



Converted from a pilot feed plant in 2015 to an international Feed Museum with historical books, industry development timelines and founders of the industry to modern-day digital displays to show of the latest developments in feed production

A museum that embraces the future of feed

by Roger Gilbert, Publisher of MAG

“As we remember the past we must take up the challenge of the future - to a feed industry based on innovation and international cooperation that will assist the country’s development and serve the needs of its people.”

That’s the stated mission of China’s Feed Museum; to speed up the continuing technological transformation of its feed industry.

Milling and Grain was fortunate enough earlier this year to be invited to tour the three-year-old Feed Museum by Dr Yongxi Ma the supervisor and Executive Curator of the museum at located at China’s Agricultural University’s West Campus off Malianwa North Road in Beijing.

The museum is a converted pilot feedmill that had belonged to the Ministry of Agriculture’s ‘Feed Industry Centre’ and covers some 3280 square metres. It has become a dedicated symbol of the role feed manufacturing is now playing in feeding a country with a population which exceeds of 1.3 billion.

From its Grand Hall visitors can learn about the past and the present of the Chinese feed industry - from animal feeding, to industry developments and the operation and social status of the industry itself. The Grand Hall functions as a public access facility for academic meetings and special exhibitions.

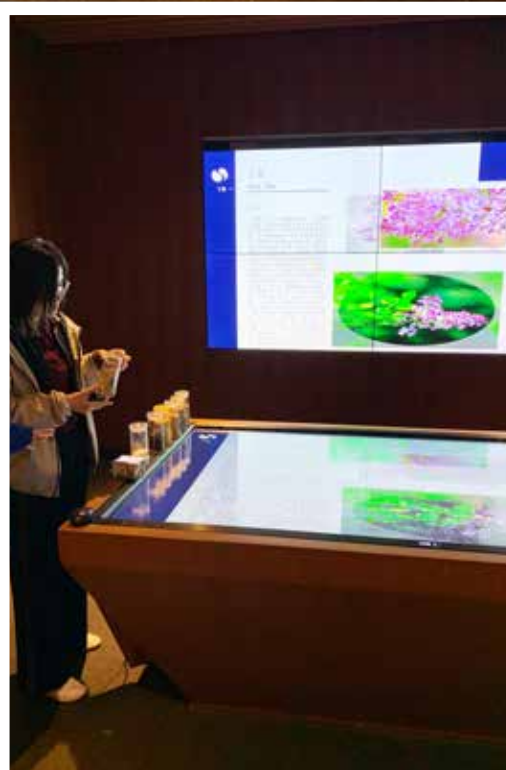
While the museum is destined to become an international meeting point, currently most of the displays are in Chinese. Regular audiences are industry visitors, students and technicians learning about every aspect of feed manufacturer and the important role it plays in terms of providing protein foodstuffs to consumers.

In 1906 the Ministry of Agriculture, Industry and Commerce was located

at the Sanbezi Park where the first trial work was carried on animal rearing and feeding. Liu Chunin was its first director. Seven years later the Ministry of Agriculture and Commerce started the first animal testing in Zhangjiakou. By 1941 a livestock group had been established called 'The Central Animal Husbandry Experimental' group under the directorship of Cai Wuji from the Nutritional Laboratory and Feed Crop Research Laboratory. This is considered the formation of what has now become modern-day compound feed manufacturing in China.

However, while chicken and dairy feeds took hold from 1949, real progress was not made until the mid- to late-1970s, some 10 years after more developed countries.

Hungary provided the first set of compound feed equipment in 1976 although locally-made feed equipment had been used in 1974 in Shanghai and the Beijing Nanyuan Compound Feed Factory. In 1983 Deng Xiaoping, the paramount leader of the People's Republic of China from 1978 until his





retirement in 1989, proposed that the feed committee should be established as an industry.

By the early 1990s the development and use of compound feeds was well established with China becoming the second largest producer of feed in tonnage terms. A position it maintained for 20 years. In 2011 its output resulted in it coming the world's number one producer. During that time the Chinese Feed Association had been formed and it took up an international role by joining the International Feed Industry Federation in 2004.

The Chinese feed industry reflects unique characteristics with a network of local feed associations operating throughout the country with clear governmental support for the industry.

A tour of the museum

Several halls make up the museum: The Grand Hall, the Education and Technology Hall, the Feed Ingredients Hall, the Feed Machinery Hall and demonstration areas for feed additives, premixes and complete feed used for teaching.

The Feed Museum seeks to present the successes of the past, record the present and encourage new innovation for the future using real objects, interactive

panels, video and virtual reality to demonstrate all aspects of the industry to the visitor, to university students and feed industry professional both within the centre and via the internet outside Beijing.

For example, in the Science and Education Hall, visitors can learn about the role education has played in the initialising and the guidance of feed industry developments and how the industry has grown as a result of scientific and technological developments. This area is also used for long-distance teaching.

In the Feed Ingredients Hall there are maps and sample jars showing the wide variety of local and foreign produced raw materials and where they are produced. All are QR-coded and when scanned highlight their production location along with their manufacturing techniques and utilisation within feedstuffs itself. This is a major site for popular science teaching.

And of course there are several rooms housing historic memorabilia related to the development of the industry from the early 20th Century.

A visit to the China Feed Museum is a must for visiting feed professionals. It's both friendly and informative and is capable of interesting the feed novice, those interested in the history of feed production and everyone in-between.