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MEDIA PACK
Trouw Nutrition

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For any further inquiries or exclusive content, please visit our booth, A16, Hall 22, and contact Marcelle Wiegand Bruss: marcelle.wiegand.bruss@trouwnutrition.com

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Trouw Nutrition Fact Sheet

About Trouw Nutrition
Trouw Nutrition is Nutreco's livestock feed business line and a global leader in the feed, farm and health aspects of producing quality meat, eggs and milk. We've spent nearly a century developing innovative feed products and more sustainable ways of raising healthy farm animals and companion animals.
We believe that animal nutrition and good farm management have the power to transform our industry and even our planet. Through our dedicated team of 5,871 experts and our global network, we work together with our customers to solve the challenges facing our feed-to-food chain and achieve our purpose of Feeding the Future.

With 65 manufacturing plants and a presence in 100+ countries, Trouw Nutrition is everywhere our customers need us to be. We provide a one-stop-shop for feed specialities, feed additives, premixes, nutritional models and customised, integrated services. Our global brands include NutriOpt™, Milkiwean™, Erliva™, Maxcare™, Sprayfo™ and Selko™.

Purpose statement
Feeding the Future

Year founded
1899

Headquarters location
Amersfoort, the Netherlands

Number of employees
>5.000

Core business segments
Premix, compound feeds, feed additives, milk replacers, farm minerals, pet food, meat processing

Research centers
Swine research center – the Netherlands, Poultry research center - Spain, Dairy research center – the Netherlands, Calf & Beef research center – the Netherlands, Ingredients research center – the Netherlands

University partners
35 universities/research institutes and 3 demo farms

Senior leadership team
Eduardo Alberto, Chief Executive Officer
Bettina Stier Scatamachia, Global Marketing Director
Patrick Meeus, Global Innovation Director

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Press release

FOR IMMEDIATE RELEASE

Trouw Nutrition Highlights Strategies for Feeding the Future Sustainably at EuroTier 2026

Information and demonstrations showcase new ways to boost production efficiency and reduce carbon footprint

(AMERSFOORT, THE NETHERLANDS – 15 October 2026) — Trouw Nutrition, Nutreco's livestock feed business line, will feature the company's newest precision nutrition tools, technologies, and programmes at EuroTier 2026, 10-13 November,in Hanover, Germany. Visitors to Trouw Nutrition Stand A16 in Hall 22 can learn about science-based nutrition, explore a variety of hands-on digital technologies including a virtual reality experience, attend in-stand sessions with experts, and discover programmes designed to support sustainability across the animal protein value chain. Throughout the event, Trouw Nutrition will highlight sustainability-focused tools and early life nutrition supports to help lower emissions, improve animal performance, and contribute to farm profitability.

Nutrition innovations recognised by DLG Innovation Commission

Visitors can check out two innovations recognised by the independent DLG Innovation Commission--Milkiwean ActiBar and BroilerSim. "We are proud to be recognised for these innovative technologies," said Trouw Nutrition CEO Eduardo Alberto. "Trouw Nutrition has long been an innovation leader in animal nutrition. Our goal is to deliver integrated solutions to improve performance, strengthen resilience, enhance efficiency, and help create a more sustainable future for the animal feed industry."

Hands-on digital demos

An in-stand demonstration area will invite visitors to interact with technologies that support sustainable livestock production.

- Trouw Nutrition's Mycotoxin Monitor helps customers strengthen mycotoxin risk management by identifying the mycotoxins most prevalent in their region and highlighting emerging risks to watch for.
- The NutriOpt On-site Adviser provides precise, on-the-spot feed analysis to help users create precision feeding strategies to improve performance and reduce costs.
- The renewed MyFeedPrint and MyMilkPrint and MyEggPrint, MyChickenPrint and MyPorkPrint are part of Trouw Nutrition's Carbon Reduction Programmes. They calculate the carbon footprint of feed or products like milk and eggs, allowing producers to make better decisions on formulation, raw material selection, and feeding strategies while achieving greater transparency throughout the value chain.
- The BroilerSim and LayerSim models let users create digital twins: "what if" feeding scenarios and evaluate potential outcomes to see how changes in formulation might affect animal development, includinggrowth rate, feed conversion, carcass, and breast yield in broilers as well as egg production in layers, across different breeds. Being able to predict likely responses helps improve operational efficiency and decision-making.
- Trouw Nutrition's VR Experience for its PhytoComplex Solutions is a cutting-edge, interactive virtual reality tour that showcases the benefits and applications of phytotechnology in animal nutrition, showing how these solutions can enhance animal resilience and performance.

