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NOVUS INTERNATIONAL, INC.

New breeder book aims to aid in management, performance, and sustainability

Novus's latest publication showcases insights and experience of industry experts around the world

SAINT CHARLES, MO (July 14, 2022) – “This book is perhaps needed now more than ever as we see the escalating increase in meat protein production and consumption worldwide.” This statement, written in the preface of a new publication on breeder production that Novus International, Inc. will release in August, highlights an industry reality – demand for safe, quality, nutritious meat protein is growing but producers face challenges.

Titled, **Breeder Management and Nutrition: Moving the industry forward**, the book's 14 chapters were carefully curated to serve as a reference for current broiler breeder production best practices and considerations as well as to be a catalyst for new ideas in management, nutrition, and industry sustainability.

“We know in order to meet the production goals of tomorrow, each part of the industry must work together today,” said Sandrine Durox, Novus poultry solutions manager who serves as book co-curator together with Novus Executive Regional Technical Services Manager Silvia Peris and Professor Johan Buyse of KU Leuven, who served as scientific coordinator. “This book brings together the knowledge and know-how of academics, researchers, industry leaders, breeding companies, nutrition companies, veterinarians, and nutritionists to consider how each part of the broiler breeder's lifecycle can be impacted to optimize performance and positively impact the producer and the industry.”



Those in the industry and academia will likely recognize the book's contributors:

Eddy Decuyperre of KU Leuven, Aitor Arrazola of Perdue University, Rick van Emous and Annemarie Mens of Wageningen Livestock Research, Henk Enting of Cargill, Dinabandhu Joardar of Cargill, Edgar O. Oviedo-Rondón of North Carolina State University, Rebecca Forder of the University of Adelaide, Johan Buyse of KU Leuven, Juan Carlos Abad and Robin Jarquin of Cobb-Vantress, David Cavero Pintado and Xabier Arbe Ugalde of H&N International, and Stanislaw Budnik, Juxing Chen, Silvia Peris, Hugo Romero-Sanchez, and Mercedes Vázquez-Añón of Novus.

“It was important to have contributors from recognized academia, as well as experts from the industry and breeding companies, to properly cover the vast array of topics ranging from practical management, nutrition (quality and quantity), welfare, (epi)genetics and physiology,” Buyse said.

Novus will host the official book launch on August 8 during World Poultry Congress 2022 in Paris.

Presented by the France branch of The World's Poultry Science Association, the 26th annual Congress includes a five-day scientific program covering sustainability, health, nutrition, genetics, meat quality, broiler management,

and other topics on species ranging from chicken, turkey, and duck to geese, quail, pigeons, and more. The event is expected to attract more than 3,000 participants from 100 countries.

Novus is a gold sponsor of WPC 2022.

“World Poultry Congress is the perfect venue to launch this book,” said Hugo Romero, Novus global poultry solutions executive manager. “The goal of WPC is to contribute to solving the challenges of poultry production for the benefit of the global population. This book takes that goal and focuses on the breeder sector with an emphasis on broiler breeders, which is responsible for not only maintaining the health and productivity of the parent flock but also the success of their progeny.”

Launch activities during WPC at Le Palais des Congrès de Paris are scheduled to include a seminar on excerpts from the book and an author meet & greet. Those interested in participating should visit the Novus booth at WPC (FO2) for details and to download a free digital version of the book. Hardcover versions will be available at regional launch events that Novus will host throughout the remainder of this year.

[Click here](#) to reserve a complimentary digital version of the book.

For more information about the launch event at World Poultry Congress, visit www.NovusInt.com/Events.

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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. ©2022 Novus International, Inc. All rights reserved.

Book reservation link: <http://www2.novusint.com/l/36552/2022-07-13/5vj9rn>

Cutline for image (attached): Novus will launch its latest publication, **Breeder Management and Nutrition: Moving the industry forward**, at World Poultry Congress 2022 in August.