



FOR IMMEDIATE RELEASE

NOVUS Shares Innovation Supporting the Poultry Industry at IPPE

CHESTERFIELD, MO (December 19, 2023) – NOVUS poultry experts are sharing the latest research in trace minerals, footpad health, and carcass quality at the International Production and Processing Expo (IPPE), January 30-February 1, 2024, in Atlanta, Georgia.

The NOVUS experts will present four abstracts as part of the International Poultry Scientific Forum (IPSF), which is held in conjunction with IPPE. The poster and oral presentations take place January 29-30, 2024, at the Georgia World Congress Center.

“IPSF is the premiere event to learn the latest research on environmental management, nutrition, physiology, pathology, and disease,” says Gonzalo Prat, NOVUS senior director and managing director for the Americas. “We are honored to participate in the forum to share how intelligent nutrition is supporting bird health and producer goals.”

The NOVUS abstracts are:

- ***Effect of Chelated Trace Minerals in Laying Hens during a Second Production Period after Molting*** – oral presentation by Hugo Romero, Ph.D., global poultry technology executive manager
- ***Feeding Methionine Hydroxy Analogue Chelated Trace Minerals Reduces Mineral Excretion to the Environment in Broiler Chickens*** – oral presentation by Frances Yan, Ph.D., global poultry research senior manager
- ***Supplementation of Cu Methionine Hydroxy Analogue Chelate Maintains Chickens’ Performance and Reduces Mineral Excretion and Footpad Dermatitis*** – oral presentation



by Kelen Zavarize, Ph.D., technical services manager for Latin America North

- ***Evaluation of Zn, Cu and Mn Methionine Hydroxy Analogue Chelate associated with Benzoic Acid and Essential Oils on Performance, Incidence of Footpad Lesions and Carcass Quality in Broilers*** – poster presentation by Kelen Zavarize, Ph.D., technical services manager for Latin America North

Dr. Zavarize said the abstracts from NOVUS showcase the importance of highly bioavailable trace minerals in poultry production.

“The poultry industry recognizes that trace minerals support health and performance but not all minerals are the same,” she says. “Research like this showcases the difference mineral source can make, both on its own and in combination with other products.”

One of Dr. Zavarize’s abstracts looks at the results of feeding broilers zinc, copper and manganese as MINTREX® Bis-Chelated Trace Minerals in combination with benzoic acid source AVIMATRIX® Feed Solution and NEXT ENHANCE® 150 Feed Solution, a microencapsulated source of thymol and carvacrol.

“The results showed this combination improved overall performance, and footpad and tissue health in field conditions, thereby producing more high-quality broilers for our customers,” she says.

Registration is required to attend IPSF. For the event program and to register, visit www.ippexpo.org/education-programs/IPSF

Those unable to attend IPSF can speak with the NOVUS poultry experts at the NOVUS booth at IPPE located in Hall A, Booth 1833 from 10:00 a.m. to 5:00 p.m. EST on January 30, 9:00 a.m. to 5:00 p.m. on January 31 and 9:00 a.m. to 3:00 p.m. on February 1.

NOVUS is the intelligent nutrition company providing solutions for the global animal agriculture industry. The company’s portfolio includes bis-chelated organic trace minerals, enzymes, organic acids, essential



oils, liquid and dry methionine, as well as a network of experts around the world to provide guidance on management best practices.

For more information on how NOVUS is supporting poultry producers around the world, visit novusint.com.

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