

An adapted product offering for digestive security

Respectful of and inspired by the physiology of poultry, ProActiv® nutritional solutions contribute to a beneficial beneficial intestinal microbiota. They also support improvement in production performance and animal comfort.

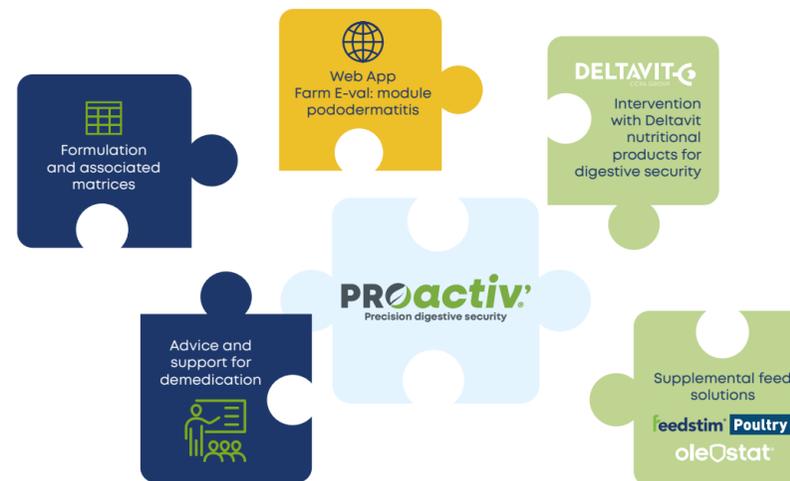
MAJOR BENEFITS SOUGHT: ▽	COMBINED PHYTOSOLUTION Mixture of plants and organic acids				SYMBIOTIC Probiotics and prebiotics	FIBRES
	PROactiv' POULTRY	PROactiv' POULTRY BX	PROactiv' FLORE UAB	PROactiv' SECURE	PROactiv' COMPLEX	PROactiv' FIBER
Contributes to promoting intestinal microbiota diversity					🌱	
Improvement in the condition of the litter	🌱	🌱				
A solution tested in varied breeding contexts	🌱					
Designed for market contexts initiating demedication (withdrawal of AGPs...)		🌱				
Stimulates natural defences, including at the intestinal level				🌱		
Improvement in the laying and hatching rates and in the quality of the chicks				🌱		
Usable in organic agriculture			🌱			
Reinforce the ration in fibre						🌱
SPECIES	All poultry			Breeders/ layers	All poultry	
INDICATIVE INCORPORATION RATE	0.1% to 0.2%	0.07%	0.1% to 0.2%	0.2%	0.2%	0.5% to 1%

Program examples for customised digestive security

USE	NUMBER OF PRODUCTS	Starting	Growth	Finishing
		Pullet	Layer & Breeder	
Accompanies the setting up of demedication	1		PROactiv' POULTRY BX	
Work on the performance and digestive safety in a model without antibiotics in place	1		PROactiv' POULTRY	
	2	PROactiv' COMPLEX	PROactiv' POULTRY	
Secure the performance and stimulate the natural defences of breeders and egg-layers	1	PROactiv' SECURE		

As each context is unique, your CCPA representative can guide you in making an informed choice for a technical solution adapted to you

Integrated expertise: Products and associated services



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Taking the right measures for the digestive security of poultry starts with tailor-made solutions



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Demedication is a multi-factor issue

that is part of a regulatory framework that varies greatly according to the regions.

In order to work on reducing the emergence of multi-resistant bacterial strains, some countries have initiated a reduction or ban on the use of antibiotics as a growth promotor (AGP) for several years now.

Other countries or producers are close behind and are starting to implement incentives or restrictive measures concerning the use of AGPs.

It is for these reasons that the needs in terms of demedication vary according to the maturity of the markets and the experience with the solutions proposed.

- A market opening up to production without systematic use of antibiotics will be faced with new difficulties that require adapted responses, especially at the level of digestive security for maintaining production performance.
- A mature market will aim to optimise what exists with forefront solutions by acting on different levers, including at the nutritional level.



