

# Fytera Perform summary

## Customer challenge

**Challenge:** Broilers have to deal with chronic inflammation throughout their lives

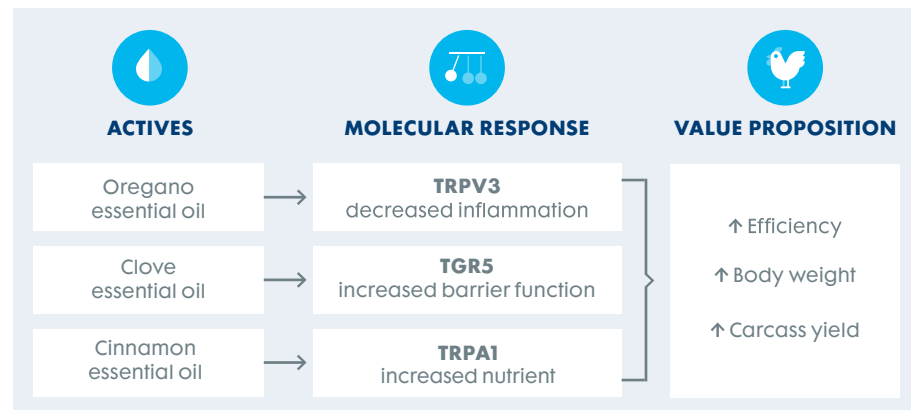
**Triggers:** High genetic growth rates, poor feed quality, feed changes, high stocking densities, disease challenges etc.

**Result:** Energy and nutrients are diverted towards support of the immune system, resulting in lower performance.

## What is Fytera Perform?

**Natural performance enhancement** through supporting a healthy gut, optimal nutrient absorption and reduction in chronic inflammation.

Fytera Perform is **NOT** a solution for specific gut health challenges!



## Fytera Perform differentiators

- **Strong dossier** with >10 trials, including dose-finding studies
- **Full-spectrum, standardised essential oils** containing all 15 actives from 3 plants
- **Formula transparency** – no ‘black box’ formula
- **Quality without compromises** – food-grade, standardised and screened for residues

## Customer benefit

- Improved **FCR** (average: -5 pts)
- Improved **body weight** (average: +45 g)

	Per broiler
Fytera Perform	-5 pt FCR
Value of 1 pt FCR*	\$ 0.01
Customer value	\$ 0.05
Cost of inclusion	\$ 0.01
<b>ROI</b> (based on FCR only)	<b>5</b>

\*@ feed price \$ 0.43 per kg