

MEDIA PACK

POULTRY

Learn more, visit
www.trouwnutrition.com

Contents

- **Trouw Nutrition fact sheet**
- **Trouw Nutrition – General press release**
- **Trouw Nutrition – Sustainability press release**
- **Poultry press release**
- **Meet our speakers – Expert stages poultry**

For any further inquiries or exclusive content, please visit our booth, 22B09, and contact Marcelle Wiegand Bruss:
marcelle.wiegand.bruss@trouwnutrition.com

Trouw Nutrition Fact Sheet

About Trouw Nutrition

Trouw Nutrition is Nutreco's livestock feed business line and a global leader in the feed, farm and health aspects of producing quality meat, eggs and milk. We've spent nearly a century developing innovative feed products and more sustainable ways of raising healthy farm animals and companion animals.

We believe that animal nutrition and good farm management have the power to transform our industry and even our planet. Through our dedicated team of 8,300 experts and our global network, we work together with our customers to solve the challenges facing our feed-to-food chain and achieve our purpose of Feeding the Future.

With 71 manufacturing plants and a presence in 105 countries, Trouw Nutrition is everywhere our customers need us to be. We provide a one-stop-shop for feed specialities, feed additives, premixes, nutritional models and customised, integrated services. Our global brands include NutriOpt™, Milkiwean™, Erliva™, Maxcare™, Sprayfo™ and Selko™.

Purpose statement

Feeding the Future

Year founded

1899

Headquarters location

Amersfoort, the Netherlands

Number of employees

>8,300

Core business segments

Premix, compound feeds, feed additives, milk replacers, farm minerals, pet food, meat processing

Research centers

Swine research center – the Netherlands, Poultry research center – Spain, Dairy research center – the Netherlands, Calf & Beef research center – the Netherlands, Ingredients research center – the Netherlands

University partners

35 universities/research institutes and 3 demo farms

Senior leadership team

Eduardo Lopes, Chief Executive Officer
Claudio Cervellati, Chief Supply Chain Officer
Geke Naaktgeboren, Global Quality Director
Remco van Reenen, Managing Director Global Marketing
Gerjan van Alst, Global Procurement Director

Press release

FOR IMMEDIATE RELEASE

Trouw Nutrition Premier Solutions at EuroTier to Advance Sustainable Feed and Farming

Species-specific solutions boost production efficiency and reduce the footprint of farming

Amersfoort, the Netherlands – 23 October, 2024 – Trouw Nutrition, Nutreco's livestock feed business line, is launching a new generation of precision nutrition tools, technologies, and programs developed to elevate the sustainability of livestock farming. Innovations for ruminants, poultry, swine, and feed will be unveiled at EuroTier, 12-15 November in Hanover, Germany. Visitors to Trouw Nutrition stand 22B09, Hall 22, can check out science-based nutritional tools, explore a portfolio of digital technologies, and learn about programs designed to optimise sustainability across the value chain. Highlights of Trouw Nutrition's presence at EuroTier are shared below.

Sustainable Ruminant Innovation: Introducing Sprayfo Ultimo

Launching at EuroTier, Sprayfo Ultimo represents a mind shift in early calf nutrition. Scientists developing this calf milk leveraged a breakthrough discovery that showed how the fatty acid profile in cow's milk acts as a signaling agent to activate gastrointestinal development. The result is earlier development of the rumen and a nutrient profile that supports body composition, improving the calf's metabolism throughout its life. Sprayfo Ultimo delivers nutrition that helps animals enter the milking herd earlier and produce over more lactations. To further support sustainability, Sprayfo Ultimo reduces the concentration of trace minerals in the calf milk, leading to less mineral excretion into the environment. Ultimately, Sprayfo Ultimo helps achieve a resilient dairy herd with better utilization of farm resources, reduced carbon footprint per liter of milk, and less mineral excretion.

Sustainable Trace Minerals: Upgrading Feeding Recommendations

Selko® IntelliBond® is continuing its legacy of leading the industry in trace mineral nutrition. Trouw Nutrition experts will be available to explain new feeding recommendations when implementing the right source of trace minerals. Selko IntelliBond is the first source of trace mineral nutrition to provide an independent verification (life cycle analysis) for the total CO₂e values of its products. Multiple research studies have shown that dairy producers can lower their carbon footprint while increasing their herd's productivity and health when using Selko IntelliBond.

