

NOVUS Launches Resource for Dairy, Swine and Poultry Industries

CHESTERFIELD, MISSOURI (December 10, 2024) – Novus International proudly announces the launch of its new global website, www.novusint.com, designed as a comprehensive resource for the dairy, swine and poultry sectors.

Available in English, French, Portuguese, and Spanish, the website addresses pressing challenges faced by today's animal agriculture industry, providing solutions and insights for farmers, nutritionists, feed mills, and veterinarians worldwide.

"Being a trusted partner for our customers is our priority," says Global Marketing Communications Sr. Manager Megan Hayes. "We support animal health, welfare and performance through intelligent nutrition and our new website makes it easier than ever for customers to find solutions that support their production goals."

The website's intuitive design and targeted navigation make it simple for users to access information on NOVUS methionine, trace mineral, enzyme, and eubiotic solutions. With clear and concise content, the website emphasizes the company's commitment to delivering "more" – as reflected in the company slogan, Made of More™ – through innovative features that set NOVUS products apart.

"Methionine sources that are nitrogen-free,

trace minerals with a methionine component, protected organic acids for an improved return on investment – these are just a few ways our products provide added value," says Senior Vice President and Chief Commercial Officer Ed Galo. "To meet performance and financial targets, producers need reliable feed solutions that offer something more; those are NOVUS products."

The new website also features management and nutrition tips from experts as well as up-to-date company news, and information about upcoming industry events where customers can connect with NOVUS representatives.

Additionally, users can explore company offerings such as the Automated Inventory Management System (AIMS®) and the Scale Up™ program, along with career opportunities. Easy-to-use contact forms throughout the site facilitate quick and efficient outreach to those at NOVUS.

"Our website is an extension of the NOVUS experience customers encounter in the field, reflecting our dedication to helping animals achieve their full potential through advanced technologies rooted in scientific research," adds Hayes.

To experience the website, visit www.novusint.com.