

FOR IMMEDIATE RELEASE

## **Innovad to Feature Innovative Solutions to advance Poultry and Livestock Production & Nutrition at IPPE**

1/10/2024, Rehoboth, DE, USA – Innovad, a leading provider of animal nutrition and health solutions, returns to the International Production & Processing Expo (IPPE) 2024 with new data and information highlighting the role their products and services can play in production and profitability.

Poultry producers and nutritionists must sift through a plethora of available feed additives and water treatments to find products that can deliver meaningful benefits and reliable solutions to their primary challenges. Innovad has honed in on these key issues for broiler, layer, and turkey flocks to develop products and services targeted at mycotoxin assessment and mitigation, gut health, coccidiosis and related resistance concerns, and feed utilization. Their portfolio is rounded out with a range of natural pigments and flavors, and all products are backed with extensive technical support and customer-oriented services.

Innovad experts will be on hand at the Innovad booth A861 (HALL A), eager to discuss your challenges, and potential ways their services and products could offer solutions.

### **Myco-Marker™ biomonitoring service**

This unique, patented biomonitoring service provides direct measurement of mycotoxin exposure in birds, providing unmatched value for directing mitigation strategies or evaluating the efficacy of products or programs. This patented protocol utilizes the latest technology to analyze blood spots for 36 toxins and metabolites. This information is then combined with LC/MS/MS feed testing to provide a true picture of exposure and risk. The analysis includes several key “emerging” mycotoxins, which standard feed testing packages may not consider.

To date, over 2,000 farm samples have been tested, with results compiled in a proprietary database to provide additional insight into this ubiquitous problem. Blood testing commonly detects exposure not predicted by feed samples, and it has been clearly shown that most birds are concurrently exposed to multiple toxins.

Experts from the Innovad team will be present to discuss both Myco-Marker™, and the science behind tools that have been employed to reduce exposure risk and address mycotoxicosis damage.

#### **Innovad nv/sa**

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## A novel tool towards the management of coccidial risk

Coccidiosis is the costliest disease in poultry production. Caused by multiple species of Eimeria, this endemic challenge has been addressed with shuttle, bio-shuttle or vaccination programs based on various anticoccidial tools. Development of resistance, combined with restrictions on the use of some products, complicates effective control. Management programs incorporating new product categories are urgently needed.

In response, Innovad has developed Aflocox®, a multi-component blend of synergistic plant extracts that has direct negative impacts on Eimeria while providing support to immune responses to invasion and subsequent recovery. Aflocox® is 100% natural, and works with vaccine programs and development of natural immunity without contributing to treatment resistance.

## Improving nutrient digestion

Animal performance, feed use efficiency, and, ultimately, profitability, are driven by the supply of nutrients provided by the diet and subsequently digested and absorbed. Optimal rations balance both absolute and relative levels of essential nutrients, intake limitations, feedstuff digestibility, and costs. However, these objectives are often in conflict. Feed additives that enhance the digestion process, improve utilization of high-energy ingredients (i.e., fat), and support optimal nutrient absorption are valuable tools for increasing feed value without large increases in feed cost.

Specific bioactive compounds have been shown to improve fat digestibility through emulsification and enzyme stimulation, enhance nutrient absorption via impacts on both metabolism and physical structure and activity of the gut lining, and subsequently support liver health. Innovad's Maxilys® PLUS is a multi-component bioemulsifier designed to optimize fat utilization while supporting metabolic homeostasis.

**IPPE attendees are encouraged to visit [booth A861 \(A HALL: Animal Food Ingredients & Equipment, Animal Health, Rendering\)](#) to learn more about Innovad's innovative solutions.**

## About Innovad

Innovad is a leading provider of animal nutrition and health solutions, offering a diverse portfolio of innovative and sustainable solutions to the livestock industry. Its patented, innovative Myco-Marker™ biomonitoring program brings true, unique value to the industry. Innovad services integrators, producers, nutritionists, veterinarians, and feed companies with a focused range of on-farm water-soluble and in-feed solutions.

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