Sustainable Poultry Innovation: My EggPrint, Layer Longevity and Phytogetic Science

The first generation of MyEggPrint, the newest NutriOpt life cycle assessment tool, will debut at EuroTier. MyEggPrint helps businesses in egg production to measure, monitor, and share the environmental footprint of their eggs. The tool is based on a certified methodology. Combining the carbon footprint data with Trouw Nutrition's nutrient expertise, MyEggPrint will allow users to deploy strategies to reduce their carbon footprint while staying competitive. MyEggPrint is part of the Layer Longevity Program and will be demonstrated at Trouw Nutrition's EuroTier stand.

Furthermore, the company will display Fytera Perform, a novel phyto-complex that harnesses the power of plants for poultry production. Research data shows the positive impact on feed conversion ratio and body weight gain. The impact of the complex power of plants will be further explained during one of the expert stage talks in the Poultry Hall on Tuesday, 12 November at 9.30am.

Sustainable Swine Innovation: The Watson swine model and Milkiwean

By creating a powerful digital twin model of the farm and its swine population, Watson generates a virtual model that mirrors animal responses to various farm conditions. This advanced tool can be applied across the swine operation, providing precise predictions on how feed, health, and management decisions will affect critical factors—from the farm's carbon footprint and carcass quality to farm profitability. Watson generates recommendations for factors including genetics, feeding strategies, transport, manure management, and more. The technology is complemented by Trouw Nutrition's in-house experts. Along with CO₂ emissions, Watson can monitor sustainability metrics relevant to the production environment, including water scarcity, acidification, nitrification, soil depletion, and ingredient origin, among others.

Addressing the latest developments in piglet nutrition and health management, Trouw Nutrition has upgraded the Milkiwean programs to include technologies such as its patented Kinetio technology, enhanced NIR programs, particle size and specialty ingredient package with an optimised acid binding capacity (ABC-4) help support the enteric health of weaning piglets, even in challenged conditions.

Sustainable Decisions: NutriOpt Demonstrations

Precision farming can contribute to improved efficiency, profitability, and sustainability. Visitors to Trouw Nutrition's EuroTier stand can check out digital tools in the NutriOpt demonstration zone that make precision farming easy, quick, and insightful. The zone features a digital suite of six tools including MyEggPrint, MyMilkPrint, and MyFeedPrint. These tools enable farm advisors to calculate the environmental impact of egg, milk, and animal feed production and identify opportunities to reduce the footprint. Other precision farming technologies on display include the Watson swine model, the NutriOpt On-site Adviser, providing remote analysis of raw ingredients and finished feed in just five minutes, and NutriXpert, (desktop, app), a ration calculation tool that connects all important animal and feed data and helps organize the operation efficiently through clear overviews of feeding management.

Speaking Sustainability: Expert Stage Talks

Trouw Nutrition experts will share their insights on science-based strategies to support more sustainable feed production, precision farming, and livestock production in 11 expert stage presentations. Speakers, times, and details are available [here](#).

About Trouw Nutrition

Trouw Nutrition is Nutreco's livestock feed business line and a global leader in the feed, farm, and health aspects of producing quality meat, eggs and milk. We've spent nearly a century developing innovative feed products and more sustainable ways of raising healthy farm animals and companion animals.

We believe that animal nutrition and good farm management have the power to transform our industry and even our planet. Through our dedicated team of 8,300 experts and our global network, we work together with our customers to solve the challenges facing our feed-to-food chain and achieve our purpose of Feeding the Future.

With 71 manufacturing plants and a presence in 105 countries, Trouw Nutrition is everywhere our customers need us to be. We provide a one-stop-shop for feed specialties, feed additives, premixes, nutritional models and customised, integrated services. Our global brands include NutriOpt™, Milkiwean™, Erliva™, Maxcare™, Sprayfo™ and Selko™.

For more information, please go to trouwnutrition.com or follow us on [LinkedIn](#).