42%

of countries banned the use of AGPs in animal production (2018)*



38%

of poultry professionals see the reduction in antibiotics as a main workstream**



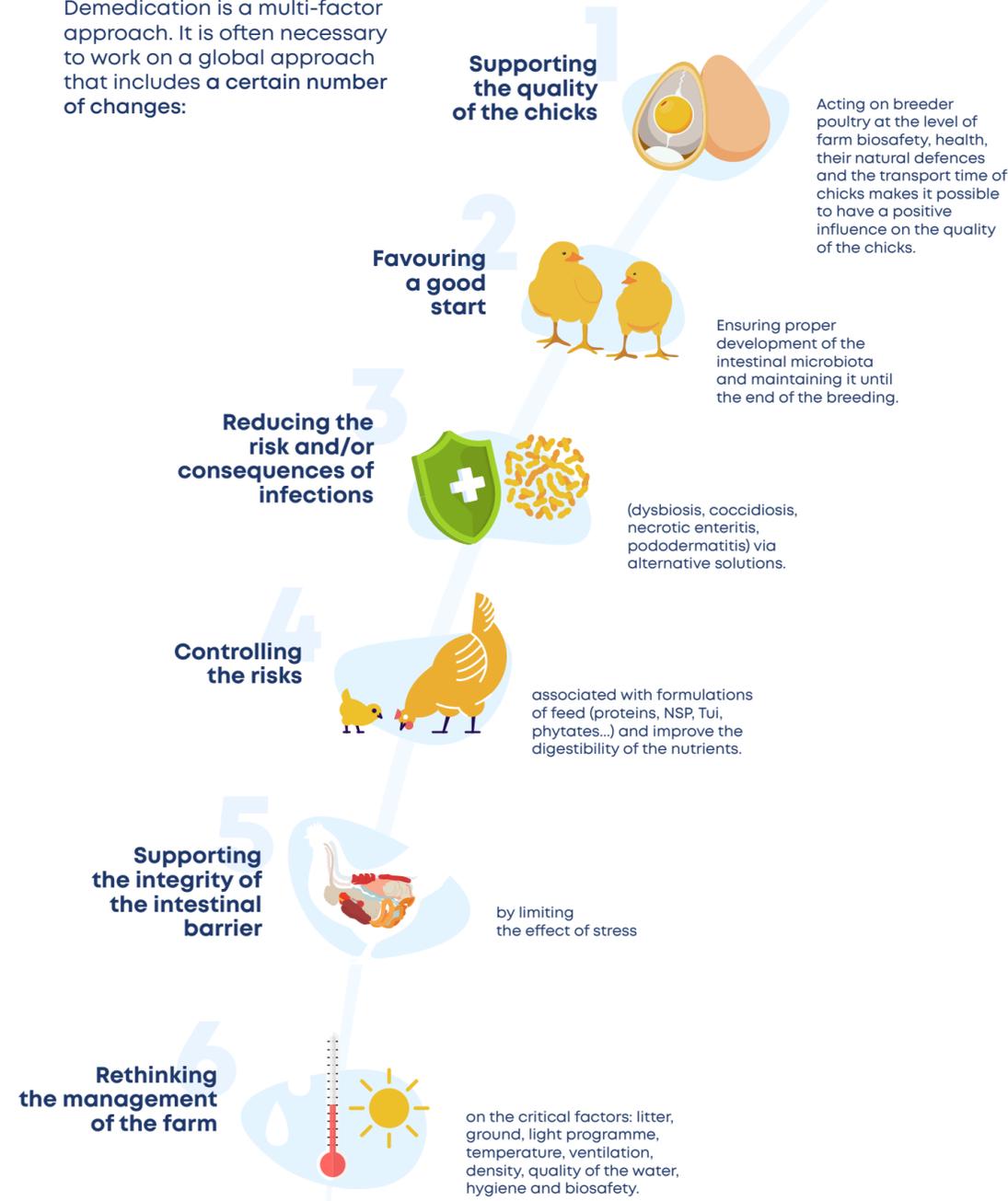
€5 million

invested by CCPA in R&D on intestinal safety for more than 20 years

Sources:
*World Health Organization, Food and Agriculture Organization of the United Nations & World Organisation for Animal Health, (2018). Monitoring global progress on addressing antimicrobial resistance: analysis report of the second round of results of AMR country self-assessment survey 2018. World Health Organization.
** 2021 Poultry Feed & Nutrition Survey, WATTPoultry International

Demedication: a global approach

Demedication is a multi-factor approach. It is often necessary to work on a global approach that includes a certain number of changes:



CCPA, Expert in phytonutrition for digestive security

