Media Release

*For immediate release*

## Farm-level success the focus as feed innovations take flight at IPPE 2023

***Winning the battle against rising input costs while boosting sustainability***

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**Atlanta, GEORGIA** – Helping farmers battle through headwinds and capture new opportunities for success is the focus as new feed additive advances take flight for 2023.

Several of the top innovations are featured this week at the International Production & Processing Expo (IPPE) Jan. 24-26 in Atlanta. IPPE showcases the latest technology, equipment, supplies, and services used in producing and processing eggs, meat, and poultry, along with advances in animal food manufacturing.

"This year science is the star," says Rob Patterson, VP of Innovation and Commercialization with CBS Bio Platforms, a leading feed additive innovator showcasing technologies at IPPE. "We all read the headlines. We see inflation, rising input costs and other challenges. But the bright spot, a bit behind the scenes, is progress with science that is giving us new innovations to win the battle. The best of these focus on farmers and their success – we know if farmers are doing well this supports success and sustainability for livestock industries as a whole."

The CBS Bio Platforms team, along with customers and partners, has long held a front-row seat to the latest in science-driven feed additive innovations. Since its inception, CBS has benefitted from strong integrated relationships with major research programs, including with top feed innovation universities in Canada, the U.S. and more broadly internationally. These relationships have served as incubators to key advances that have continually fueled, refreshed and expanded the company's comprehensive bio-based Feed Science Platforms (FSPs) lineup.

Leading the research-powered progress featured at IPPE 2023 is new "multi-component" protease technology – led by expanded availability of CBS's own ProSparity®. This solution is the first-of-its-kind in the marketplace and delivers numerous advantages compared to traditional single-source protease offerings.

"With its multi-component protease technology, ProSparity is designed to unlock higher nutritional value from protein sources, allowing farmers to achieve optimized feed utilization and related performance at reduced cost," says Will Varner, USA Business Development Manager with CBS. "It's the right technology at the right time, helping farmers get more out of feed to offset rising ingredients costs. It levels the playing field to help maximize profitability no matter the feed sources you are using and cost challenges you are facing."

Available in flexible formats offered in both liquid and dry concentrations, ProSparity also features a low inclusion rate that improves least cost formulation. New meta-analysis results recently released show tremendous advantages of the multi-component protease technology featured in ProSparity versus the leading single-component protease.

Added to this, further new research has pulled back the veil on the extent to which the dietary proteins used in animal diets are not fully digestible by poultry, swine and ruminants.

“It’s very substantial across protein sources and that has represented a growing opportunity for solutions such as ProSparity that can unlock that untapped value,” says Varner. “Particularly in today’s industry environment, there's a very strong economic benefit in recapturing dietary costs in this manner, by utilizing feed additives such as multi-component protease that target the undigested component of these proteins – breaking them down so they can be absorbed and used by the animals.”

ProSparity is designed to maintain high protease activity throughout the entirety of the gastrointestinal tract no matter what the protein source. In addition to improving nutrient digestibility, this new option has also been shown to deactivate antinutritional factors found in protein sources – adding further value. The multi-component protease is just one of several advances coming out of research and development of new “Bio-Catalyst technology” – a platform of feed science that is helping transform the future of animal protein production.

Another advance is Yeast Bioactives technology - a new category introduced by CBS and led by Maxi-Nutrio®, which is now also available in a new Maxi-Nutrio® Liquid formulation.

“Maxi Nutrio delivers strong advantages to optimize profitability while aligning with antibiotic-reduction and sustainability trends,” says Paul Garvey, Sales Manager with CBS “It serves not only as a valuable option for optimizing efficiency and performance, but also as a next generation health management tool. It gives farmers a much-needed new option that can be used proactively as conventional options such as antimicrobials continue to become less favored and more restricted.”

Learn more about CBS at www.cbsbioplatforms.com.

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