Media contact EuroTier: Marcelle Wiegand Bruss, marcelle.wiegand.bruss@trouwnutrition.com

Press release – Sustainability

FOR IMMEDIATE RELEASE

Trouw Nutrition: Feeding the Future Sustainably

Accelerating our purpose of Feeding the Future, Trouw Nutrition is bringing science-based innovations to EuroTier that make food production more efficient and sustainable. Sustainability is a red thread woven throughout our presence at EuroTier 2024. Producers, farm managers, nutritionists, feed millers, and sustainability managers visiting stand 22B09, Hall 22, can learn about precision nutrition tools for poultry, swine, and ruminants. Visitors can also explore a suite of digital tools including models, programs, and solutions that provide users with data and insights to help reduce the environmental footprint of swine, egg, milk, and animal feed production. Expert [stage presentations](#) will share scientific insights that support sustainable animal feed production and environmentally responsible solutions for swine, poultry, and ruminant species.

Research to drive sustainable nutrition

Strategic pillars supporting Trouw Nutrition's sustainability initiatives include in-house and collaborative research with university partners, a suite of advanced modelling technologies, and a vast legacy of nutrient expertise advancing precision nutrition. Trouw Nutrition's global research teams continue to explore the interrelationship of nutrients in feed, physiological and metabolic processes in animals, and the nuances of varied production environments.

Research done by our in-house team of specialists including agronomists, phyto-pharmacists, and phyto-chemists at Nutreco's Garden of the Future is advancing understanding of how phytogenic ingredients in the diet function to improve broilers' gut health and boost the efficiency of poultry production. Similarly, new discoveries into how the fatty acid profile in cow's milk activates calves' gastrointestinal development is transforming approaches to young animal nutrition and helping animals enter the herd earlier and remain productive longer.

Ongoing research into how the type of trace mineral affects its availability in the animal and mineral excretion into the environment is leading to new feeding recommendations. Selko IntelliBond, the first trace mineral equipped with a life cycle assessment, will announce new trace mineral feeding recommendations during EuroTier.

Predictive modeling to assess the farm's footprint

Reliable models are important tools for simulating how changes in diet formulations and management decisions may affect a farm's environmental footprint. Data becomes even more powerful when supported with expert insights. During EuroTier, Trouw Nutrition will demonstrate NutriOpt's portfolio of digital models for poultry, swine, ruminants, and feed ingredients that can help farms and feed mills assess and, most importantly, reduce the environmental footprint of their operations.

Supporting sustainability on purpose

Trouw Nutrition's purpose of Feeding the Future is inspired by the challenge of meeting growing demand for food with limited environmental resources. According to the World Resource Institute, by 2050, nearly 10 billion people will inhabit our planet, and we will need to produce 60% more food.* At Trouw Nutrition, we believe that science can help transform milk, egg, and meat production – helping feed the growing population and protecting our planet. Discover sustainability insights at EuroTier stand 22B09, Hall 22.

[Back to Content](#)



About Trouw Nutrition

Trouw Nutrition is Nutreco's livestock feed business line and a global leader in the feed, farm, and health aspects of producing quality meat, eggs and milk. We've spent nearly a century developing innovative feed products and more sustainable ways of raising healthy farm animals and companion animals.

We believe that animal nutrition and good farm management have the power to transform our industry and even our planet. Through our dedicated team of 8,300 experts and our global network, we work together with our customers to solve the challenges facing our feed-to-food chain and achieve our purpose of Feeding the Future.

With 71 manufacturing plants and a presence in 105 countries, Trouw Nutrition is everywhere our customers need us to be.

We provide a one-stop-shop for feed specialities, feed additives, premixes, nutritional models and customised, integrated services. Our global brands include NutriOpt™, Milkiwean™, Erliva™, Maxcare™, Sprayfo™ and Selko™.

For more information, please go to trouwnutrition.com or follow us on [LinkedIn](#).

Media contact EuroTier: Marcelle Wiegand Bruss, marcelle.wiegand.bruss@trouwnutrition.com

Learn more, visit
www.trouwnutrition.com

 **trouw nutrition**
a Nutreco company

Press release – Poultry

FOR IMMEDIATE RELEASE

Trouw Nutrition Unveils New Supports to Boost Sustainability of Poultry Production at EuroTier

Amersfoort, the Netherlands – 12 November, 2024 – Trouw Nutrition, Nutreco's livestock feed business, is sharing details on sustainability supports for both broiler and layer producers at EuroTier 12-15 November. Stop by stand 22B09, Hall 22 to check out information and demonstrations on innovations ranging from in-feed interventions to new software intended to revolutionize sustainability practices while supporting financial performance within the poultry industry.

