Layn Launches TruGro MAX Natural Animal Feed Additive

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Layn Corp., a global producer of premium-quality, natural animal nutrition ingredients, plant-based sweeteners and functional botanical extracts, today introduced TruGro MAX, a natural additive for animal feed that provides potent antioxidant support.

A number of factors, including: animal health & welfare, consumer demand for antibiotic-free meats, and the regulatory removal of antibiotics as growth promoters (AGP) in Europe are prompting animal producers to reduce traditional antibiotic use and diversify nutritional programs. Satisfying current market demands for more natural approaches to animal nutrition, TruGro MAX offers a proprietary blend of natural and botanical ingredients with proven antioxidant capabilities.

In recent studies, TruGro MAX has specifically been shown to minimize oxidative stress in broiler chickens.

"Layn conducted a trial to examine the effects of feed fortified with TruGro MAX on broiler chickens," said Mary Joe Fernandez, Global Vice President of Sales & Business Development for animal nutrition at Layn. "The results were extremely positive, demonstrating enhanced support for healthy oxidative status and productive performance. Not only did chicken performance improve, but the rate of oxidation decreased in stored breast fillets from broilers that received diets fortified with TruGro MAX."

Oxidative stress has been shown to negatively affect animal growth and production. Naturally reducing the energy and protein required by animals to counteract the effects of free radicals and other reactive oxygen species (ROS) not only meets growing consumer demand for cleaner labels, but can also provide improved nutrient flow for meat deposition, thereby delivering increased animal growth and profitability for producers.

TruGro MAX is available immediately. For more information, visit www.layncorp.com, or speak with Layn's animal nutrition experts in booth #A3022 at IPPE, held in Atlanta January 28th-30th.

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