

Layer Longevity Program

**WORKING TOWARDS  
HIGHER LAYER  
PERSISTENCY AND  
MORE SUSTAINABLE  
EGG PRODUCTION**



The program is built on Trouw Nutrition's dedicated research and experience on every stage of development, extending hens' production cycles, and supporting them during later egg production stages.



OUR PURPOSE

*Feeding the Future*



## Benefits of longer cycles

**Extending the production cycles of layers is a sustainable way to produce more eggs. It not only meets the need for more animal-based foods, but it also increases the profitability on farm level.**

There is now one integrated vision that supports egg producers in this journey:  
**The Layer Longevity Program.**

The production period of a layer hen usually does not go beyond 80 weeks, even though the productivity can still be high at this point. But with the right knowledge we can easily stretch the production period by weeks and unlock the genetic potential of the birds.

**By doing so, we create multiple beneficial effects:**



### Improved profitability

- More saleable eggs per hen
- Saving on production costs with spread of investment costs pullets over longer period



### Sustainable operations

- Better use of resources
- Reduced carbon footprint per kilogram of eggs



### Food security and quality

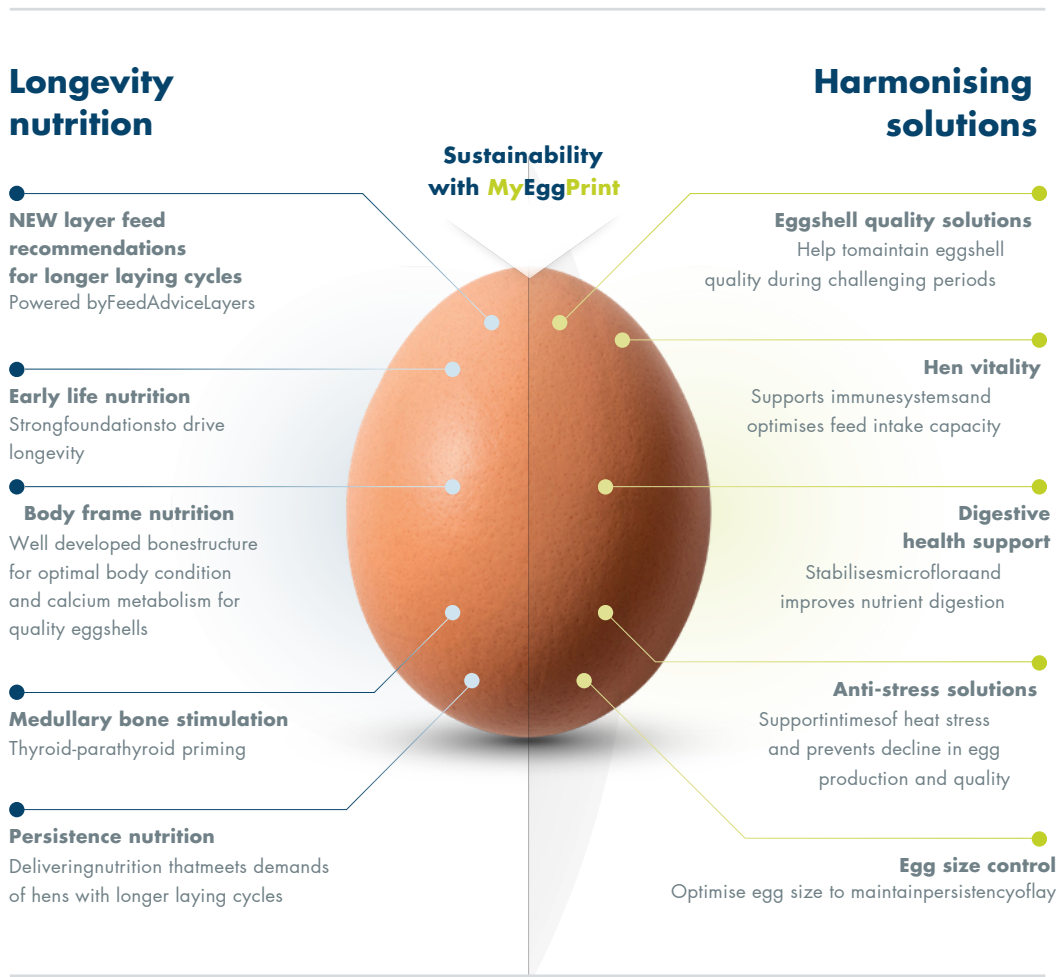
More eggs to meet growing demand animal-based foods

# One integrated vision

The Layer Longevity Program from Trouw Nutrition is a complete program that helps extend a layer's production cycle and enhance the flock's performance throughout their entire life cycle. From pullet to older hen.

The program is built on Trouw Nutrition's dedicated research and experience on the nutritional needs of young and (older) layers.

The Layer Longevity Program combines longevity nutrition and harmonising solutions. The LCA tool MyEggPrint (optional) complements the program. With this precision approach, we support the maturation of laying hens, reduce stress, and optimise performance and profitability. We give the birds what they deserve and need to thrive.





## Advantages of implementing the Layer Longevity Program are multifold

### Higher resilience due to:

- Uniform flocks of well-developed pullets
- Better-developed body frame
- Improved gut health

### Better performance due to:

- Higher laying persistency
- Improved eggshell quality
- Higher feed efficiency

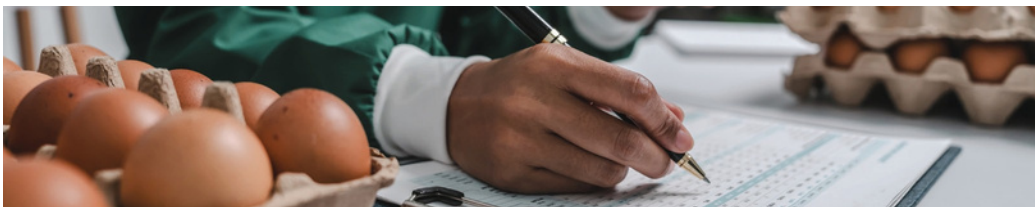
### Improved sustainability due to:

- Optimised use of resources that require fewer hens for the same egg output
- Reduction and transparency on carbon footprint per kilogram of egg

### Contributing to welfare due to:

- Better meeting nutritional needs of hens to make them feel and perform at their best  
(contributing to better animal wellbeing)
- Lower mortality

**This will give an extra profit for the egg producer of up to 0.5 Euro per hen housed.**



**Disclaimer:** The information in this document is believed to be correct as of the date issued. Given the variety of factors that can affect the use and the benefits of this programme, the user is responsible for determining whether the products and product dosages within the programme are fit for a particular purpose and suitable for user's method of use. Trouw Nutrition or any of its affiliates makes no warranties, including but not limited to warranty of merchantability or fitness for a particular purpose. Product labelling and associated claims may differ based on government requirements. All quotations, orders, confirmations and transactions are subject to our General Conditions of Sale ([www.nutreco.com](http://www.nutreco.com)). The applicability of any other terms and conditions is explicitly rejected. © Trouw Nutrition. The trademarks shown in this document are registered in The Netherlands, The USA and other countries. These trademarks are owned by Nutreco IP Assets BV or Micronutrients USA LLC or Trouw International B.V. IntelliBond products are registered as Selko IntelliBond in The Netherlands, and other countries.



## Embark on the layer longevity journey with us

We have the knowledge and expertise to define a custom-made program for you and your flocks. The unique flexible approach of the Layer Longevity Program helps to directly impact your business, without complicating the process with tools you do not need.