Sustainability in the poultry industry

Whether driven by consumer interest or government regulation, sustainability has become the watchword for producers throughout the production industry and poultry is no exception. Balancing sustainability initiatives while staying competitive is a significant challenge for the poultry industry. Meaningful progress can be achieved through various strategies that include improving bird performance, extending layer production cycles, and using data to inform sustainable and economically responsible decisions.

Supporting bird performance through nutrition

One entry point into the sustainability discussion is improving feed conversion. Fytera Perform can help producers see improved feed conversion within their broiler flocks. The phyto-genic feed additive has been tested for efficacy in third-party trials and commercial facilities. The product was developed based on understanding of the phyto-complex mode of action, receptor targets and the benefit this holds for customers and animals alike.

Global Technical Commercial Manager: Phytogenics at Trouw Nutrition Marlien de Kock explained that the phyto-complexes have been chosen to assist the broiler digestive tract in reducing inflammation, which has two main benefits. "Reducing inflammation leads to more energy being available for growth and improved intestinal health, which leads to improved nutrient absorption and utilization," stated de Kock.

In a recent meta-analysis, which included six different studies, birds were supplemented with 25g Fytera Perform /tonne of feed. On average, they displayed an FCR improvement of 5.1 points and an improvement in final body weight of 45g compared to non-supplemented birds.

The case for supporting longer laying cycles

Broilers are not the only part of poultry production that can see benefits from sustainability improvements. New efforts to support layers are also being rolled out at EuroTier through Trouw Nutrition's Layer Longevity Program. The demand for eggs is anticipated to continue growing in the coming years as the global population expands. Some reports project that global production will increase from about 87.6 million metric tons in 2020 to 95.6 million metric tons by 2030. By supporting the responsible use of resources, eggs laid can be high quality and environmentally responsible as production expands.

While the genetic potential for birds to reach 100-week cycles without molting is more available, standard production cycles often range from 70–80 weeks. Changes to nutritional offerings are needed to support layers in reaching their genetic potential. An improved understanding of the nutritional needs of older laying hens can support longer laying performance and high-quality eggs. Backing sustainable practices with knowledge about bird nutrition and management can help producers keep birds producing longer.

Considering carbon: Launching MyEggPrint

In addition to working with laying flocks, a first-generation poultry technology offering is focused on supporting industry stakeholders – like feed mills and egg packers or integrators – on their sustainability journeys. MyEggPrint is a tool backed by a certified methodology that can determine the carbon footprint of eggs. It is set to be developed in hand with customer needs and partnerships – as the related program MyFeedPrint has been. The service is dedicated to helping improve the transparency of the egg production chain and providing industry members insights into options that address economic and environmental responsibility.

“Combining the carbon footprint calculations with our deep understanding of nutrition and its impact on animal performance we will provide customers with the best, sustainable, nutritional solutions,” said Sofie Kilroy, sustainability manager poultry with Trouw Nutrition, regarding the new technology. “That’s where we’ll make a difference.”

Whether the focus is improving broiler production efficiency, helping laying flocks be productive longer, or assessing the carbon footprint of egg production to support financially responsible decision-making across the production system, Trouw Nutrition has exciting technologies to share at EuroTier. Visit stand 22B09 in Hall 22 for information about how to assess and address poultry production sustainability.

About Trouw Nutrition

Trouw Nutrition is Nutreco's livestock feed business line and a global leader in the feed, farm, and health aspects of producing quality meat, eggs and milk. We've spent nearly a century developing innovative feed products and more sustainable ways of raising healthy farm animals and companion animals.

We believe that animal nutrition and good farm management have the power to transform our industry and even our planet. Through our dedicated team of 8,300 experts and our global network, we work together with our customers to solve the challenges facing our feed-to-food chain and achieve our purpose of Feeding the Future.

