Zinpro Corporation to Launch New Solutions for the Poultry Industry at International Production & Processing Expo (IPPE) 2020

From egg shell to meat quality, Zinpro Performance Minerals help poultry producers achieve maximum results and return on their investment.

EDEN PRAIRIE, MINN., JAN. 23, 2020 – Zinpro Corporation, the industry leader in performance trace mineral nutrition for livestock, poultry, aquaculture and companion animals, today announced that the company will attend and exhibit at IPPE 2020, Jan. 28 – 30, 2020 at the Georgia World Congress Center in Atlanta, Georgia, USA. IPPE is the world's largest annual poultry, meat and feed industry event of its kind. As the most research-proven performance trace mineral products on the market, Zinpro offers customers a variety of industry-leading poultry trace minerals and water-soluble animal nutrition products that deliver performance and profitability to poultry operations around the world.

At IPPE, in addition to learning more about Zinpro solutions for poultry producers, attendees can acquire information about the integration of Paragon Specialty Products into the Zinpro portfolio of products and the launch of two global tools, the Zinpro BlueBox™ and Perfect Carcass™ tool. The integration and new tools are designed to assist poultry producers in increasing and maximizing their production and profitability.

• **Paragon Specialty Products is now Zinpro Specialty Products™.** In November 2018, Zinpro acquired Paragon Specialty Products, a leader in water-soluble-based animal nutritional products. The acquisition has allowed Zinpro the ability to provide customers with a total poultry nutrition solution, including water soluble nutrition products. Together the companies have combined their knowledge and technical expertise to develop products and solutions that best meet the evolving needs and demands of the poultry industry.
• The Zinpro BlueBox is an eggshell quality evaluation tool developed by Zinpro with a specific scoring system that assesses the structure of eggs by examining translucency and color. The Zinpro BlueBox is a custom-made blue metal enclosure that allows for the translucency of eggs to be captured and evaluated in a quantitative method using the Zinpro egg scoring system. The results from this program help address production and nutritional improvement opportunities that could provide producers with a stronger return on investment and avoid a potential reduction in chick numbers from eggs exhibiting subclinical defects that are prone to produce a poor-quality chick.

• Perfect Carcass Tool® (PCT) is a visual guide system developed to support the poultry industry in identifying, quantifying and estimating the economic impact of defects found in broiler carcasses. The software tool is driven by databases that compare parameters among producers in the same geographic area, breed, densities, growing conditions and type of management. The tool allows Zinpro to work with poultry operations to understand their needs and develop a customized nutrition solution to increase the carcass value, providing a wholesome and safe product to the consumer.

“It is important that we provide our customers with tools and solutions that allow them to make crucial business decisions regarding the health of their animals, while ensuring they are meeting their revenue goals and expectations,” said Paco Fernandez, global poultry advisory lead for Zinpro Corporation. “As the global leader in poultry nutrition, we partner with our customers to ensure their success, both on the farm and in the business office.”

To learn more about the Zinpro BlueBox and Perfect Carcass tools, or to talk with representatives from Zinpro or Zinpro Specialty Products, visit booth A2517 in Hall A of the Georgia World Congress Center. You can also learn more at www.zinpro.com/species/poultry.

Zinpro is committed to delivering the people, products and educational tools needed to help customers improve animal performance and wellness and the profitability of their operations. To learn more about who we are and what we do, visit: https://www.zinpro.com/about-us.

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About Zinpro Corporation

More than 45 years ago, Zinpro Corporation pioneered the research and development of Performance Minerals®. As a family-owned, privately-held company, Zinpro Corporation's steady growth has come as
a result of quality products, quality people and a focus on one thing: performance trace minerals for exceptional animal nutrition. Today, the company has regional sales offices located in 11 countries and markets its products in more than 70 countries worldwide. For more information, visit zinpro.com, or call +1 952-983-4000.

ABOUT IPPE
The International Production & Processing Expo (IPPE) is a collaboration of three shows – International Feed Expo, International Meat Expo and the International Poultry Expo - representing the entire chain of protein production and processing. The event is sponsored by the American Feed Industry Association (AFIA), North American Meat Institute (NAMI) and U.S. Poultry & Egg Association (USPOULTRY).

* The Perfect Carcass Tool is only available to Zinpro customers.

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For more information, contact:
Heather Morris
Senior Global Corporate Communications Manager
Zinpro Corporation
952-983-4000
hmorris@zinpro.com