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Expert presentations
Trouw Nutrition will launch its Sow Excellence Programme on 11 November at its stand. The programme connects science, nutrition, digital intelligence, management, expertise, and performance across every lifecycle stage. The global launch of Trouw Nutrition's Carbon Reduction Programme will be held on 12 November and presented by Trouw Nutrition ECA Director Pieter Bastiaanssen and Marketing Director Bettina Stier.

Trouw Nutrition experts will share insights on science-based strategies to support more sustainable feed production, precision farming, and livestock production in seminar presentations from Dairy Global, Pig Progress and All About Feed. Seminar topics include Navigate. Sustain. Succeed. Transforming the dairy value chain through lifetime nutrition, digital decision support and predictive with Liz Homer; Every Sow Starts with Potential with Francis Simard; and From Biosecurity to Immunity: Building Resilient and High-Performing Poultry Flocks with Morvarid Rezvani.

Comprehensive information on speakers, topics, and other presentation details is available at Trouw Nutrition at EuroTier 2026 | Hanover, Germany - Trouw Nutrition.

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The Carbon Reduction Programme

Navigate. Sustain. Succeed.

Turning sustainability ambition into measurable business value
At EuroTier 2026, Trouw Nutrition launches its Carbon Reduction Programme, helping livestock producers and value-chain partners reduce emissions while supporting productivity, profitability and resilience.
Across the food value chain, pressure to reduce environmental impact is increasing. Yet farmers and producers are also dealing with rising costs, volatility and the continuous need to improve performance. The question is therefore no longer simply how to reduce emissions, but how to do so while maintaining a successful and resilient business.

Nutrition connects performance and emissions
Feed and nutrition are central to both the environmental impact and economics of animal production. As nutrition experts, Trouw Nutrition looks beyond individual feeding decisions to the nutrition and performance of the animal throughout its lifetime. By combining nutrition expertise with data, modelling and practical experience, the Carbon Reduction Programme helps identify opportunities to improve animal efficiency and performance while reducing emissions.

Navigate. Sustain. Succeed.
NAVIGATE | Understand where you are
Identify what drives emissions and performance and where nutrition can make the greatest difference.
SUSTAIN | Turn insight into action
Implement practical nutrition and management improvements that work within the production system and can be sustained over time.
SUCCEED | Create measurable value
Support lower emissions, better productivity, stronger profitability and greater resilience throughout the animal's lifetime.

From insight to action
The approach starts with the customer's business, not with a product or carbon target.
Dairy: Through LifeStart, improved calf rearing can support earlier productivity. Reducing age at first calving from 26 to 24 months means fewer non-productive days, benefiting both farm economics and emissions.
Broilers: BroilerSIM enables integrators to model the expected impact of changes in feed, nutrition or management on performance, cost and emissions before implementation.

Moving forward, together
Reducing emissions requires collaboration across the value chain, from farmers and feed companies to integrators, processors and retailers.
The ambition of the Carbon Reduction Programmes is simple: move beyond measuring carbon and turn sustainability insights into practical actions that create measurable value.

Navigate. Sustain. Succeed.
Start with where you are. Identify where you can make a difference. Take action and build from there.

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Press release

FOR IMMEDIATE RELEASE

More potential. Every sow. Trouw Nutrition launches Sow Excellence Programme at EuroTier 2026

(AMERSFOORT, THE NETHERLANDS – 11 November 2026) — Trouw Nutrition, Nutreco's livestock feed business line, is launching the Sow Excellence Programme during EuroTier 2026, 10–13 November, in Hanover, Germany (Hall 22, Stand A-16). The programme answers a compelling question: What if the key to improvement on the farm lies in unlocking more of the potential present in every sow?

The Sow Excellence Programme challenges producers to think beyond individual production stages and tap into opportunities across a sow's entire life cycle. The programme is designed to help producers build more resilient herds with a more efficient operation and enhance profitability through an integrated life cycle approach. Science-based nutrition, expertise, digital solutions, and innovative capabilities are combined in a way that opens new opportunities to enhance pig production.

Rather than focusing on individual solutions or one-off interventions, the Sow Excellence Programme takes a holistic view of sow productivity. By leveraging and connecting opportunities across life stages, the programme can help producers make decisions that support measurable improvements in sow performance and farm economics. Potential benefits go beyond the individual sow. Improvements in maintaining sow health, productivity, and efficiency can cascade across the production system, influencing metrics ranging from pigs weaned per sow to resource utilisation and farm profitability.

