

We care for the little ones

Meet the Joosten Application Farms

Joosten - young animal nutrition is implementing knowledge and research in their products offering. Joosten is specialised in production and export of high quality young animal nutrition products to more than 45 countries worldwide. Based on 145 years of experience and trials done worldwide, Joosten develops premium young animal nutrition for a lifetime performance. Next to practical animal trials done with partners, Joosten is keeping track on the latest developments and improvements in application at Joosten Application Farms in The Netherlands.

Meet the people behind:

Joosten Dairy Application Farm Van Iersel





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Hello,

My name is John van Iersel,

I am married with Mirian and we have 2 teenager daughters. In Nederweert, I have a dairy farm with 630 Holstein-Friesian milking cows and 180 ha of arable land. In 2001 I took over the farm from my father, at that time we were milking 150 cows.



To prevent introduction of diseases in the farm, we never buy livestock from outside. Because of this we attach great importance to a proper calf rearing. A good start of a calf's life is most important in this.

During a study trip in Russia I came across Joosten. With other Dutch farmers from Holland we were visiting a 31.000-head dairy farm, which uses Joosten Milk. I recognised the typical Dutch family name Joosten. Looking at the label, I saw the production was in Weert, that is like 5 km from my house! I had heard of Joosten before, but I never did any business with them, since Joosten is an exporting company. After a successful try-out in 2014, we decided to continue with Joosten Milk to raise the calves at our farm.

When Joosten contacted me to become a dairy application farm, I said immediately Yes. Through this I get full insight in the calf measurements data and I get to make use of the newest developments in young animal nutrition.

I have full confidence that we will have a close cooperation with Joosten – young animal nutrition for a long period of time!



Currently Joosten is running an extensive research project together with HAS University at Dairy Application Farm van Iersel called 'Calf Nutrition & Management'. As from August 2017 six students are weekly monitoring and measuring the Joosten Milk reared heifer calves. The students will monitor calf growth, health, colostrum intake and quality, manure, CMR and starter feed intake till July 2018.