

New Frontiers in Trace Mineral Nutrition Presented at IPPE 2017

Feeding less-reactive minerals can increase performance and margins

FEBRUARY 1, 2017, INDIANAPOLIS—As poultry producers around the globe address the world’s growing appetite for protein, new research demonstrates that supplementing poultry diets with IntelliBond® mineral sources can maximize flock health and profitability.

Dr. Kurt Perryman, technical sales manager at Micronutrients, presented data supporting the use of IntelliBond minerals as a strategy for improving bird health, flock performance, and economic viability during a February 1 presentation at IPPE titled “New Frontiers in Trace Mineral Nutrition—Discover Innovative Solutions for Improved Performance.” Given that trace minerals represent a mere 0.1 percent of a typical broiler diet, their value is often overlooked. As the cost of production increases, even modest improvements in productivity can translate into a significant competitive edge for the producer. A conservative estimate places the ROI of IntelliBond mineral supplementation at \$0.01 (USD) per bird. “Given that approximately 170 million birds are marketed each week in the U.S., a penny per bird value proposition represents millions of dollars in additional revenue annually,” said Perryman.

Perryman’s presentation reinforced the idea that supplementation of poultry diets using a mineral source with lower reactivity in the GI tract, such as IntelliBond Copper, reduces oxidative stress and can prevent possible gastrointestinal tract damage observed when feeding copper sulfate. He also remarked on how the increased bioavailability of IntelliBond Zinc allows producers to maintain bird health while lowering the environmental impact of trace mineral feeding.

These research findings presented at IPPE are based on Micronutrients’ continued devotion to quality, cutting-edge research aimed at addressing the practical challenges of feeding traditional trace mineral sources. “Sulfate trace minerals present a dilemma for producers,” said Perryman. “Although the low price of supplementing commodity copper to the diet is attractive to producers, sulfate minerals are highly soluble, and as such, their reactive nature can not only destroy other nutrients in the feed, but may also cause damage to the gastrointestinal tract.” The reduced solubility of IntelliBond products prevents the rapid and detrimental release of mineral ions, thereby avoiding many of the negative attributes of feeding higher-solubility sources. Looking toward the future, Micronutrients will continue to invest heavily in the development of innovative research-based mineral feeding strategies. This pioneering research will focus on maximizing the beneficial impact of advanced trace mineral programs on animal health and growth performance, sustainable stewardship of the environment, and the economic success of poultry producers as they strive to meet the challenge of a growing global demand for affordable protein.

Insights from Perryman’s presentation are available at <http://micronutrients.net/ippe-2017/>.



About Micronutrients: Based in Indianapolis, Indiana, Micronutrients is a global mineral feed ingredient producer focused on developing, manufacturing and marketing a full range of quality trace minerals. Micronutrients is the market leader for hydroxy trace minerals which are marketed under the global brand name IntelliBond®. Hydroxy trace minerals are specialty trace minerals that, due to their unique chemical structure, improve stability of premixes and feeds.

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