



- Dr. - Dr. Harvey's up with new batch mixer

Mixing up and mixing
Bulk - 6 March 2025



REGISTREER U GRATIS

- Dr. - Dr. Harvey's is an American specialist in natural, high-quality pet food for dogs and birds. To keep up with growing demand and increase efficiency, the company optimized production with a new Munson Rotary Batch Mixer. The investment not only ensures higher output, but also ensures consistent blend quality.

THIS ARTICLES about mixing is also interesting to READ :

- [Lessin over sequence grinding, drying and mixing](#)
- [Van Beek also comes with Celsimix Volta](#)
- [Lindor Menger for Infused Energy](#)



SURPLUS SELECT
USED MACHINERY

Gebruikte machines
inkoop/verkoop/voorraad

INADCO
Process Measurements
Moisture & Bulk Density

ALIS
Veilig en efficiënt
Herstelt uitstroming

Previously, the production was carried out in a factory of 836 m2 with a small 57 liter ribbon mixer. The limited capacity inhibited the growth, which caused Dr. Harvey's decided to move to a modern 2,787 m2 factory in Eatontown, New Jersey. Here a 566 liter Rotary Batch Mixer was installed, which is now the heart of the production process.

The new mixer can handle up to 363 kg per batch and combines a base of cereals and dried vegetables with additional ingredients such as herbs, protein powders and freeze-dried meat. Dog food typically contains 20 to 25 ingredients, while bird feed often has up to 30 different components, including seeds, nuts and dried fruit.





Bulk 1 - 2025

 [View the Edition](#)

Efficient mixing technique

The ingredients are weighed manually and poured into a plastic hopper, which is then placed above the mixer per forklift. Thanks to a four-way mixing system, the raw materials are processed without being exposed to friction or heat. This prevents damage to sensitive ingredients such as dried vegetables and herbs.

With the new mixer, the mixing cycles have become considerably shorter: in just five minutes, a homogeneous blend is realized. In addition, less residual material is left behind when unloading than the previous ribbon mixer, despite the ten times greater capacity.



Hygiene and food safety guaranteed

In addition to efficiency, food safety is a top priority. The previous ribbon mixer left about 1.5 kg of residual material in the trough, which required manual cleaning. In addition, residual particles often remained stuck between the mixing ribbons and the trough walls. The new Rotary Batch Mixer has no blind spots, shaft seals or hidden spaces where contaminants can accumulate. This makes cleaning easy and fast: the entire process takes only 30 to 40 minutes. First, the machine is cleaned with compressed air and a vacuum cleaner, followed by a manual cloth cleaning. Dry disinfectant is used to prevent cross-contamination in batches of dried meat.



Ready for growth

With the new mixer, Dr. Harvey's currently three batches per day, with enough capacity to increase production further. Thanks to the short mixing time and the fast cleaning procedure, there is plenty of room to scale up in the future. "We are not at our limit," Salazar says. "In our previous factory we had no extra stock and everything went straight out. Now we have stock available and we can better respond to the demand. We are planning a second production shift and will intensify our marketing activities to accelerate growth."



 [Show comments \(0\)](#)

You may also find this interesting

