

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.

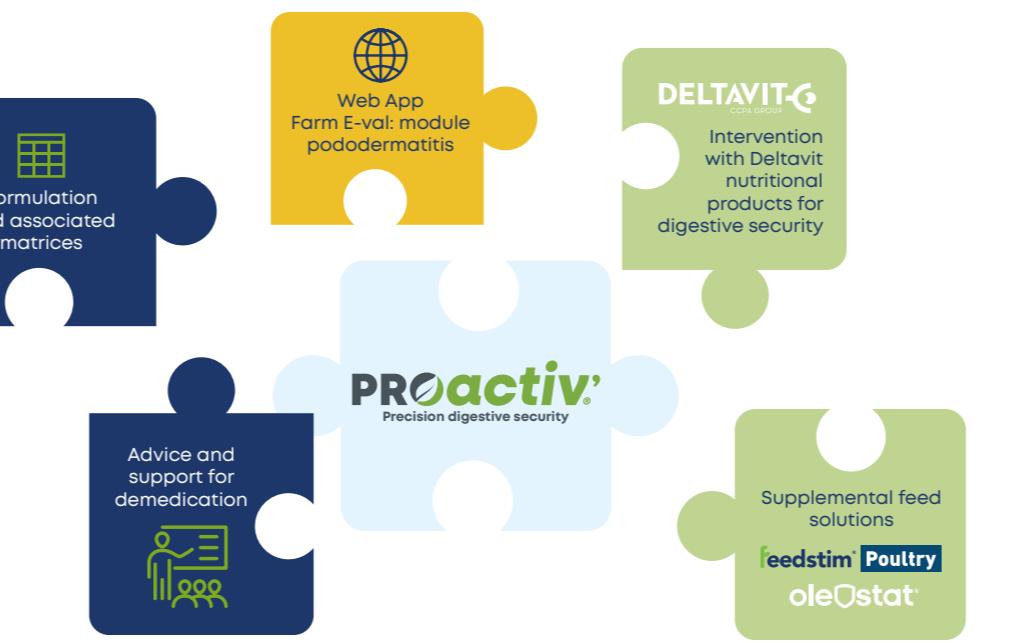
MAJOR BENEFITS SOUGHT:	COMBINED PHYTOSOLUTION Mixture of plants and organic acids						SYMBIOTIC Probiotics and prebiotics	FIBRES
	PROactiv [®] POULTRY	PROactiv [®] POULTRY BX	PROactiv [®] FLORE UAB	PROactiv [®] SECURE	PROactiv [®] COMPLEX	PROactiv [®] FIBER		
Contributes to promoting intestinal microbiota 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				PROactiv[®] POULTRY BX
Work on the performance and digestive safety in a model without antibiotics in place	 			PROactiv[®] POULTRY
Secure the performance and stimulate the natural defences of breeders and egg-layers				PROactiv[®] COMPLEX PROactiv[®] POULTRY
				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



CCPA group | Head office
ZA du Bois de Teillay | Quartier du Haut-Bois
35150 JANZE (France)

