



Partnering with Zinpro® to Face the Feed Formulation Dilemma



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The cost of feeding birds has risen to uncomfortable levels and many nutritionists and integrators are feeling the pinch. To navigate these price challenges and continue producing high-quality birds for the supply chain, working together to evaluate flocks and find opportunity is critical. Positioning yourself to partner with experienced teams who can bring new insights to industry challenges is key to reducing the burden of high feed prices and moving your operation forward.

The Strain of High Feed Prices

High feed costs are putting strain on the entire poultry supply chain. The factors driving this price surge, global conflict, shipping delays and mineral mining issues, are hindering your ability to access consistent, quality ingredients in a timely manner and at an affordable price. With ingredients being less reliable and more expensive, focusing on the bird is more important than ever. Optimizing the bird to perform better and more efficiently will protect your bottom line, help guard against lower-quality inputs and keep quality product moving through the supply chain.

Partnering to Protect Your Bottom Line

Through partnership, optimizing your flock to its' full potential is possible. As you navigate the feed formulation challenge, our poultry team, comprised of account managers, microbiologists, veterinarians and nutritionists, take a consultative approach to identify the

best solutions for your specific goals, needs and opportunities. Understanding the day-to-day workings of your operation, we can make multiple recommendations and adapt our approach as we measure progress. Recently working with a customer, their goal was to reduce soybean levels, include more synthetic amino acids and optimize organic trace mineral nutrition for lower feed costs. Achieving this goal, we continue to tailor our nutrition strategy for better performance, carcass quality and sustainability. With proven nutrition solutions and expertise, we work with you to lower inputs for reduced feed cost and same or better performance for higher return on investment and sustainability.

Working with current partners to help navigate high feed prices, our team of experts recommends these management strategies:

- **Take a synergistic approach:** Solutions are not a one-size-fits-all approach and often require adjustments across multiple areas of an operation.
- **Emphasize quality control:** Have precise records of your water quality, raw materials and nutrient values. Understanding each feed input allows you to make the most of feed formulations.
- **Balance nutrients precisely for your flock:** Each flock has diverse needs based on environmental conditions, age, target weights and challenges. Understanding your flock's unique requirements allows you to balance nutrients to specifically work with your flock's conditions and targets.
- **Utilize technology:** Use innovation to your advantage from analytical equipment to nutrition. Technology can help you better understand ingredient sourcing and composition allowing you to use premium ingredients and avoiding anti-nutritional factors.

In conjunction with these management strategies, Zinpro solutions can be implemented to help you reduce the impacts of high feed costs. Zinpro® Performance Minerals® act as a synergistic, nutritional approach. Zinpro Performance Minerals offer unrivaled mineral absorption thanks to a unique absorption pathway. With this increased bioavailability, birds can avoid anti-nutritional factors, improve gut health and better utilize the nutrients, improving performance. As we work to build up birds through proven nutrition, the Zinpro® Perfect Carcass Tool® can benchmark our progress. This tool makes sure your nutrition strategy is contributing to positive improvements by helping measure wellbeing, footpad lesions, leg health, skin integrity and meat quality.

Zinpro is Your Partner for Nutrition Insights and Solutions

Together, we can turn the feed formulation dilemma into an opportunity. Partner with Zinpro for leading expertise and innovative solutions for continuous improvement. [Visit our poultry page](#) and [contact a poultry expert today](#) to learn how our team can support you and help mitigate industry challenges.