A new perspective on sow performance
"The sow is the foundation of swine production," said Francis Simard, Global Technical Manager, Swine at Trouw Nutrition. "Every improvement in sow productivity has a multiplier effect on the number, quality, and efficiency of piglets entering the production system. But reaching that potential requires us to look beyond individual production stages." he added. Rick Van Oort, Global Strategic Marketing Director Swine at Trouw Nutrition stated, "With the Sow Excellence Programme, we connect decisions across the sow's lifetime, helping producers unlock more of the potential already present in every animal.

Learn More at the Sow Excellence Programme Happy Hour
What distinguishes the Sow Excellence Programme? How can producers translate this integrated approach into tangible improvements on the farm? And what opportunities can be tapped immediately? EuroTier visitors can discover the answers to these questions and more at a special **Sow Excellence Programme Happy Hour at 5 pm on Wednesday, 11 November, at Trouw Nutrition Stand A-16.**

Trouw Nutrition's swine experts will share the thinking behind the programme and offer a look at how this new approach can help shape the future of sow production by unlocking the lifetime potential of every sow.

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Dr. Morvarid Rezvani

Topic: From Biosecurity to Immunity: Building Resilient and High-Performing Poultry Flocks.

About Morvarid
Morvarid Rezvani is Global Marketing Manager Broilers at Trouw Nutrition and has a PhD in Animal Nutrition. Over last 15 years, she has worked closely with poultry producers, veterinarians, nutritionists, feed mills, and integrated poultry companies across different regions of the world. Her passion is translating science into practical solutions that improve poultry health, performance, food safety, and business profitability.

Presentation summary
Morvarid will be presenting on the importance of biosecurity, feed safety and immunity in poultry. Biosecurity reduces exposure, feed safety reduces risk, and immunity provides protection. Together they form the foundation of poultry health and sustainable performance.

Timing and location
- Expert Stage: Biosecurity & Feed Safety
- Location: Hall 21
- Time: Wednesday 11 November, 10.00 am



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Dr. Liz Homer

Topic: Navigate. Sustain. Succeed. Transforming the dairy value chain through lifetime nutrition, digital decision support and predictive modelling.

About Liz
Dr Liz Homer studied BSc Animal Science at the University of Nottingham and went on to complete a PhD in Dairy Cow Physiology and Fertility. After being awarded her PhD she then worked as a post doctoral scientist for a couple of years focusing on oestrous detection and expression, dairy cow nutrition trials, and assisting in trials focusing on the rumen microbiome and methane reduction. She joined Trouw Nutrition GB in 2015 and is now the Ruminant Sustainability Manager for ECA leading the European team in driving and implementing our sustainability strategy.

Presentation summary
Liz Homer will present Trouw Nutrition's programmes for reducing emissions from calf rearing through to the fifth lactation. She will demonstrate where farmers, feed advisers and milk processors can make the greatest impact through precision nutrition.
Combining digital tools, predictive modelling and sustainability insights, Liz will explain how emissions reduction can create value and support decisions based on productivity, profitability and environmental impact. Attendees will gain practical insights into the positive changes that farmers, feed advisers and milk processors can make across the dairy value chain.

Timing and location
- Expert stage: Cattle/Dairy
- Location: Hall 12
- Time: Wednesday 11 November, 2.00 pm

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Francis Simard, agr., M.Sc.

Topic: Every sow starts with potential.

About Francis
Francis Simard, agr., M.Sc., is a global swine nutrition leader with more than 27 years of experience in animal nutrition, technical innovation and commercial development. He holds both a bachelor's and a master's degree in Animal Science from Université Laval. Now Global Technical Manager Swine at Trouw Nutrition, he has held key leadership roles across swine nutrition, sow and piglet specialisation, product development and global technical support.

Presentation summary
Francis Simard will explore sow lifetime productivity, explaining why it begins before breeding and why physiological maturity is about more than age alone. He will show why optimal development is more valuable than maximum growth and highlight the vital connection between nutrition and management. Attendees will gain practical insights into the key performance indicators to monitor in gilt programmes, helping to ensure investments in gilt development deliver measurable value.

Timing and location
- Expert stage: Pig
- Location: Hall 17
- Time: Thursday 12 November, 10.00 am

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Dr. Muhammed Zeshan Aslam

Topic: Harnessing the Power of Plants.

About Muhammed
Dr. Muhammed Zeshan Aslam, Technical Sales Manager at Trouw Nutrition Middle East and Africa.

Presentation summary
Muhammed will share his research about the Impact of Fytera Perform Supplementation on Productive Performance, Gastrointestinal Health, and Gut Microbiota of Broiler Chickens Under Experimental Challenge Models at the DLG Expert Stage Poultry.

Timing and location
- Expert Stage: Poultry
- Location: Hall 17, stand D29
- Time: Thursday 12 November, 10.30 am

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