

## Intelligent Nutrition Comes to the Animal Protein Industry

### Novus International, Inc., launches a modern brand focused on more

DES MOINES, IOWA (June 7, 2023) – Novus International, Inc., today announces the beginning of a new area of smarter solutions for farmers around the globe – intelligent nutrition.

The global feed additive company hosted a press conference during the World Pork Expo in Iowa to reveal its comprehensive rebranding initiative. The changes reflect the 32-year-old company's promise to deliver more to its customers and its commitment to providing solutions created through advanced technology, based on global scientific research that goes further to offer unexpected benefits to customers.

"Intelligent nutrition is how we support animal health and performance," says NOVUS SVP and Chief Commercial Officer Ed Galo from the Iowa State Fairgrounds. "Our novel combination of experienced people, insightful perspective, and smarter solutions allows us to put more into everything we create. Because we want to deliver more benefits that deliver more for producers. That's intelligent nutrition."

Under the leadership of President & CEO Dan Meagher, which began in 2020, the company has refocused its attention on where it can best support its customers by addressing challenges and opportunities in production. The NOVUS product portfolio includes solutions to those challenges in the form of amino acids, organic bis-chelated trace minerals, organic acids, enzymes, and

essential oils. NOVUS also leads the way in embedding functional ingredients in grain through INTERIUS™ technology.

Galo says today's NOVUS provides solutions and customer-focused services that are recognized for supporting reproductive performance, structural and gut health, and nutrient utilization; optimizing performance and sustainable protein production. But there's always something more.

"We've experienced significant growth since 1991," he says. "In the last few years, we've honed in on what we can uniquely provide to poultry and livestock producers, nutritionists, feed mills, and distributors around the world – solutions offering something extra. Services and solutions that are made of more."

Made of More™, the company's new slogan, represents the focus of all its future endeavors.

"Just as producers are asked to do more with their poultry and livestock – more growth, more efficiency, more yield - our experience and our solutions offer more to help them reach their production goals," says Abishek Shingote, NOVUS associate VP of Global Strategic Marketing – Technology & Innovation.

NOVUS liquid and dry methionine solutions utilize the HMTBa molecule, which is a precursor to L-methionine. Because of this unique molecule, ALIMET® feed supplement, MHA® feed

supplement and MFP® feed supplement are nitrogen-free and have properties of an organic acid benefiting overall gut health. Liquid ALIMET® feed supplement requires virtually no handling thanks to the company's automated inventory system for customers (AIMS). HMTBa is also the backbone for MINTREX® bis-chelated trace minerals, highly bioavailable and absorbable organic zinc, copper, and manganese that allow producers to use lower inclusion of minerals in the ration while seeing the same or improved performance and growth. MINTREX® is also a source of methionine through HMTBa. ACTIVATE® nutritional feed acid is made from a blend of organic acids and HMTBa shown to reduce the survivability of certain pathogens in feed.

"These products provide more than what customers have come to expect from traditional organic trace minerals or organic acid solutions," says Shingote.

Just as NOVUS works to do more for its customers, it's also working to offer more to the industry. Galo says new products – created in-house, through partnerships,

or via mergers and acquisitions – are on the horizon.

"Innovation remains our core priority. As experts in the global food system, we can see where the animal protein industry is heading and this vision directs how we can help meet regional goals from performance and environmental sustainability to return on investment," he says. "We are driven to create new ideas and technologies that improve the health of animals and animal protein production."

Along with the launch at World Pork Expo, the new NOVUS will be on display at the 1st International Livestock, Dairy, Meat Processing and Aquaculture Exposition, June 7-9 in Manila; the 23rd European Symposium on Poultry Nutrition (ESPN), June 21-24 in Italy; and during NOVUS-hosted events throughout the year.

For more information on intelligent nutrition and how NOVUS is made of more, visit <http://novusint.com/MADE-OF-MORE>.