With 71 manufacturing plants and a presence in 105 countries, Trouw Nutrition is everywhere our customers need us to be. We provide a one-stop-shop for feed specialities, feed additives, premixes, nutritional models and customised, integrated services. Our global brands include NutriOpt™, Milkiwean™, Erliva™, Maxcare™, Sprayfo™ and Selko™.

For more information, please go to trouwnutrition.com or follow us on [LinkedIn](#).

Media contact EuroTier: Marcelle Wiegand Bruss, marcelle.wiegand.bruss@trouwnutrition.com

[Back to Content](#)



Expert Stage presentations

Meet our speakers

Learn more, visit
www.trouwnutrition.com

 **trouw nutrition**
a Nutreco company



Marlien de Kock

Topic: Host-mediated inflammation control through the complex power of plants

About Marlien

Marlien de Kock is the Global Technical Commercial Manager for Phytogenics for the Europe, Middle East, and Africa Region at Selko, the Feed Additive brand of Trouw Nutrition. She holds a BSc (Agric) Hons. degree from the University of Pretoria and an MSc (Agric) from the University of Stellenbosch. During the first 25 years of her career, she worked in the animal pharmaceutical industry at companies including Elanco Animal Health and Huvepharma.

Marlien has extensive experience in residue control and reduction of carryover of pharmaceuticals, especially antibiotics, in food for human consumption. She has compiled numerous antibiotic resistance profiles over the years and has been tracking antimicrobial resistance for more than 9 years. In pursuit of more sustainable and holistic strategies to combat antimicrobial resistance and improve animal health and performance, Marlien decided to shift her career towards feed additives. In September 2021, she joined Trouw Nutrition South Africa as a Product Manager: Feed Additives, and in April 2023, she moved to the Selko Head Office in the Netherlands to take on her current role.

Presentation summary

Chronic inflammatory responses in poultry can significantly divert nutrients away from growth, leading to reduced efficiency and increased costs. Fytera Perform addresses these challenges by targeting molecular responses at the cellular receptor level. This product enhances nutrient absorption through TRPA1 receptor activity, improves barrier function via TGR5 receptor activity, and reduces inflammation by targeting TRPV3 channels. The development process involved meticulous screening of various plant candidates using bioassays and technical landscaping, followed by in vitro and in vivo evaluations and dose optimization studies. The final selection included essential oils from cinnamon, clove, and oregano, known for their efficacy in reducing gut inflammation and improving gut health. In vitro, studies demonstrated the beneficial effects on inflammation and gut barrier function, while in vivo studies confirmed the maintenance of functional gut morphology and modulation of gene expression related to gut health in broilers. Multiple studies and customer trials validated Fytera Perform's consistent improvement in body weight gain and feed conversion ratio (FCR) in commercial broilers. Fytera Perform offers a science-based solution to enhance poultry growth and efficiency by mitigating inflammatory responses and improving nutrient absorption and gut integrity.

Timing and location

Tuesday 12 November, 9.30 – 9.50 am, Hall 17



Sofie Kilroy

Topic: Feeding the Future Together: reducing the footprint of poultry products

About Sofie

Sofie Kilroy is the Poultry Sustainability Manager for Europe and Central Asia. She studied Biomedical Sciences, with a specialization in nutrition, at Ghent University (Belgium). She later earned a PhD at the Faculty of Veterinary Medicine, where her passion for the agricultural sector was born. Sofie has been working in the poultry industry for over 10 years.

Presentation summary

In the near future, the market will demand more than just high-quality production—sustainability will be just as critical. We need to change.

Sofie's presentation will focus on

- Sustainability Solutions without Compromising Competitiveness: We understand that balancing sustainability with competitiveness is a challenge. That's why we're offering strategies that don't penalize your bottom line, but rather enhance your performance. We'll explore proven methods to help you stay ahead while reducing your carbon footprint.
- Innovative Tools like MyFeedPrint: Learn how our state-of-the-art tools like MyFeedPrint can accurately calculate and reduce the environmental impact of your feed. It's easy to use, certified, and already making a difference for producers across Europe (including customer example)
- Real-World challenges and solutions: Hear about the tangible results from businesses like yours.
- Actionable Insights: From precision nutrition to optimizing feed ingredients, our event will show you how small adjustments can lead to significant reductions in carbon emissions. We'll also discuss programs for improving animal health and lifespan, which can further enhance sustainability.

