
- 2 universities involved, UCD Michael Smurfit Graduate Business School and Gatton School of Business, University of Kentucky
- 40 students in groups of 4/5 put together proposals for Alltech to launch Alltech Pharma.
- Winning group selected by judges from Alltech and both universities.
- Winning group receives \$4000 from Alltech



Conclusions

- Case Studies are a very effective way to teach both internally and externally
- The endorsement by Harvard obviously was important for Alltech – it is part of building the super brand
- They are risks associated related to competitor competition but still one of the most effective ways of learning



Thank You

Altech

