



**FOR IMMEDIATE RELEASE**

## **Where are the Birds? NOVUS Shares Hatchability Insights at IPPE's TECHTalks**

**CHESTERFIELD, MO** (December 26, 2023) – Hatchability has become a top concern for the broiler breeder industry in the United States. Investigating the cause and how producers can support fertility and hatch are the focus of a presentation by NOVUS during the TECHTalks at the International Production and Processing Expo (IPPE), January 30-February 1, 2024 in Atlanta, Georgia.

“In recent years, the U.S. has seen some of the worst hatchability numbers since the late 1980s. The U.S. Department of Agriculture in October 2023 reported average hatchability at just 80.4%,” says Hugo Romero, Ph.D., NOVUS global poultry technology executive manager, who will present the talk. “During this presentation I’ll examine the potential causes for this phenomenon and how adjustments to the ration can help combat it.”



*Dr. Hugo Romero of NOVUS*

Dr. Romero’s presentation for the TECHTalks will be from 11:30-11:50 a.m. EST on Tuesday, January 30 in Hall A at Booth A244.

Along with sharing the possible causes for the hatchability issues, Dr. Romero will explain updated recommendations from poultry genetics companies on vitamin inclusion and discuss the impact amino acids and trace minerals have on breeder fertility and chick development. The TECHTalks at IPPE are free to attend. For more information and to see the full schedule of talks, visit [www.ippexpo.org/activities](http://www.ippexpo.org/activities).

Dr. Romero will also be available to meet with expo attendees 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 at the NOVUS booth, Hall A Booth A1833 in the Georgia World Congress Center.

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](http://novusint.com).

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