

**CJ-Bio: interview to Dr Behnam Saremi, Director of EMEA Technical marketing**



**1) Could you introduce yourself, your company, and its core mission within the industry?**

I'm Behnam Saremi, Director of EMEA Technical Marketing at CJ BIO. I work at the intersection of science and market needs—translating research into practical nutrition solutions that help producers improve performance, resilience, and sustainability.

CJ BIO is a business unit of CJ CheilJedang, with a long history in fermentation-based biotech-ingredients for feed and food. Our mission is captured well by our philosophy: technologies inspired by nature that give back to nature—helping the livestock industry produce more efficiently while reducing environmental impact.

**2) What recent scientific or technological advancements is your company most proud of?**

Two areas stand out:

- Advanced fermentation and process innovation: We keep improving the efficiency and consistency of our fermentation platforms—important for producing high-quality bio-based ingredients at scale.
- Lower-carbon product pathways and life-cycle thinking: CJ has been developing and assessing lower-emission bio-based products, including work that evaluates sustainability benefits through life cycle assessment (LCA) approaches.

**3) What are the main challenges currently facing your sector, and how is your company addressing them?**

Key challenges include:

- Reducing reliance on antibiotics while protecting performance and welfare (especially in young animals). We support solutions built on gut health, functional nutrition, and robust technical service.
- Feed cost volatility and margin pressure: Producers need reliable ROI. We focus on solutions that improve feed efficiency and nutrient utilization and provide decision support to nutritionists.
- Sustainability pressure (GHG, nitrogen, resource use): The sector needs measurable progress. We're investing in lower-carbon product development and broader ESG reporting/targets.

**4) How important are collaborations with universities, research institutes, or associations in your strategic vision?**

They're essential. Innovation in animal nutrition moves fastest when industry and science co-develop: universities and institutes bring rigor and new methods; industry contributes scale, application know-how, and speed-to-impact.

We actively value collaboration—through trials, joint research, and engagement with associations like EAAP, which help connect the European scientific network with real industry needs.

## **5) What trends do you believe will shape the future of your sector in the coming years?**

I expect five major trends:

1. Precision nutrition (better formulation, amino acid balancing, and data-driven feeding strategies)
2. Gut health solutions beyond antibiotics, coccidiostats and zinc oxide (Low crude protein diets and more evidence-led use of functional ingredients)
3. Carbon and nitrogen footprint reduction as a purchasing criterion, not just reporting
4. Circular bioeconomy thinking (resource efficiency, by-product valorisation, waste reduction)
5. Stronger demand for proof: measurable outcomes, transparent claims, and field validation

## **6) Is there an initiative or project you would like to highlight for our community?**

I'd highlight two:

- Our engagement and knowledge-sharing through technical content and applied insights—turning research into practical guidance for nutritionists and producers.
- Our commitment to sustainability progress through low-carbon product development and structured ESG (Environmental, Social and Governance) reporting within CJ Cheil Jedang.

## **7) How does your company balance scientific innovation with the practical needs of producers and the industry?**

We use a simple rule: innovation must be measurable, scalable, and usable.

So we combine:

- Scientific validation (controlled studies, credible endpoints)
- Field relevance (commercial conditions, real constraints)
- Economic logic (clear ROI models, cost-in-use, not “nice-to-have” science)
- Technical service (supporting correct adoption, formulation, and troubleshooting)

**8) Can you share an example of how your solutions have helped partners/customers overcome a significant challenge?**

A common challenge for partners is maintaining performance while reducing crude protein and environmental load.

In practice, we support nutritionists using amino acid optimization to maintain growth and efficiency while improving nutrient utilization—helping manage both cost pressure and sustainability targets.

This is exactly where fermentation-based, consistent-quality ingredients plus strong technical support can make a tangible difference.

**9) Which sustainability goals is your company prioritizing, and how are you tracking progress?**

The priorities are:

- Decarbonization and lower-carbon product development (including reductions during the product-use phase)
- Longer-term ambition aligned with carbon-neutral and zero-waste direction by 2050, as publicly communicated in CJ BIO-related coverage
- Tracking via ESG reporting frameworks, progress metrics, and initiatives such as energy and efficiency improvements (as covered in CJ’s sustainability reporting).

**10) What value do you see in being part of the EAAP community?**

EAAP is valuable because it sits exactly at the intersection we need: excellent science, real production systems, and open exchange across Europe.

For CJ BIO, being part of the EAAP community helps us:

- Listen to emerging research and concerns earlier

- Build collaborations and high-quality trials
- Share practical learnings with transparency
- Contribute to solutions that are both scientifically sound and adoptable on farms

And we're genuinely happy to be involved as an EAAP Industry Club member.

