Layn Natural Ingredients Launches TruGro® FERTIVA at IPPE

New polyphenol-rich botanical solution supports fertility, hatchability, and breeder longevity

January 12, 2026 – Layn Natural Ingredients, one of the world's largest manufacturers and innovators of polyphenol-rich botanical extract solutions, is thrilled to announce the debut of TruGro FERTIVA at the 2026 International Production & Processing Expo (IPPE). The company will showcase the new solution at **booth A515**, highlighting its expanding portfolio of science-backed botanical technologies for poultry production.

TruGro FERTIVA is a proprietary blend of polyphenol-rich botanical extracts designed to counteract the negative impact of reactive oxygen species (ROS) in breeder roosters and hens throughout the reproductive cycle. The launch further strengthens Layn's TruGro portfolio of natural solutions that help optimize fertility, hatchability, and long-term breeder performance.

Polyphenols comprise a diverse class of more than 8,000 naturally occurring compounds, many of which function as metabolic antioxidants. These bioactives help reduce oxidative stress in specific target organs, improving ROS-mediated conditions that can compromise reproductive efficiency and longevity in production species.

Scientific literature on the bioactive polyphenols used in TruGro FERTIVA demonstrates meaningful reproductive benefits for both male and female breeders. In roosters, these compounds have been shown to reduce sperm apoptosis while improving sperm quality, density, and motility. Studies also indicate increased secretion of key reproductive hormones such as testosterone, which is essential for maintaining fertility over time.

Extensive research has also examined the impact of TruGro FERTIVA bioactives in breeder hens, particularly during the final third of their productive life. Available data shows improvements in granulosa cell health within ovarian follicles, reducing cell death and helping protect ovarian tissue. This supports ongoing folliculogenesis, proper follicle hierarchy, and selection—critical factors for sustained reproductive performance.

"TruGro FERTIVA is a natural, research-driven tool that helps maintain parent stock performance at peak levels," said Mary Joe Fernandez, Global Vice President Sales and Business Development at Layn Natural Ingredients. "By mitigating oxidative stress, it supports fertility and breeder longevity, reduces premature performance decline, and ultimately enhances chick quality and vitality—while helping producers manage replacement costs."

Additional research highlights TruGro FERTIVA's role in supporting egg quality and hatchability. Bioactives have been shown to reduce oxidative stress and inflammation in the eggshell gland, helping preserve villous structure, calcium transport, and amino acid synthesis. These effects contribute to stronger eggshell quality, reduced breakage rates, and improved hatchability.

Liver health benefits have also been observed, with studies showing reduced lipid buildup in liver tissue, improved lipid synthesis for egg formation, enhanced production of yolk precursors, and lower overall oxidative stress.

Attendees can learn more about TruGro FERTIVA and Layn Natural Ingredients' expanding portfolio of polyphenol-rich botanical solutions for poultry, swine and boarder animal nutrition applications at **booth A515** during IPPE.

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About Layn Natural Ingredients:

Layn Natural Ingredients is one of the world's largest manufacturers and innovators of natural botanical extract ingredients - including innovations based on advanced precision fermentation and enzyme-based technology. For more than 25 years, Layn has served leading brands across food, beverage, flavor, nutraceutical, sports nutrition, personal care, and pet & animal nutrition, also offers contract manufacturing services. Truly vertically integrated, Layn delivers a fully secure, manufacturer-direct, transparent and scalable supply chain from seeds and agronomy to extraction and formulation. 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 — alongside a newly opened U.S. manufacturing facility in Jeffersonville, Indiana, which expands local production capacity, strengthens supply-chain resilience, and supports customers seeking U.S.-made botanical solutions. Committed to quality, innovation, and sustainability, Layn continues to advance botanical science while empowering brands with clean-label, high-purity, plant-based solutions. Botanify your product portfolio now with Layn Natural Ingredients – Email botanify@layn-usa.com, or visit: www.layncorp.com.