

MEDIA PACK

RUMINANTS

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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](#).

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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.

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Press release – Ruminants

Editor's note:

The following release discusses the launch of two new brands. The availability of these brands varies per region. Depending on the coverage of your publication, please publish the content that applies to your country, or region:

- **Germany, Italy:** please publish both paragraphs (no changes required)
- **Czech Republic, Great Britain, Ireland:** please only publish the Milivit ONE (omit the Sprayfo Ultimo)
- **Rest of the world:** please only publish Sprayfo Ultimo (omit Milkivit ONE)

For any questions or clarifications on our brand availability and positioning, please visit our booth, 22B09. Our experts are available to you. Please contact Marcelle Wiegand Bruss: marcelle.wiegand.bruss@trouwnutrition.com

Press release – Ruminants

FOR IMMEDIATE RELEASE

Trouw Nutrition targets precision nutrition from calf to beyond 5th lactation, supporting a reduction in carbon footprint

Amersfoort, the Netherlands – 12 November, 2024 – Trouw Nutrition, Nutreco's livestock feed business, is sharing new discoveries in calf nutrition, digital technologies to reduce the footprint of livestock production, and updated trace mineral feeding guidance that go beyond NASEM recommendations at EuroTier 12-15 November. Experts in dairy and beef cattle nutrition will be at stand 22B09, Hall 22 to discuss and demonstrate innovations that help make ruminant production more sustainable.

Inspired by nature to support healthy calves and herd longevity: Introducing Sprayfo Ultimo

Keeping dairy cows productive in the herd longer is a powerful way to improve on-farm sustainability. Launching at EuroTier, Sprayfo Ultimo calf milk does just that. A scientific discovery by LifeStart researchers led to the development of a calf milk that has demonstrated enhanced development in dairy calves. Inspired by the nutrient levels and nutritional signalling found in cows' milk, Sprayfo Ultimo provides a specific combination of fatty acids that mimic cow's milk to nurture accelerated development in the calf gastrointestinal tract, leading to enhanced starter intake. The formulation signals the intestinal lining to mature and generate a robust barrier against pathogens. In feeding trials, the earlier gut maturity demonstrated has helped calves reach optimal growth in the early months, reduced health management costs, and has helped calves reach breeding weight 3 weeks earlier.

Cutting edge research from Trouw Nutrition elevates the new standard in calf milk: introducing Milkivit ONE

The introduction of Milkivit ONE marks the next generation in calf milk. The latest scientific insights ensure this next step is inspired by Mother Nature and powered by patent-pending fatty acid technology. This formulation, unique to Trouw Nutrition, ensures the fatty acid profile closely resembles that of fat in bovine milk, which elevates calf performance beyond anything experienced in the industry previously.

Extensive research and on farm experience indicate reduced diarrhoea incidence, enhanced rumen development, and higher starter intakes are all key benefits that provide clear calf rearing advantages. Investing in calf nutrition that aligns with the nutrient levels and signalling that is found in cows' milk will have long-term benefits and can be a powerful strategy to improve on-farm sustainability

Employing the Carbon Reduction Program: Dairy & MyMilkPrint

You can't manage what you don't measure is the philosophy behind the sustainability-minded MyMilkPrint service. Part of the NutriOpt platform of sustainability modelling tools, this innovation complements MyFeedPrint to provide dairy producers and dairy-focused feed advisors a way to assess the environmental footprint of dairy farming on a per kg of milk. With minimal setup required, the service uses data about milk production, purchased feeds, ration and nutritional data, on-farm energy use, and manure storage to estimate the environmental footprint per kg of farm-gate milk produced. Using MyMilkPrint alongside the Carbon Reduction Program: Dairy can identify emissions hotspots and suggest an action plan to reduce individual farms' carbon footprints. For example, the tool can help farmers work with their nutritionists to reduce the environmental effect of feeds and diets whilst maintaining production, improving profitability, and reducing the carbon footprint.

With so many pressures facing dairy farmers, having a carbon reduction strategy is a way to help meet the needs of processors and retailers. Combining the Carbon Reduction Program: Dairy and MyMilkPrint helps dairy farmers measure and reduce the environmental effect per kg of milk, which can support European farmers working to comply with regulations. “Respecting our purpose of ‘Feeding the Future,’ we are committed to making sustainable strategies more accessible to our customers,” said Coen Smits, global sustainability director for Trouw Nutrition. “MyMilkPrint enables transparency on the environmental impact of farm-gate milk, helping farmers to meet market and regulatory requirements, whilst remaining profitable.”

Launching NutriXpert

In addition to these new technologies, the NutriXpert tool will debut at EuroTier.

NutriXpert is Trouw Nutrition’s fully integrated digital dairy platform combining feed analysis, diet calculation and farm monitoring. This enables the dairy consultant to work in an efficient way, in close collaboration with the farmer, with nutrition to improve the health and performance of the herd. Initially this offering will only be available in Germany. Stop by the Trouw Nutrition stand 22B09 in Hall 22 for more details.

