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FOR IMMEDIATE RELEASE



Novus Returns to IPPE this Month to Show how it is Pushing Boundaries in Poultry Production

SAINT CHARLES, MO (January 9, 2019) – Novus International, Inc., is returning to Atlanta, Georgia later this month to share research insights and product case studies during the International Production and Processing Expo (IPPE), January 28-30 at the Georgia World Congress Center.

A global leader in health and nutrition solutions for the animal agriculture industry, Novus International annually attends IPPE, considered the world's largest poultry industry convention.

This year, Novus representatives will be available at the company's booth, #1539 in Hall A, to discuss how products are Pushing Boundaries in the areas of gut health, meat quality and maternal feeding/epigenetics.

"The world population is growing, and more people want high-quality, safe and affordable chicken. With this in mind, poultry producers are constantly evaluating their operations to find innovative or creative ways to maximize output and maintain or improve quality," said Scott Hine, Novus's vice president of productions and solutions and chief innovation officer. "Our Pushing Boundaries message exemplifies how we are looking deeply into the long-term benefits of animal nutrition and partnering with our customers, their nutritionists and/or veterinarians to help meet their goals. Our products, solutions and keen desire to help customers goes beyond what the industry has come to expect from a feed additive company."

Visitors to the Novus booth can speak with technical representatives from around the world on the value of products that range from chelated trace minerals, enzymes, alternatives to antibiotics, feed acidifiers and feed preservatives.

Held in conjunction with IPPE is the International Poultry Scientific Forum (IPSF) where researchers share useful and insightful science with the industry. Three Novus research scientists have been invited to present their latest findings:

- *Effects of higher doses of microbial phytase on performance and bone ash in broilers fed moderately deficient non-phytate phosphorus using corn-soybean meal-based diets* from Dr. Megharaja Manangi
- *Conventional trypsin inhibitor levels of soybean meal and protease supplementation affect digestibility in broilers* from Dr. Raquel Araujo
- *Effect of dietary supplementation of essential oil and organic acid alone or in combination in broilers* from Dr. Frances Yan

"The research presented at IPSF is of vital importance to the poultry industry," said Mercedes Vázquez-Añón, Novus's senior director of animal research. "It provides a platform for our customers to learn new information about bird physiology, how certain feedstuffs can interact with different supplements, or



how nutritional supplements can interact with one another. This information can make a real difference in how a poultry producer chooses to run their facility.”

Novus is again this year hosting its annual Happy Hour from 4:00-5:00 p.m. EST on January 28 at the booth and its annual Cocktail Party from 5:00-7:00 p.m. EST on January 29 in a new location: South Tower, Atrium Terrace A at the Omni Hotel, adjacent to the Georgia World Congress Center.

“We look forward to cordial and fruitful meetings with our customers and allied partners at the Cocktail Party,” Hine said. “It is always a great event.”

IPPE is one of the world's largest annual poultry, meat and feed industry event that attracts a range of international decision-makers to network and become informed of the latest technological developments and issues facing the industry. According to organizers, the event in 2019 attracted more than 8,254 international visitors from over 131 countries.

For more information on Novus at IPPE or to RSVP for one of the after-hours events, visit <https://www.novusint.com/Events/ippe2020>

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Novus International, Inc. is headquartered in Saint Charles, Missouri, U.S.A. and serves customers in over 90 countries around the world. A global leader in scientifically developing, manufacturing and commercializing animal health and nutrition solutions for the agriculture industry, Novus’s portfolio of over 160 products includes ALIMET® and MHA® feed supplements, MINTREX® chelated trace minerals, CIBENZA® enzyme feed additives, NEXT ENHANCE® feed additive, ACTIVATE® nutritional feed acid, ACIDOMIX® preservative premixture, SANTOQUIN® feed preservative, AGRADO® feed antioxidant, and many other specialty ingredients. Novus is privately owned by Mitsui & Co. (U.S.A.), Inc. and Nippon Soda Co., Ltd. For more information, visit www.novusint.com. ©2020 Novus International, Inc. All rights reserved.