

More Nutrients Don't Have to Cost More – NOVUS at VIV Asia



BANGKOK, THAILAND (February 14, 2025) – As the leader in intelligent nutrition, NOVUS is focused on helping poultry, pork and dairy animals reach their full potential through advanced technologies that deliver more. At VIV Asia, March 12-14 in Thailand, nutrition experts will share how producers can get more from their highest cost – feed.

During his presentation called More Nutrients Don't Have to Cost More, NOVUS Senior Technical Services Regional Manager David Torres will share how feed additives can transform broiler nutrition and tackle feed challenges.

“We all know that feed is the highest cost for producers. Ensuring the nutrients in feed are accessible to animals is vital for capturing a positive return on investment,” Torres says. “During this presentation, we'll talk about recent evidence on enhancing nutrient

utilization in feed ingredients to impact the cost of production. I'll also explain how shifts in soybean quality – which can vary widely – affect broiler performance.”

Torres will also explain how the age of a bird influences its nutrient digestion, and how producers, nutritionists and feed mills can unlock nutrients from feed through intelligent nutrition.

“Where broiler production is concerned, globally, the industry is facing evolving feed and genetic challenges. Producers need to educate themselves on the available solutions to ensure cost-effective performance improvements and long-term sustainability,” Torres says.

More Nutrients Don't Have to Cost More will begin at 10:00 a.m. (GMT+7) on March 13, 2025, in Room Jupiter 5, G Floor of the IMPACT Exhibition Center in Bangkok. The presentation is free to all VIV Asia attendees, but registration is required. Visit novusint.co/vivasia2025 to register.

Conference attendees who can't attend the presentation are welcome to visit the NOVUS booth (2-2980) anytime during VIV Asia to speak with representatives about how to get more from their feed, their animals, and their operations. For more information about NOVUS activities at VIV Asia, visit novusint.com/novus-at-viv-asia-2025.

VIV Asia is the largest feed-to-food event in Asia, dedicated to the world of livestock production, animal husbandry and all related sectors. To learn more, visit vivasia.nl.