Making the most of trace minerals with IntelliBond

Improving the precision of trace mineral feeding can help support animals and the environment. Trouw Nutrition will share updated trace mineral feeding recommendations that go beyond NASEM guidelines and account for regional variations such as soil quality.

Decades of research have demonstrated that sulphate minerals’ solubility reduces mineral availability in the animal and results in more excretion into the environment. IntelliBond minerals’ structure and covalent bonds help prevent antagonistic reactions inside the animal, binding minerals until they can be delivered where they are needed. Testing demonstrates that IntelliBond zinc, manganese, and copper are far less soluble in the rumen than sulphate-based minerals. This also may mean that hydroxy minerals support improved neutral detergent fibre digestibility as the minerals don’t interfere with ruminal microbes. Protected dissolution of the mineral also means it is less likely to leach into the environment if exposed to moisture.

“Whether the interest is sustainability through improved nutrition, more transparency in the diet or enhanced dietary precision, our investments in research are showing that nutrition can support herd performance while reducing the environmental footprint of beef and dairy farming,” said JJ Degan, Global manager ruminants at Trouw Nutrition.

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Press release – Sprayfo Ultimo

FOR IMMEDIATE RELEASE

Trouw Nutrition Introduces Sprayfo Ultimo

The first calf milk to naturally signal calf development

Amersfoort, the Netherlands – 12 Nov. 2024 – Trouw Nutrition, Nutreco's livestock feed business, is introducing Sprayfo Ultimo, the first calf milk formulated to naturally signal healthy calf development. Inspired by nature, Sprayfo Ultimo mimics the fatty acid profile composition and fat levels supplied in cow's milk, nurturing rumen development and supporting resilient herds. Revolutionizing calf nutrition, Sprayfo Ultimo has been proven on farm to result in a first breeding three weeks earlier and fewer health management costs. This novel technology reflects Trouw Nutrition's three pillars of development as it is inspired by nature, built to nurture and proven on farm. Stop by booth 22B09 Hall 22 at EuroTier to learn more about what sparked its development.

Breakthrough discovery reveals natural signals in cows' milk

The patent-pending technology used to develop Sprayfo Ultimo stems from a breakthrough research discovery. LifeStart scientists showed how the composition of fatty acids in cow's milk supports the development of the calf's GIT. Built to nurture like cow's milk, Sprayfo Ultimo signals closure of the calf's permeable intestinal lining, creating a natural barrier against pathogen invasion and preparing the calf to transition to solid feed, further developing the rumen. Sprayfo Ultimo delivers a total level of fat mimicking the levels found in cow's milk – 10% more energy than standard milk replacers. The fat levels help calves develop a natural body composition that improves metabolism across the animal's life.

Supplying organic trace minerals to enhance availability and reduce footprint of farming

Along with optimizing the composition of fatty acids and total level of fat, Sprayfo Ultimo contains organic trace mineral amounts similar to those naturally found in cows' milk. The inclusion of organic trace minerals at precise levels supports the availability of the mineral to the animal, results in fewer trace minerals excreted in faeces, and reduces the environmental footprint of dairy production.

Safeguarding producers' investments

Trouw Nutrition's investments in the science of phytogetic ingredients led to the discovery of a collection of natural compounds that supports the immune system of the calf. Included in Sprayfo Ultimo calf milk, the phytogetic ingredients help ensure that the farmer's nutritional investment is safeguarded.

On-farm trials and scientific research showed that calves experienced fewer health incidents, such as diarrhoea, and consumed more starter feed, resulting in visibly stronger and larger calves at three months of age. As healthier growth enabled calves to reach breeding weight three weeks earlier, researchers have estimated that farmers can save around €40 to €60 per calf. Studies also showed that calves fed Sprayfo Ultimo incurred fewer health management costs.

Remarking on the launch of Sprayfo Ultimo, Eile van der Gaast, global marketing manager with Trouw Nutrition, stated, "Leveraging a breakthrough discovery to support dairy farmers, Sprayfo Ultimo brings a natural, calf-centric approach to supporting the animal at a very vulnerable time in the animal's life. As Sprayfo nurtures gut development, it prepares animals to enter the milking herd earlier and remain productive longer, resulting in more resilient herds and requiring fewer replacement animals."

Visitors to EuroTier stand 22B09, Hall 22 can meet with dairy nutrition experts and learn more about the science used to develop Sprayfo Ultimo.

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Raquel Ramião

Topic: On-site Adviser: How to use innovative NIR technologies to improve storage, diets and overall efficiency.

