



## **Anitox launches INSIGHT™ into feed chain biosecurity**

**Feed biosecurity specialist Anitox will unveil its Anitox INSIGHT™ platform at IPPE in Atlanta later this month. The program offers real-time access to a growing body of feed quality and compliance data and brings the prospect of evidence-based inline pathogen control a major step closer.**

The platform (Anitox INSIGHT™) offers users of the company's Termin-8®, Finio® and Maxi-Mil® solutions a means to monitor everything from feed pathogen load and pellet durability to air quality at the point of application. From a supply chain and engineering perspective, it also offers improved access to system performance data, diagnostics and stock management.

As President and CEO Dr Rick Phillips explains, while QA and compliance teams are the main beneficiaries in the short term, it's poultry producers that stand to benefit most as evidence-based interventions ensure the quality and biosecurity of individual batches of feed.

"From today our new Anitox INSIGHT™ platform gives feed producers a greatly improved handle on their feed quality and biosecurity, with analytics and compliance data available at the touch of a button, 24-7. It's making the process of producing clean feed easier, offering remote oversight of the engineering systems that apply pathogen control solutions in feed mills across the globe. And there's more to come."

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“Year on year our industry produces more poultry meat and eggs more sustainably; it’s been a great example of the power of incremental improvements since long before I joined as a young poultry veterinarian in the late 980s. That trend needs to continue under increasing food safety legislation and with restrictions on the use of antibiotics and growth promoters in various regions of the world, mindful of consumer requirements. And for that to happen, we need a step change in approach.

“We need to get smart about biosecurity,” explains Dr Phillips, “and use new technology to help us protect the integrity of the bird’s gut and prevent mortality, morbidity and feed conversion loss associated with bacteria and pathogens. That’s why Anitox is turning to advancing ag tech - to sensors and diagnostics, artificial intelligence and inline intervention technology - to enable feed producers to ensure feed quality, batch by batch, in real time.

To find out more about Anitox INSIGHT™, or to talk about how ag tech is changing the face of feed biosecurity, visit Anitox at IPPE, Hall B, B7245, or go to [www.anitox.com](http://www.anitox.com) to contact your local representative.

*Notes to Editors*

*Release date: January 2018*

*Anitox builds effective, practical and commercially valuable systems to safely control pathogens and microbes. We focus on animal feeds, pet foods and biofuel production systems worldwide. Our brands include the market-leading pathogen control technologies Termin-8®, Finio®, Preserv-8® and OptimOH®, and the milling efficiency and pellet quality solution Maxi-Mil®.*

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