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Circadian Eggs—An IPPE TECHTalk You Will Want to Attend

PLYMOUTH, MN (January 12, 2017) – On Tuesday, January 31st at IPPE, ONCE Inc. (ONCE®) CEO, Zdenko Grajcar, will present on the benefits of optimized poultry lighting and how lighting entrains the circadian clocks in your animals. As founder of the only photo-biology agricultural lighting company in the world, Grajcar has an established background in illumination science and as an avid researcher in light's effect on animals.

There are three primary aspects of poultry lighting that Grajcar will be highlighting throughout his presentation. Optimizing these aspects in research studies and in production facilities has underscored the importance of the circadian clock in improving animals' health and well-being.

There is still room for improvement when it comes educating others on the significance of animal-centric lighting in the agricultural industry. "It is well-known that animals see light differently than humans," describes Grajcar, "but there is a lot that people do not know, like how a molecular clock and rhythmic hormone release in poultry can help stimulate natural internal cycles, such as bone formation and sexual maturation. That is why a regular circadian clock is important. We create an environment for animals that cater to what they need," he says. "Our science stimulates reproduction in a cost-effective way."

ONCE® is a revolutionary photo-biology Minnesota-based company working in a niche market to bring animal welfare options through facility lighting.

To hear from ONCE® founder and CEO on his industry leading research, come to his presentation at IPPE on January 31st at 10:00am in C1305, or stop by the ONCE IPPE booth, in hall C, space 2711 where many of their animal-centric lights will be on display.

About ONCE

ONCE® is a technology company applying animal-centric innovations in photo-biology and optogenetics to agricultural lighting, biosecurity and hatchery markets to enhance performance and improve welfare. ONCE® agricultural lamps are used in over 18 countries nationwide, including the world's largest makers of open community chicken, layer and swine housings. Founded in 2009, the Minnesota-based company is led by lighting industry veteran Zdenko Grajcar. For more information, please visit www.onceinnovations.com.

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