

Phileo Focus



Last 6th of April 2017, CTC Bio in collaboration with Phileo organized a poultry seminar in Seoul focused on heat stress management.

Poultry producers in Republic of Korea are getting prepared for entering the heat stress season. Heat stress remains an important concern for Asian poultry production, especially today as the sector is already struggling from avian influenza. Poultry producers must limit as much as possible their losses, and naturally seek for help and new solutions to limit the negative impacts of this challenging period.

With the aim to always better answer customers' needs, CTC Bio and Phileo tailored a specific seminar focused on heat stress management in poultry.

Dr. Jose Ignacio Barragan, consultant dedicated to poultry production since 1982, shared his knowledge on birds thermal stress. After defining the phenomenon, he explained how heat stress affects poultry production, referring to scientific researches and field data collected in Spain and Latin America thanks to a specific tool he developed. Then, he discussed practical solutions to apply on the farm, and suggested several nutritional solutions to manage heat stress in poultry production.

Ms. Laurine Faivre, poultry technical & marketing support manager for Phileo in Asia Pacific, presented Safmannan[®], premium yeast fraction solution to counteract heat stress. Phileo is investing significantly in scientific research and collaboration with recognised universities to understand and

explain the mode of action of Safmannan[®]. Recent scientific results, as well as field trials, proved that Safmannan[®] helps to reduce the negative impacts of heat stress by modulating physiological parameters such as thyroid hormone, corticosterone and even immunity.

SafMannan

The seminar ended with a great questions and answers session facilitating information sharing about the poultry market. All participants received Phileo *Heat stress management in poultry* Technical Guide, a document developed with the help of professionals from the poultry sector. It gathers information on this challenging period for birds at the best of the current knowledge.



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