



Layn Natural Ingredients All-Natural TruGro Max Animal Feed Additive Scientifically Demonstrated As Effective AGP Replacement

IRVINE, Calif., Jan. 18, 2021 – Layn Natural Ingredients, one of the world’s largest innovators of natural botanical extract ingredients and solutions serving the biggest brands in pet and animal nutrition, food, beverage, nutraceuticals and personal care, today announced that **TruGro® MAX** natural, plant-based feed additive ingredient is backed by new studies as an effective AGP replacement that significantly improves oxidative status and performance in animals.

There are a number of factors that have prompted animal feed producers to reduce the use of traditional synthetic antibiotics, including: animal health and welfare; consumer demand for antibiotic-free meats; and the regulatory removal of antibiotic growth promoters (AGP) in Europe.

“New in-vivo trials with broiler chickens have demonstrated that the exceptional antioxidant and nutritional capabilities achieved through the proprietary blend of natural botanical ingredients found in TruGro MAX can significantly reduce AGP use, improve animal performance, and meat quality,” said Mary Joe Fernandez, Global Vice President of Sales & Business Development for Animal Nutrition at Layn.

Researchers reported continuous improvements in the growth and performance of chickens consuming the botanical extracts, including nearly a 9% weight gain over the control group. Researchers also conducted a follow-up consumer panel test, which showed a high preference for the meat from chickens that consumed TruGro MAX over that of control chickens. Consumer panelists reported preferable taste and texture, with scientists reporting higher water capacity and lower cooking loss.

TruGro experts will showcase TruGro MAX at IPPE 2022. For more information, visit them at booth #B8306, contact info@layn-usa.com or visit www.layncorp.com/animal-nutrition/.

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About Layn Natural Ingredients:

Layn Natural Ingredients is one of the world’s largest innovators of natural botanical extract ingredients and solutions serving the biggest brands in food, beverage, flavor, nutraceutical, sports nutrition, personal care, animals, and pets for over 25 years. Truly vertically integrated, Layn offers nearly three decades of experience in providing a fully secure, manufacturer-direct, transparent, and scalable supply chain. From seeds and agronomy to extraction and formulation, Layn is committed to quality, innovation, and sustainability. Its world-class R&D operation includes more than 2.2 million square feet of state-of-the-art extraction, and global innovation centers throughout the world to conduct research, ensure quality, and provide formulation and application guidance. Layn is also the parent company of wholly owned subsidiary, HempRise, a US-based entity specializing in the direct manufacture and innovation of CBD and hemp extract ingredients. *Botanify* your product portfolio now with Layn Natural Ingredients – Email botanify@layn-usa.com, or visit: www.layncorp.com.

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