+33 (0)2 99 47 53 00 | contact@ccpa.com
www.ccpa.com



**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 promoter (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.



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**



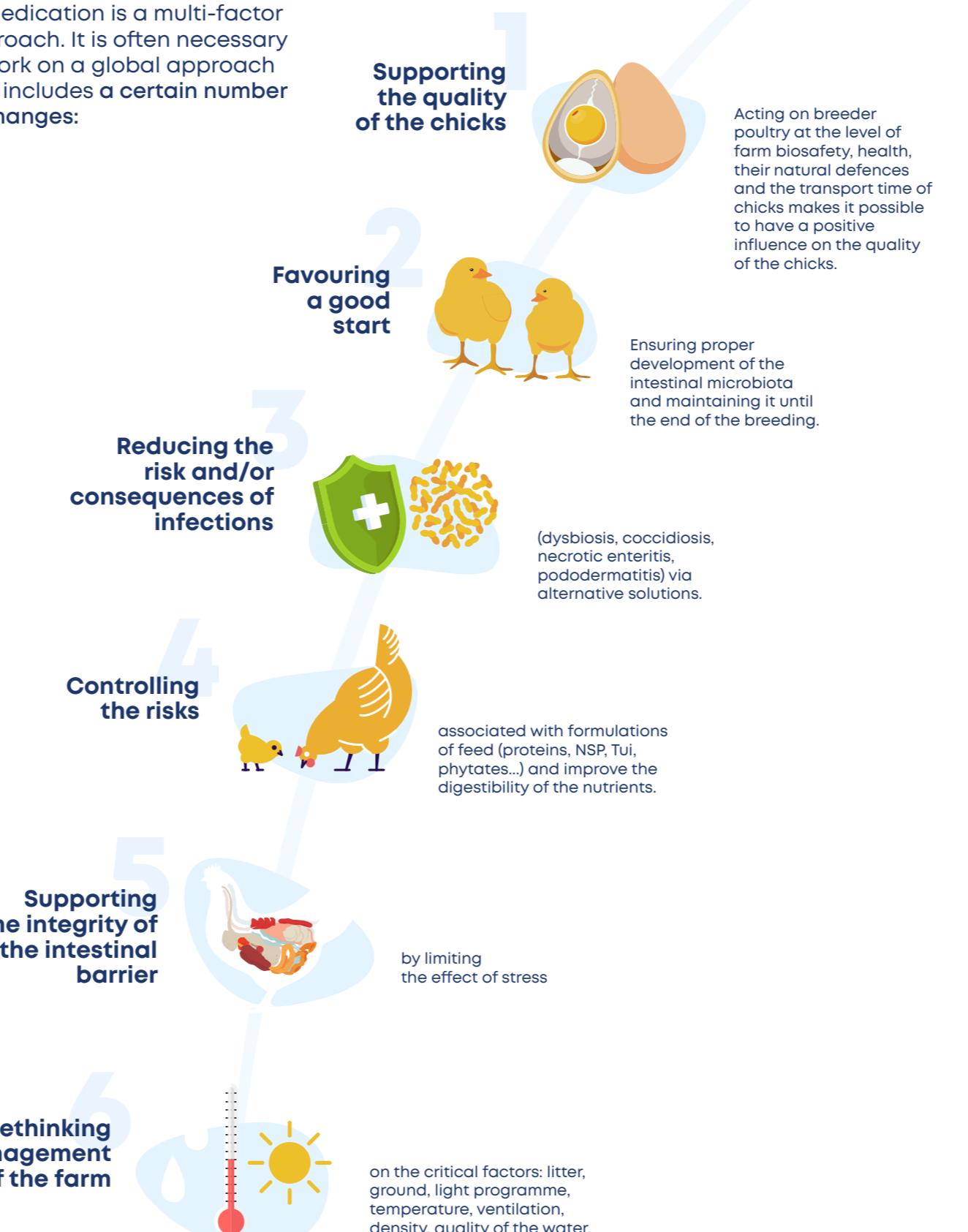
€5 million

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

*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



Change in the market contexts:

- Ban on AGPs,
- Emerging issue for digestive security,
- Economic context...



A solid scientific base in ingredients and characterisation of active substances:

- More than 400 molecules of interest: phytoingredients, organic acids, pre- and probiotics, fibres...
- Selected molecules that are respectful and inspired by the physiology of the animal



Expertise in formulation and synergistic combination of active materials

- The association of molecules at the core of CCPA know-how for more than 50 years
 - Potentiation of active substances



Production of stable and standardised solutions

making it possible to respond to the issues linked to digestive security and adapted to the various market contexts and type of production

In vitro and in vivo validation of solutions and development of associated tools for digestive security management:

- Evaluate the visible effects on performance and animal comfort in a research station and in the field
 - International scientific partnerships
 - Advice, digital tools (evaluation of the risk of pododermatitis...)