About Raquel

Raquel Ramião has been with Trouw Nutrition since 2006 and holds a Master's degree in Animal Science from Portugal. Her career began on a swine farm, followed by a role at the Portuguese Charolais Cattle Breeders Association. Eight years ago, she moved to the Netherlands to join MasterLab (Trouw Nutrition's laboratory) as a Data Analyst. She later transitioned to Trouw Nutrition's digital team as a Product Market Manager, focusing on digital solutions for animal nutrition.

Since 2022, Raquel is the Global Product Manager for NutriOpt On-site Adviser, leading strategy, innovation, and development for Trouw Nutrition's Portable NIR service. She is dedicated to keeping the service at the forefront of the market, ensuring it delivers valuable, accurate, and on-the-spot insights for clients across the animal nutrition sector.

Presentation summary

In this presentation, Raquel Ramião will demonstrate how NIR technology—particularly Portable NIR—enables ruminant farmers, on-farm nutritionists, and consultants to instantly analyze the nutritional content and quality of over 70 feed materials, including silage, raw ingredients and finished feeds. She will present how real-time insights can support more precise feed management, improve diet formulation, and boost overall efficiency. Raquel will also highlight the risks and inefficiencies associated with not closely monitoring feed quality, showcasing NutriOpt On-site Adviser as a market-leading solution for optimal farm nutritional performance.

Timing and location

Tuesday 12 November, 12.00 - 12.20 pm, Hall 13



Ivan Ansia Vazquez

Topic: Innovations in the prediction of maize silage nutritional value.

About Ivan

Ivan Ansia is the Global Applied Ruminant Nutritionist for Trouw Nutrition. He holds a Ph.D. and a M.Sc in Animal Science from the University of Illinois where his research focused on the digestibility of dietary nutrients in calves and the effects of feed restriction on amino acid metabolism in dairy cows. Ivan earned a B.Sc. in Agricultural Engineering from the University of Santiago de Compostela, Spain. He worked as a nutritionist and consultant, providing technical management advice to dairy farms in Spain. Over six years, he developed a strong background in herd and crop management, cow comfort, and nutritional and feed evaluation. Since May 2020, Ivan is the technical lead for the central nutritional database and feed evaluation research for ruminants at Trouw Nutrition. He supports global formulation and nutrition queries and collaborates on innovative projects to enhance applied nutritional recommendations and our ruminant animal models.

Presentation summary

The proportion of rumen degradable nutrients is crucial for estimating forage nutritional value. Optimal predictions are essential to enhance animal performance and maximize feed efficiency on farm. We are leveraging decades of internal research to upgrade the tools we offer for forage evaluation, particularly but not only for maize silage. By transforming our research data on in situ nutrient degradation, we significantly improve the accuracy of our predictions regarding the fractions and degradation rates of nutrients in the rumen. Additionally, we consider factors such as ensiling time and corn kernel particle size in our estimations, not only to refine our predictions but also to provide valuable knowledge and influence on-farm feed management.

Furthermore, we are introducing a new NIR calibration line to estimate the potentially digestible fraction of organic matter throughout the digestive tract. This new parameter, based on an enzymatic in vitro method, offers a more consistent and reproducible system than those currently used in the industry. Finally, integrating these improvements and offering a more practical interpretation of forage quality, we are launching a new analysis report that provides customers with valuable insights into their forages.

Timing and location

Wednesday 13 November, 10.00 – 10.20 am, Hall 13



Liz Homer

Topic: Feeding the Future Together: reducing footprint in ruminants

About Liz

Dr. Liz Homer studied BSc Animal Science at the University of Nottingham and went on to complete a PhD in Dairy Cow Physiology and Fertility. After being awarded her PhD she then worked as a post doctoral scientist for a couple of years focusing on oestrous detection and expression, dairy cow nutrition trials, and assisting in trials focusing on the rumen microbiome and methane reduction.

Liz's main focus is now on sustainability where she leads the European team in driving and implementing our sustainability strategy for ruminants. This encompasses looking internally at our at processes, how we can support customers at their sites to become more sustainable and most exciting how we apply solutions to become more efficient at farm level to reduce environmental footprint. Liz also focuses on looking at innovative solutions to reduce environmental footprint and has been developing partnerships across the supply chain to implement positive change at farm level.

Presentation summary

There are various pressures for dairy farmers to be more sustainable and reduce their environmental footprint but what is often overlooked is that we have many of the tools we can use to reduce carbon footprint today. This talk will cover the carbon reduction program for dairy and the nutritional and management solutions at all stages of life from calf to 5th lactation and how this impacts productivity, profitability and carbon footprint. The journey starts with youngstock, if we can rear our calves right then the benefits last within the herd which has a significant impact on carbon reduction. Next by applying a precision nutrition approach to formulation and understanding the environmental impact of purchased feed we can make further reductions to the farm footprint. Then we must ensure we support that cow to her 5th lactation and beyond. With the tools already available we could reduce carbon footprint on a given farm by up to 30% already!

Timing and location

Friday 15 November, 10.30 – 10.50, DLG Studio stage, Hall 13