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TruGro MAX Enhances Energy Efficiency in Poultry Feed While Bolstering Gut Health and Oxidative Status

IRVINE, Calif., March 4, 2024 – Layn Natural Ingredients, a global leader in innovation and manufacturing of natural botanical extract ingredients and solutions, announces positive research results demonstrating that its proprietary ingredient TruGro® MAX may be a pivotal solution for optimizing gut health and oxidative status while significantly saving energy in formulation processes. TruGro MAX is a natural, polyphenol-rich feed additive for poultry and Layn's study showed compelling results demonstrating multifaceted benefits of TruGro MAX in poultry diets.

Amidst the perennial challenge of balancing performance enhancement with cost containment in poultry production, TruGro MAX stands out. With its unique blend of natural compounds, this additive not only fosters robust gut health and oxidative balance but also presents a compelling avenue for energy savings in feed formulation.

The study, meticulously designed to evaluate TruGro MAX's impact on energy utilization and performance metrics in broiler chickens, yielded promising outcomes. Two diets were formulated: a standard energy compliant diet, and a diet with 35 kcal/kg reduction of metabolizable energy for the two stages of the study.

From the two diets, three treatments were created: the positive control (PC) consisted in the energy compliant diet; the negative control (NC) was the energy reduced diet; and the TruGro treatment (TG) utilized the NC diet with 175 ppm of TruGro Max added to it.

Key findings from the study underscored the efficacy of TruGro MAX in enhancing broiler performance:

- **Weight Evolution:** Broilers administered with TruGro MAX exhibited notable weight gains, showcasing enhanced growth trajectories compared to both positive and negative control groups.
- **Feed Conversion Ratio (FCR):** TruGro MAX-treated broilers demonstrated superior FCR metrics, indicative of heightened digestibility and enhanced metabolic efficiency.
- **Cost-Efficiency:** Integration of TruGro MAX into poultry formulations facilitated substantial cost savings by virtue of its energy-conserving properties. The additive's ability to offset energy reductions in diets underscores its economic viability for poultry producers.

The study evaluated TruGro MAX's efficacy and showed remarkable results across key parameters, as illustrated in the following chart:

	Energy Reduced Diet (NC)	Energy Compliant Diet (PC)	Energy Reduced Diet + TruGro MAX (TG)
Day 1	50	49	52
Day 21	846	898	890
Day 42	2640	2816	2828
Diff.%	0.00	6.24	6.70
Cum. Feed intake	4387	4666	4533
Cumulative FCR	1.662	1.657	1.603

Juan Javierre, senior nutrition scientist at Layn Natural Ingredients said, "This study demonstrates the transformative potential of TruGro MAX in poultry nutrition. By enhancing energy efficiency and bolstering performance metrics, TruGro MAX not only elevates profitability but also sets a new standard for sustainable poultry production. Our findings underscore the additive's potential to revolutionize formulation practices while concurrently bolstering broiler performance and profitability."

The study's implications extend beyond mere cost savings, with TruGro MAX poised to enhance overall productivity and meat quality in broiler production. Further insights derived from this research underscore TruGro MAX's multifaceted benefits, positioning it as a cornerstone solution for poultry producers worldwide.

For additional information on the efficacy of TruGro MAX to support broiler metabolism and performance enhancement, visit: www.layncorp.com.

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About Layn Natural Ingredients:

Layn Natural Ingredients is one of the world's largest innovators of natural botanical extract ingredients and solutions serving the biggest brands in food, beverage, flavor, nutraceutical, sports nutrition, personal care, animals and pets for over 25 years. Truly vertically integrated, Layn offers nearly three decades of experience in providing a fully secure, manufacturer-direct, transparent and scalable supply chain. From seeds and agronomy to extraction and formulation, Layn is committed to quality, innovation and sustainability. Its world-class R&D operation includes more than 3.2 million square feet of state-of-the-art extraction, and global innovation centers throughout the world to conduct research, ensure quality, and provide formulation and application guidance. Layn is also the parent company of wholly owned subsidiary, HempRise, a US-based entity specializing in the direct manufacture and innovation of CBD and hemp extract ingredients. *Botanify* your product portfolio now with Layn Natural Ingredients – Email botanify@layn-usa.com, or visit: www.layncorp.com.