Timing and location

Tuesday 12 November, 16.30 - 16.50 pm, Hall 17



Guanlin Wang

Topic: 3D Approach to manage chronic mycotoxin toxicity in layers and breeders

About Guanlin

Guanlin Wang is the global product manager for the mycotoxin risk management programme of Selko, the feed additive brand of Trouw Nutrition. A veterinarian by profession, he completed MVSC from China Agricultural University, Beijing, after which he grew in-depth knowledge of pharmacology and toxicology from National Centre for Veterinary Drug Safety Evaluation. Afterwards, he moved to Europe and completed another two master's degrees in Sustainable Animal Nutrition and Feeding from Wageningen University & Aarhus University, and Business Administration from University of Amsterdam. He joined Selko in 2017 to develop a portfolio across various animal species for mycotoxin mitigation. Year to date, animal producers from more than 80 countries continuously obtain the benefit from applying the portfolio.

He has a passion to understand the main challenges within the animal protein value chain and to develop science-based solutions accordingly. His extensive experience in working with Trouw Nutrition, has helped him gain the insights across geographies and evolve the solutions globally.

Presentation summary

Mycotoxins are a growing threat to poultry production, affecting health, performance, and productivity. High concentrations of mycotoxins like aflatoxins can cause acute symptoms, while moderate co-contamination often goes unnoticed but impacts profitability.

We advocate for an integrated mycotoxin risk management approach, prioritizing prevention in raw materials and feeds. This includes on-site tools for detecting contamination, practical guidance values for species-specific actions, and validating solutions with cutting-edge models like our 3D Approach.

Our strategy includes:

- Mycotoxin binders: Using natural and synthetic clays, and yeast cell wall materials, validated in vitro and in vivo.
- Gut health protection: Strengthening tight junction proteins to limit mycotoxin transfer and using anti-inflammatory ingredients.
- Immune modulation: Enhancing macrophage function to combat mycotoxin-induced immune suppression.

Our 3D approach combines these strategies into one effective product for poultry.

Timing and location

Wednesday 13 November, 16.00 - 16.20 pm, Hall 17



Andrea Lopez

Topic: Support broiler performance through microbial control in feeding lines

About Andrea

Andrea Lopez Karolys is the Global Product Manager for Yeast Inhibition and alternative feed ingredients at Selko, the Feed Additive brand of Trouw Nutrition. She holds a BSc in Biotechnology Engineering and an MSc in Environmental Sciences from Ghent University. Early in her career, she worked on environmental projects for the Ecuadorian Government. Before joining Nutreco, she managed byproducts of ABInBev breweries in Latin America, focusing on alternative raw materials for animal feed.

Andrea has extensive experience in treating and reusing byproducts as alternative sources of protein, fiber, and nutrients in animal feed. Her work with farmers and brewery customers helped her understand the need for cost-effective materials that meet the nutritional requirements of various animals. She also developed agricultural businesses with a circular economy approach, supporting sustainability in large food production companies. In June 2023, she joined Selko, to develop strategies for yeast mitigation in swine liquid feed and Total Mixed Ratio (TMR), aiming to prevent nutrient spoilage, extend raw material shelf life, and improve animal performance.

Presentation summary

Feed hygiene is a concern for poultry producers, as prolonged storage of dry feed may cause microorganisms to proliferate, especially in compromised storage conditions such as high humidity, fluctuating temperatures and in the presence of feed residues in the feed distribution system. Alongside the risks during storage, feed residues in feeding lines pose an increased risk of microbial contamination. Enterobacteriaceae, moulds and yeasts that develop in feed residues can contaminate fresh feed during transportation. Contaminated feed can be distributed to the pans, reducing nutritional value, and negatively affecting the intestinal health of animals which results in reduced performance and health status.

Mitigation strategies through feed additives, Fyvalet BE+ can be applied directly onto feed before it enters the feedline. It provides a strong pH reduction and lowers the buffer capacity of the feed by supporting microbial control directly on farm. The strong pH reduction delivered by Fyvalet BE+ avoids microbial development and nutrient spoilage resulting in improved feed utilization.

Timing and location

Friday 15 November, 10.30 – 10.50 am, Hall 17