

Contact: Tatiana Mayeur  
+32 493 519 635  
[tatiana.mayeur@novusint.com](mailto:tatiana.mayeur@novusint.com)

**FOR IMMEDIATE RELEASE:**

**Novus Forum on the new European rules in swine nutrition**

*Valued European pig industry's leading experts gather to exchange and discuss insights on swine nutrition*

BRUSSELS (March 5<sup>th</sup>, 2019) – As a leader in swine nutrition, Novus International, Inc. has hosted a European Swine Nutrition Forum in Eindhoven, The Netherlands, February, 25-27, bringing together valued pig industry's experts to exchange and discuss insights on the new European rules in swine nutrition and production.

The aim of this event was to discuss and exchange on the current situation of the European swine industry, focusing on swine new EU regulations, and to address how to tackle these new challenges.

Around 60 participants from across Europe attended this forum. Special invited speakers like Mario Ramírez, Jürgen Zentek, Xandra Benthem de Grave, Paul Bikker, Enric Marco and Sandra Edwards shared their valuable knowledge and experiences on the impact of new regulations or rules -reduction of antibiotics, zinc oxide ban, regulations on copper levels in feed, and welfare and environmental regulations-, as well as on the challenges and nutritional requirements of hyperprolific sows.

With a clear commitment on sharing scientific expertise, Novus showed the latest research on MINTREX<sup>®</sup>, bis-chelated organic trace minerals, in sows and piglets. In sows, the conclusions of a two-year field trial conducted in eighty-two Spanish commercial farms that compared three different sources of trace minerals were revealed. The results showed that sows fed with the MINTREX “Reduce and Replace strategy” had reduced mortality rates, lower culling rates and improved litter performance than sows fed with other trace minerals, both organic and inorganics. In piglets, data exposed showed that replacing equivalent amount of inorganic copper by MINTREX<sup>®</sup> Cu maximises growth promoting effects. Also, a positive correlation was demonstrated between phytase and MINTREX<sup>®</sup> Cu.

Research data was also shown on Alimet<sup>®</sup> (HMTBa, Hydroxy Analogue of Methionine) in pigs, revealing higher feed intake, particularly at and above minimum methionine requirements, which leads to improved growth and feed efficiency in piglets when compared to DL-Methionine. Positive impact of HMTBa on sow productivity and offspring growth potential has been also discussed, among many other benefits.

“These swine forums are key to share recent research, exchange practical experiences and opinions, and bring valuable ideas or proposals to better address industry challenges. As a science-based company, Novus takes pride in presenting quality research and data to customers, and providing nutrition and health solutions helping our swine industry partners to optimize zootechnical and economic performance” said Uwe Ranft, CCO Europe, Middle East & Africa at Novus International.

The delegation then visited the Swine Innovation Center (VIC) in Wageningen University & Research. This multi-functional research center for modern, innovative and sustainable pig husbandry manage researches on the latest developments in animal nutrition, health, housing, welfare and feeding systems.

These discussions, exchanges and visits have highlighted valuable key areas within in the swine industry in Europe and helped develop effective approaches on animal performance and profitability.

More information about Novus's products and other upcoming events can be found at [www.novusint.com](http://www.novusint.com).

###

**About Novus International, Inc.**

Novus International, Inc. is headquartered in metropolitan St. Louis, Missouri, USA and serves customers in over 100 countries around the world. A global leader in developing animal health and nutrition solutions, Novus International's products include ALIMET<sup>®</sup> and MHA<sup>®</sup> feed supplements, ACTIVATE<sup>®</sup> nutritional feed acid, ACIDOMIX<sup>®</sup> preservative premixture, CIBENZA<sup>®</sup> enzyme feed additive, MINTREX<sup>®</sup> chelated trace minerals, SANTOQUIN<sup>®</sup> feed preservative, AGRADO<sup>®</sup> feed antioxidant and many other specialty ingredients. ESM Technologies, LLC, a joint venture between Novus Nutrition Brands, LLC, a subsidiary of Novus International, and ESM Holdings, LLC, focuses on human nutrition through specialty and functional ingredients for manufacturers of foods, beverages and dietary supplements ([www.stratumnutrition.com](http://www.stratumnutrition.com)). Novus is privately owned by Mitsui & Co. (USA), Inc. and Nippon Soda Co., Ltd. For more information, visit [www.novusint.com](http://www.novusint.com). ©2018 Novus International, Inc. All rights reserved.