

Novus Launches New Product Platform at IPPE

Company showcases how it is embedding feed additives inside grain with innovation partner Agrivida

SAINT CHARLES, MO (December 6, 2021) – Pre-mixes, pelleted, poured on, mashed in. There are many ways to add feed additives to raw feed for agriculture animals. But what if the additive is already inside the grain?

During the International Production & Processing Expo (IPPE) in January 2022, global health and nutrition company Novus International, Inc. and its partner Agrivida, Inc. will show the technology they are using to do just that.

“Our goal with this new technology is to disrupt the market through innovation,” said Novus President & CEO Dan Meagher. “We are providing customers a sustainable and effective way to deliver key additives to their animals that will positively impact performance, labor and overall costs.”

Called INTERIUS™ technology, the process was developed by researchers with Agrivida and is now being commercialized and expanded through the Novus partnership that began in 2020.

INTERIUS™ is the first grain-based feed additive platform commercially available for the animal nutrition segment. Producing feed additives inside grain is a convenient and cost-effective way to introduce beneficial additives such as enzymes into animal diets by simply replacing a small amount of raw feed material with INTERIUS™ feed.

The first commercial product delivered by INTERIUS™ technology is called GRAINZYME®. Through this product line, feed enzymes such as phytase and NSPase are expressed within corn kernels, delivering optimal nutrient utilization, positive animal performance, and feed cost savings.

“GRAINZYME® really is just the beginning,” Meagher said. “Through our partnership with Agrivida, researchers with both companies are currently working on new initiatives to expand the platform to include a variety of new additives. With this technology, there is hope for a better future for the environment, producers and consumers.”

Novus will share details about INTERIUS™ technology and the GRAINZYME® products during its annual Cocktail Party at IPPE scheduled for 5-7 p.m. on January 26, 2022, at The Omni Hotel, which is adjacent to the Georgia World Congress Center where IPPE is held. The party is open to all IPPE participants and will include complimentary hors d'oeuvres and beverages. For more information about the event, visit novusint.com/Events/novusatippe2022.

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Novus International, Inc. is a leader in scientifically developing, manufacturing and commercializing nutrition and health solutions for the animal agriculture industry. Novus’s portfolio includes ALIMET® and MHA® feed supplements, MINTREX® chelated trace minerals, CIBENZA® enzyme feed additives, NEXT ENHANCE® feed additive, ACTIVATE® nutritional feed acid, and other feed additives. Novus is privately owned by Mitsui & Co., Ltd. and Nippon Soda Co., Ltd. Headquartered in Saint Charles, Missouri, U.S.A., Novus serves customers around the world. For more information, visit www.novusint.com.