AFAQAL



**TAMIL NADU VETERINARY AND ANIMAL SCIENCES UNIVERSITY  
VETERINARY COLLEGE AND RESEARCH INSTITUTE  
ANIMAL FEED ANALYTICAL AND QUALITY ASSURANCE LABORATORY  
NAMAKKAL**

# EXPO

**Silver Jubilee Commemoration of AFAQAL**

(Theme : Feed Chemistry, Milling Technology and Engineering)

**23 and 24, June 2023**

**College Grounds, Namakkal**

**Display & Demonstration**



- Precision Weighing
- Particle Sizing, Load Cells
- Feed Mixing & Premixing Technology
- Mixing Efficiency
- Dust Control, HACCP
- Transport & Storage
- Feed Testing & Lab
- IoT, Farm & Mill Automation
- Mycotoxin Analysis
- NIRS, HPLC, CoV Analyzer
- & more



**“CHANCE TO CHANGE”**

**PLATFORM FOR PERFECTIONS ON FEED MANUFACTURING**



**Dr.M.SELVARAJU**

Dean, VC&RI, NKL

**Dr.A.NATARAJAN**

Prof & Head, AFAQAL, VC&RI, NKL



Mobile : +91 97863 89939, +91 99762 06864, +91 90470 57567

Event mail : silverjubileeafaqal2023@gmail.com



**TAMIL NADU VETERINARY AND ANIMAL SCIENCES UNIVERSITY**  
**ANIMAL FEED ANALYTICAL AND QUALITY ASSURANCE LABORATORY**



**Veterinary College and Research Institute, Namakkal - 637 002, Tamil Nadu, India**

**SILVER JUBILEE COMMEMORATION**

**March to June, 2023**

**Organizing Committee**

**Chief Patron**

**Dr. K. N. Selvakumar, Ph.D.**  
 Vice-Chancellor  
 TANUVAS, Chennai

**Patron**

**Dr. P. Tensingh Gnanaraj, Ph.D.**  
 Registrar  
 TANUVAS, Chennai

**Chairman**

**Dr. M. Selvaraju, Ph.D.**  
 Dean  
 VC&RI, NKL

**Organizing Secretary**

**Dr. A. Natarajan, Ph.D.**  
 Professor and Head  
 AFAQAL, VC&RI, NKL

**Co-organizing Secretaries**

**Dr. R. Kavitha, Ph.D.**  
 Assistant Professor  
 AFAQAL, VC&RI, NKL

**Dr. M. Sakthi Priya, Ph.D.**  
 Assistant Professor  
 AFAQAL, VC&RI, NKL



Dear Poultry & Dairy Farmers, Feed Millers and other stakeholders,

We cordially invite you to the two day technical **EXPO** on Feed Chemistry, Feed Milling Technology and Feed Nutrition, one of the events of Silver Jubilee Commemoration. This event is set to take place on 23<sup>rd</sup> and 24<sup>th</sup> of June 2023 at the playground of Veterinary College and Research Institute, Namakkal. This Expo is the unique opportunity for professionals like yourself to gather, network, and explore the latest advancements in the feed industry. This two-day event will bring together multinational companies and experts, suppliers, and enthusiasts from the feed, poultry and dairy sectors, offering a perfect platform to showcase their instruments and equipment, cutting-edge technologies, which will facilitate the establishment of modern feed mills, innovative farming practices, and high-quality products.

It will be an excellent opportunity to expand your knowledge, exchange ideas, and forge valuable connections with fellow farmers and feed millers.

We highly encourage you to mark your calendars for this important event. Your presence will contribute to making the Expo there a resounding success. We look forward to welcoming you and ensuring a rewarding experience for all the participants.

  
 Dr. A. Natarajan, Ph.D.

Professor and Head  
 Animal Feed Analytical and Quality  
 Assurance Laboratory  
 VCRI, Namakkal – 2  
 9786389939  
 afaqal-vcri-nkl@tanuvas.org.in

**Dr. A. Natarajan**  
*Organizing Secretary and  
 Professor and Head  
 AFAQAL, VC&RI  
 Namakkal-637 002*

*Organizing Department*

**ANIMAL FEED ANALYTICAL AND QUALITY ASSURANCE LABORATORY**

**Veterinary College and Research Institute, Namakkal - 637 002, Tamil Nadu, India.**

**Phone: 04286 - 266288 | Mobile: 97863 89939, 99762 06864, 90470 57567, 99439 16288**

**email: silverjubileeafaqal2023@gmail.com**