Verax™

Know more, sooner



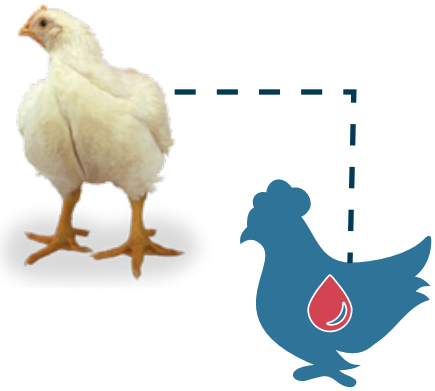
You know your birds

You can tell by sight, sound and smell what's going on in your barns – but what if you could detect health issues days before the first clinical signs?

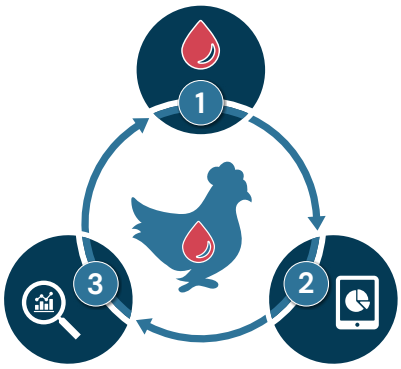
The world's first blood-based early warning system for critical decision-making

Poultry management: the way it has always been is not the way it always has to be

Best practice until now	Best practice from now on
Quantifiable data from research in lab setting; hard to replicate	Quantifiable data from your birds, in your environment, via blood test 1
Detect disease and nutrition issues through visual cues in postings	Detect disease and nutrition issues days before visible cues, in time to reduce disease transmission
Decisions based on visual assessment and on-site expertise	Decisions based on hard data, peer-reviewed recommendations and on-site expertise



How does Verax™ work?



1. Blood samples collected from birds on site
2. In-app analysis and relevant recommendations, benchmarked against industry data
3. Blood analyzed in mobile lab, data input to custom-built iPad app

You can't manage what you can't measure.

When the growth of an animal is determined by internal dynamics, you need to be able to measure the internal indicators in order to ensure you get the results you want.

Learn more at
dsm-firmenich.com/anh

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Verax is the first-of-its-kind integrated animal management system

- User-friendly, data-driven decision making tool
- Performance data collected and measured on-site
- Cloud-based iPad app analyzes data in real time and benchmarks against industry-average baseline
- Proprietary algorithms deliver recommendations based on relevant scientific peer-reviewed research

Verax detects hidden issues that may be holding your animals back

Health

- Verax blood testing provides a detailed picture of animal health at the cellular level, where disease begins
- Biomarker data let you detect and eliminate coccidiosis, necrotic enteritis and other disorders before they can spread

- **Coccidiosis**
- **Necrotic enteritis**
- **Bronchitis**
- **Mycoplasmosis**

Nutrition

- Blood analysis alerts you to nutritional problems, such as calcium or phosphorus deficiencies, earlier than visual cues
- Precise, data-driven adjustments can help your animals use feed more efficiently

- **Carotenoids**
- **Potassium**
- **Uric acid**
- **Total protein**

Sustainability & Welfare

- Verax uses blood testing to check for signs of heat stress or other general stress indicators
- Producers can use Verax data to make adjustments to animal feed and manage methane, ammonia and nitrogen

- **Uric acid**
- **Blood urea nitrogen**
- **Electrolyte imbalance**

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