TECHNA
Smart Feed & Good Health

Press release
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MASTERING FEED COSTS: THE 60% CHALLENGE IN US POULTRY

INTERNATIONAL IPPE PRODUCTION & PROCESSING EXPO

At IPPE 2026 trade fair, to be held from 27 to 29 January 2026 in Atlanta, TECHNA, the French expert in animal nutrition, will be presenting its know-how and latest solutions for improving feed efficiency, performance and animal welfare in poultry solutions. These solutions, designed for feed manufacturers, production organisations and livestock farmers.



In the competitive US market, feed accounts for approximately 60% of live production costs. For Broilers, Turkeys, and Layers, every dollar saved on feed is a dollar added directly to the bottom line. Aviance offers a strategic advantage to capture these savings.

With corn and soybean meal prices remaining volatile, **feed efficiency** is the primary driver of profitability. Whether you are producing meat or eggs, the equation is simple: optimizing nutrient absorption is the only way to lower the cost per pound of live weight or per dozen eggs.

From Start to Finish Aviance is designed for continuous application. It delivers value **from the very first day through to market weight or end of lay.**

- **Broilers & Turkeys**: Supports gut development in the starter phase and maximizes weight gain during the grower/finisher phases.
- **Layers**: Maintains gut integrity for persistent lay rates and feed efficiency over long cycles.

Quantifying the Savings By optimizing Feed Conversion Ratio (FCR), Aviance allows birds to extract more energy from every pound of feed. Field data indicates a potential **feed cost reduction of 1.5% to 2%.** In the current US pricing landscape, this efficiency creates an opportunity to save approximately **$5.00 to $8.00 per ton** of treated feed.

100% MADE IN TECHNA: A PROVEN LEGACY

Techna's confidence in Aviance is grounded in proprietary expertise. It is a **100% Made in Techna** solution, featuring advanced **micro-encapsulation technology**. This specific process ensures the active ingredients are protected and released precisely where they are needed in the gut, maximizing efficacy.
For **over 20 years**, this robust technology has demonstrated consistent results across **more than 15 controlled trials.** Whether in challenging sanitary conditions or optimized environments, Aviance has proven its ability to deliver results on **all continents**, making it a reliable standard for global poultry production.

Come and meet us to discuss
27 TO 29 JANUARY 2026 ON THE TECHNA STAND HALL A, NUMBER 418 AT IPPE 2026



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ABOUT TECHNA
TECHNA is an independent international group, specialising in precision nutrition, breeding techniques and natural health, which has been serving the animal and plant production sectors for 60 years.
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