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DSM Nutritional Products Looks to Repeat VevoVital's Success with New CRINA Poultry Plus

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28 May 2009 - For three years now, since the 2006 acquisition of CRINA® from Intervet International, DSM Nutritional Products has constantly been investing in the brand and has added new and innovative offerings to its product portfolio.

Launched only one month ago, CRINA® Poultry Plus is the latest innovation in DSM Nutritional Products' Eubiotics range of products.

CRINA® Poultry Plus is described by the company as "a unique formulation of essential oil compounds such as thymol, eugenol, piperine and benzoic acid".

According to DSM, the additive has shown good results in several trials to modulate gut microflora and to improve digestive functions of broilers resulting in more efficient broiler performance, better weight gain and improved health with less feed, bringing a 4 to 1 return on investment to broiler growers.

It is viewed as a second generation product providing a more consistent response, especially in broilers.

"Translating these findings into industry figures, this means 30 euro extra per 1,000 broilers. If you think about the size of modern broiler production facilities, which have anywhere from 10,000 to 100,000 birds, that's a significant amount of revenue", claims Dr. Christophe Paulus, New Business Development Manager – Animal Health and Product Manager for DSM's CRINA® portfolio.

DSM Nutritional Products is planning a big scale sales push for its new product this year and will target the EU, Turkish and US markets.

"Moving forward, we will launch in countries which export poultry to the EU, such as Brazil and Thailand. We held a successful customer launch event in Paris in April, receiving very positive customer feedback. Our big challenge now is to build the CRINA® Poultry Plus business on a global commercial scale", states Dr. Paulus.

The company has been expanding its Eubiotics portfolio in response to the growing market demand for innovative products aimed at maintaining gut health and being cost-effective.

CRINA® Poultry Plus should benefit from the success of DSM's existing Eubiotic products. Not only will it be helped by the fact that the CRINA® Poultry has already been on the market for some time, but it will be supported by all the work DSM has already undertaken in the field of pig husbandry ever since the 2003 launch of VevoVital® (the company's flagship benzoic acid product for pigs).

"The new idea that led to the creation of CRINA® Poultry Plus was to combine the benefits of VevoVital® with essential oil compounds. This created a world first in the market for poultry feed additives", comments Dr. Paulus.

In addition, Eubiotic sales have grown from 5 million euro to 40 million euro in just five years.

CRINA® Poultry Plus is expected to contribute to this growing figure in the years to come.

"Since its launch five years ago, VevoVital® has been a hugely successful product for DSM Nutritional Products. It now enjoys a 20% share of the European market. I very much hope that CRINA® Poultry Plus can achieve something similar", adds Dr. Paulus.



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