



# MEDIA PACK

## Trouw Nutrition



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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](mailto: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 CO<sub>2</sub>e 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 CO<sub>2</sub> 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**

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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 phyto-genic 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 – NutriOpt

FOR IMMEDIATE RELEASE

## NutriOpt services showcased at EuroTier support actionable decisions in feed and on farm

Amersfoort, the Netherlands – 12 Nov. 2024 – Trouw Nutrition, Nutreco's livestock feed business, is demonstrating a range of digital tools and services that bring more precision to decisions made at the feed mill and on the farm. Visitors to EuroTier stand 22B09, Hall 22 can check out live demonstrations of mobile NIR, learn about new Life Cycle Assessment (LCA) services to support sustainability goals, and discover unique and advanced modelling and precision formulation services. The digital services on display at EuroTier are:

### Premiering at EuroTier is MyEggPrint

This LCA service calculates the carbon footprint of eggs. MyEggPrint is a verified carbon footprint calculation tool designed to help egg producers and other industry stakeholders accurately measure and monitor the environmental effect of their operations. It can also be used to help implement effective emission reduction programmes. The calculations are made by using data around housing conditions, feed consumption, energy use, manure treatment, transport details, and more.

### MyMilkPrint calculates the environmental footprint of milk at the farm level

MyMilkPrint is an easy-to-use LCA service that allows feed advisors to calculate, monitor, and share the environmental footprint of milk. At farm level, this helps dairy producers develop effective emission reduction strategies. MyMilkPrint analyses farm-specific inputs including milk production, on-farm energy use, and farm-grown ingredients. This information is combined with data on purchased feeds and nutritional values. All these inputs are used to calculate an accurate estimate of the environmental effect per kg of fat- and protein-corrected milk produced on a farm.

### MyFeedPrint boosts the transparency of feed production

MyFeedPrint calculates the different environmental effects of feed ingredients and complete feeds (blends), including the effect on climate change (the carbon effect) and the energy needed at the feed mill to produce the feed. MyFeedPrint enables feed producers to generate an environmental footprint of their operation and take the necessary steps to reduce the carbon effect of feed production. This digital service uses an accredited LCA database that helps improve the transparency of feed production and allows users to compare sustainability metrics associated with different ingredients. The tool can identify environmental hot spots in the facility or in specific production lines and provide data to drive strategies to make actionable and carbon reducing changes. As the value chain demands greater transparency, MyFeedPrint empowers feed production facilities to develop more sustainable feed.

### NutriOpt On-site Adviser provides rapid analysis to support quality assurance

NutriOpt On-site Adviser is an easy-to-use, mobile NIR service that provides fast, reliable, on-the-spot data on raw material and/or final feed quality. This data supports better decision making for quality assurance and formulators. Leveraging Trouw Nutrition's robust nutritional database, the NutriOpt On-site Adviser can assess raw ingredients and finished feed for a specific species in less than five minutes. Species-specific nutrients are available for swine, ruminants, and poultry. Supporting thousands of farmers and feed producers worldwide, the NutriOpt On-site Adviser helps producers adjust their diets in a more responsive way and be on top of raw material, complete feed, and silage quality.



### **The prediction power of the Watson, based on creating digital twin of swine farm**

Watson is a sophisticated, digital twin, prediction model. This advanced decision-making model for swine can make highly accurate predictions, based on the latest nutritional science, farm-specific data inputs, and market information. The model has been implemented successfully in various countries to predict a wide range of outcomes. Watson shows how a given change may affect production efficiency, operational economics, and the farm's environmental footprint. Integrating data from raw materials, feed additives, genetic potential, health, economics, environment, and management practices, Watson evaluates different options and suggests optimal solutions based on performance and economics.

### **NutriXpert**

NutriXpert, the Germany-based farm data management tool, offers ration calculation and rapid analysis capabilities to drive operational and feed decisions. Combined with the app version, NutriXpert facilitates efficient communication with the farmer, adviser, and other key team members. NutriXpert supports data-driven insights that can improve feeding and management practices, conserve costs, and nurture animal performance.

