

A Virtual Reality Experience with Chr. Hansen's unique triple strain probiotic for poultry: GalliPro® Fit

Stop by booth #B7183 at IPPE to explore in a virtual experience from a bacterium's perspective, as GalliPro® Fit navigates through the chicken gut addressing some of the poultry industry's biggest challenges from Chr. Hansen.

The poultry business is tough. Driven by the regulation of growth promoting antibiotics and the increased focus on food safety, poultry farmers face growing challenges when looking for new effective tools that can keep their flocks normal and healthy. GalliPro® Fit is an easy-to-use, natural solution that helps poultry farmers overcome these challenges.

GalliPro® Fit is Chr. Hansen's first probiotic to combine three unique strains in one product to address some of the key challenges faced by poultry producers today. Together, the selected strains in GalliPro® Fit have been proven to effectively boost prevention programs, contribute to food safety, and modulate the immune system in broilers, layers, and turkeys.

With the launch of GalliPro Fit in the US, we have built even further upon our field trials and data to be able to document the efficacy of GalliPro Fit. The uptake of the product among our customers has been extremely positive.

With feed representing 68% of the cost of broiler production, production profitability is important, and margins are under pressure.

GalliPro® Fit has been proven to be effective in the following key areas:

- Boosts prevention programs.
- Contributes to Food Safety.
- Consumer acceptance - Natural and Safe.
- Easy to use

Stop by the Chr. Hansen booth at IPPE, Booth #B7183 to experience the world of a bacterium navigating through the chicken gut and how GalliPro® Fit can address any problems 'you' may encounter!

About Chr. Hansen

More than 140 years of science-based solutions for the food and agricultural industry has led Chr. Hansen to a growing library of over 30,000 bacterial strains. GalliPro® Fit is the newest addition to Chr. Hansen's GalliPro® range of solutions for the poultry industry.

With well over 250 known species of Bacillus in the world, selection of strain really does matter. GalliPro® Fit contains unique strains of bacteria that were selected for their relative effectiveness at demonstrating beneficial modes of action, making them particularly suitable for improving the success of commercial poultry operations.