

Micronutrition & Health Solutions Article

360° Poultry: Future-Focused Nutrition

Cargill Micronutrition & Health Solutions

The challenge of feeding a growing global population remains complex with poultry meat and egg consumption projected to grow by 15% by 2032 – accounting for 41% of all protein consumed from meat sources worldwide. Advancements in nutrition are therefore more important than ever. Cargill Animal Nutrition and Health's (ANH) holistic approach can support producers as their one-stop solution for meeting global demand and achieving their goals. Let's take a closer look at what this means.

Achieving efficiency and profitability

The biggest challenge for the global poultry industry in the next few years is to produce more efficiently to meet demand, while ensuring profitability. Cargill ANH supports producers through its nutritional expertise, Micronutrition and Health Solutions business, and digital solutions portfolio. These combine perfectly to optimize:

- **Feed formulation:** Optimized feed improves efficiency, and Cargill ANH helps chickens get the most nutrients from their feed, grow well, and produce less waste. For example, nutrient absorption can be improved by managing gut bacteria and adding health-supporting ingredients. Furthermore, providing the right nutrition to build resilience against diseases like Salmonella and Necrotic Enteritis helps keep flocks healthy and production steady. Cargill's ANH digital portfolio includes solutions that create precise nutrition plans based on specific needs and goals to support chickens from all angles.
- **Ingredient sourcing:** Producers need to be strategic about sourcing ingredients to stay profitable. Cargill ANH utilizes alternative and locally sourced ingredients to reduce transportation costs and mitigate global supply chain challenges. Effective supply chain management, supported by Cargill's ANH technology, ensures the quality and traceability of ingredients.
- **Nutritional strategy:** As the industry focuses on efficiency and profitability, there is an emphasis on tailoring nutrition to specific goals. For example, some of Cargill's ANH solutions adjust diets based on the body composition of laying hens, improving egg production, and supporting overall health. Fine-tuning nutritional profiles further

supports flocks remain productive and healthy. This is made possible by the Cargill Nutrition System, which provides real-time insight on nutrient variations and their effects on diets. It ensures customers know everything they need to know to find the best possible combination of nutrition quality and cost.

Let innovation drive success this year and beyond



Innovation that never stops

Cargill's Animal Nutrition & Health (ANH) innovations directly support your goals. Through the capabilities of the Global Innovation Centers, Cargill develops cutting-edge solutions that are rigorously tested and helps to meet production demands. In 2024 alone Cargill conducted 28 poultry trials, supported by research professionals working in state-of-the-art innovation and application centers worldwide.

Waste not, want not

Cargill ANH leverages the latest technologies to get more out of existing materials. These technologies can help improve digestibility, reduce waste, and enhance nutrient absorption. Some of the solutions that are changing the game include*:

- **Biostrong™**: Supports feed conversion ratio and encourages nutrient absorption and performance.
- **Biostrong™ Dual**: Combining the power of two ingredients known for their beneficial effects on feed intake and supports meat bird performance.
- **Intella™ FIT**: A special blend of stabilized essential oil compounds selected for the beneficial effects on feed intake and supports digestive function.
- **Intella™ FIT Plus**: A special blend of stabilized essential oil compounds paired with organic acids selected for the beneficial effects on feed intake and digestive function.

Accurate nutrient predictive technologies also help in better sourcing and optimizing raw material use, minimizing carbon footprint.

Precision, precision, precision

Cargill ANH's precision nutrition innovations provide insights into breed expectations through genetics and on-farm parameters like feed intake, health, and environmental factors. These insights are integrated into data management systems, allowing real-time dietary adjustments based on field conditions, nutrient availability, infection pressure, and heat stress. This approach supports performance and overall health and welfare.

A wealth of [solutions](#)* supporting precision nutrition in poultry include:

- **Galleon™**: Nutrient analysis
- **Reveal™**: Real-time formulation
- **Panorama™**: Scenario planning for confident, cost-effective decisions
- **Broiler View™**: Broiler health monitoring
- **Farmshield™**: Overall farm management

By leveraging these scientifically proven and field-tested innovations, Cargill helps the poultry industry meet the growing demand for poultry products efficiently and with success.

A trusted and proven partner

Make 2025 a standout year for your flock with Cargill's innovative, science-based, and tech-driven solutions. With Cargill ANH's global reach and local insights, along with comprehensive support, you'll be ready to achieve long-term success and turn your challenges into opportunities.

To find out more about how Cargill ANH can support your poultry business, speak to our experts at IPPE 2025, or [visit us online](#). Unlock your growth potential today

Some products are only approved for use in certain geographies, end uses, and/or at certain usage levels. It is the customer's responsibility to determine, for a particular geography, that (i) the product, its use and usage levels; (ii) the customer's product and its use; and (iii) any claims made about the customer's product, all comply with applicable laws and regulations. *Any references to "natural/naturally" are as defined by [AAFCO](#). Any references to "feed additive(s)" are as per the laws and regulations in the United States. For product registration information, please refer to the product data sheets. For more information on specific products in your location, please reach out to our local Cargill animal nutrition representatives.

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