



## Novus partners with biotech innovator Agrivida to bring new feed additive technology to the market

**SAINT CHARLES, MO** (January 13, 2021) – In 2020, Novus International, Inc., a global leader in nutrition and health solutions for the animal agriculture industry, announced plans to redefine its business through an enhanced focus on gut health and innovation. The Missouri-based company is making good on its strategy with a new partnership.

“Novus and its Board of Directors are very excited to announce the partnership with Agrivida,” said Novus CEO and President Dan Meagher. “Agrivida’s novel and innovative technology allows for the delivery of feed additives in a completely unique and very sustainable way – directly inside of the grain. It is technology like this that will further show Novus’s commitment to our customers: to help them produce wholesome, affordable food in an efficient and sustainable way.”

Agrivida, a privately held biotechnology company based in Massachusetts, was founded in 2003 by scientists from MIT who discovered a way to incorporate feed additives directly into corn grown for production animals. By having the additive inside of the grain, the molecules are more efficiently absorbed, and producers can improve both animal performance and their bottom line.

The partnership combines Novus’s nearly 30 years of research, sales and marketing experience with Agrivida’s unique technology, allowing both companies to grow the customer base as well as explore new innovative products and solutions through R&D collaboration.

Rajiv Singh, CEO of Agrivida, echoed Meagher’s enthusiasm about the partnership: “The Agrivida team has been undertaking groundbreaking work in biotechnology innovations to express functional proteins in grain. That work has led to the development of a sustainable production platform with application potential for many types of feed additives, and we are thrilled to partner with Novus, an organization that shares our commitment to improving the world of animal health and nutrition through new technologies.”

Meagher adds, “We believe our customers value innovative, sustainable solutions to their challenges that also improve their cost position, and they will be eager to integrate a novel technology that delivers these advantages. We look forward to bringing this technology to customers and having them join us on the journey to continue transforming our industry.”

Novus is making Agrivida products available to its customers in the U.S. immediately while registration is underway to expand to other countries.

For more information on Novus visit [www.novusint.com](http://www.novusint.com). For more information on Agrivida visit [www.agrivida.com](http://www.agrivida.com).

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**Novus International, Inc.** is a leader in scientifically developing, manufacturing and commercializing animal health and nutrition solutions for the 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 specialty ingredients. 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](http://www.novusint.com).

### About Agrivida

**Imagine it. Deliver it.** Committed to building a better future for everyone, Agrivida scientists are experts in biochemistry, plant biology, molecular biology, agriculture, and nutrition. Dynamically addressing the needs of both animal nutrition and animal health through its unique technology platform, Agrivida is delivering on its promise of innovative corn products that offer effective, simple, and convenient solutions more sustainably than ever before. For more information, visit [www.agrivida.com](http://www.agrivida.com).