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# Expert Stage presentations

## Meet our speakers

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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



## Johan Kroon

### **Topic:** Feeding the Future Together: reducing the footprint of swine

#### **About Johan**

Johan Kroon has been a part of Trouw Nutrition since 2007. Over the years, he has gained extensive experience working within MasterLab and specializing in trace metal analysis and (mobile) Near-Infrared Spectroscopy (NIR). His expertise extends to technical sales, where he was responsible for service sales in the Benelux region.

As of February this year, Johan has taken on a new role, leading the sustainability agenda for swine in the Europe and Central Asia (ECA) region. In this position, he plays a key role in advancing sustainable practices within the sector, ensuring that Trouw Nutrition's strategies align with both industry needs and evolving environmental standards.

#### **Presentation summary**

In this presentation, Johan Kroon will explore how optimizing swine performance can be achieved by integrating sustainability with an advanced modelling technique called a "digital twin". He will discuss innovative approaches to improving productivity while reducing environmental impact, showcasing how data-driven models can support more efficient and sustainable swine farming. The talk will highlight the use of this digital twin for aligning performance goals with the growing demands for sustainability in the livestock industry.

#### **Timing and location**

Tuesday 12 November, 17.00 - 17.20 pm, Hall 15



## Andrea Lopez

### **Topic:** Managing sugar availability and microbial proliferation in liquid feed

#### **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**

Microbial growth in swine liquid feed, due to high moisture, affects feed quality and intake. Microbes like yeast consume sugars and nutrients, reducing dry matter, palatability, and nutritional value, which can decrease feed intake and impact pig growth and health. Ensuring feed stability is crucial, as microbial overgrowth reduces nutrient density and exposes animals to harmful byproducts and toxins.

Buffered and non-buffered organic acid blends, such as Selko BE+, Selko RSD, and Selko SVG, create a lower pH environment that inhibits microbial growth. Buffered acids provide stable pH reduction over time, suitable for feed storage, while non-buffered acids allow for a quicker pH drop, beneficial for immediate microbial suppression. Both types help maintain feed quality, enhancing intake and digestibility, supporting animal performance and immune health by reducing microbial competition and preserving nutrients.

#### **Timing and location**

Wednesday 13 November, 9.30 – 9.50 am, Hall 15



# Nestor Gutierrez Cespedes

**Topic:** How more precise use of phosphorus and calcium improve the feed conversion ratio, sustainability and efficacy of phytase enzymes in swine diets

## About Nestor

Nestor Gutierrez is a PhD swine nutritionist from Iowa state university and has worked for Trouw Nutrition for the past 9 years. He is originally from Colombia and is based in The Netherlands. He is an animal agriculture and pork ambassador. He uses science and reason to deliver added value and innovative solutions to pork producers to propel the industry to even more sustainably feed the world.

## Presentation summary

In this presentation, Nestor Gutierrez, will discuss how the introduction of total tract digestible (STTD) Calcium and Phosphorus, prevent performance loss, improve feed conversion ratio through, enhance the use of phosphorus by allowing precise formulation, and increase the efficacy of phytase.

## Timing and location

Friday 15 November, 11.00 - 11.20 am, Hall 15





## Guanlin Wang

### **Topic:** Mycotoxin mitigation strategies in sow production: new learnings from two recent scientific research projects

#### **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 toxic compounds from fungi that can grow on crops, affecting sow health and reproductive performance. Common mycotoxins in sow diets include deoxynivalenol, fumonisins, and zearalenone. Key effects include:

- **Weight and Body Condition:** Reduced feed intake and poor nutrition affect weight gain, milk production, and piglet health.
- **Reproductive Issues:** Irregular cycles, reduced conception rates, and increased embryonic losses.
- **Milk Production:** Lower yield and quality, impacting piglet growth and survival.
- **Piglet Health and Growth:** Weaker piglets with higher mortality rates.

Our mycotoxin mitigation product combines binding, gut health protection, immune modulation, and bio-transformation. It uses natural and synthetic clays, yeast cell wall materials, and anti-inflammatory ingredients to protect tight junction proteins. It also enhances macrophage function to combat immune suppression and includes technology to degrade mycotoxins in the gut. Recent studies validate its efficacy.

#### **Timing and location**

Friday 15 November, 13.30 – 13.50 pm, Hall 15



## 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