



Focus Animal Welfare

Dr. Eckel Animal Nutrition is sending a clear message at the EuroTier 2018 trade fair: improving animal welfare is one of the industry's major future challenges. The company has committed itself to this challenge, employing its products and development capabilities to this end.

EuroTier 2018, Hall 20, D25. At Dr. Eckel's booth at the trade fair, a gleaming eye attracts the attention of visitors. The Earth is reflected in the eye's blue depths, while the accompanying text shouts out 'Focus Animal Welfare'. The conspicuous booth conveys a clear message: animal welfare is the current hot topic—in the industry and beyond, here and worldwide. And it is Dr. Eckel's topic.

The industry pioneer that has led in the development of alternatives to antibiotics right from the start is one of the first companies ever to provide feed additives that have been specifically developed to sustainably improve animal welfare. "Feeding is one of the major factors in improving animal welfare and health," states Dr Bernhard Eckel, Head of Business Development & Sales. "Feed additives make animals stronger, help increase their vitality and enhance their well-being. This enables them to cope better with the daily challenges of life."

Dr. Eckel's contribution to animal welfare

From now on, the '**Animal Welfare inside**' seal will help customers identify the products developed specifically to improve animal welfare. This includes this year's innovation, **AirFresh**, which improves lung function with its combination of essential oils and herbal active ingredients; **Anta®Ox**, which contains valuable flavonoids that have anti-inflammatory and antioxidative properties; the award-winning **Anta®Phyt**, which improves litter and barn hygiene, and promotes footpad health; **MagPhyt**, which was developed specifically for pigs and poultry, is rich in hops and magnesium, and prevents stress, reduces feather pecking and tail biting,



and thus enables pig farming without the need for tail docking of piglets; and finally, the prebiotic feed acid **PreAcid**, which promotes gastrointestinal health.

Animal welfare and efficiency are not mutually exclusive

“Producers are subject to great pressure from all sides—trade, consumers and politics,” says Dr Antje Eckel. “And what they want most of all is that their animals are healthy. With our products, we help farmers improve animal welfare sustainably and efficiently, and meet society’s expectations. In turn, we provide feed manufacturers with high-quality additives that meet the special requirements of modern feeding strategies. This enables them to provide their customers with effective solutions for improving animal welfare. Thus, we demonstrate that both animal welfare and efficiency are possible.”

As early as 2016, Dr. Eckel had launched an initiative focusing on the importance of feeding in improving animal welfare. Information on how feed manufacturers and livestock owners can improve animal welfare starting with feeding is available at www.tierwohl-initiative.de/en/for-the-well-being-of-animals. There are also articles on current developments in animal welfare and feeding. This initiative also supports research in this field.

About Dr. Eckel

Dr. Eckel Animal Nutrition GmbH & Co. KG is one of the leading international suppliers of modern feed additives and solutions that improve animal nutrition. Top products as well as targeted research and development make the company a preferred partner in the animal feed industry and agriculture. Its portfolio includes its own high-quality products as well as select products from international manufacturers. Since its inception nearly 25 years ago, the company has successfully developed dynamic and innovative solutions for animal nutrition. Innovative feed additives, which uniquely address animal welfare, efficiency and sustainability make Dr. Eckel a pioneer of global animal nutrition. The creative solutions are specifically developed for the needs of feed manufacturers and livestock and aquaculture farmers, and promote healthy animals, profitable production and long-term responsibility.





Projections

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URLs:

www.dr-eckel.de/en/welcome

www.dr-eckel.de/en/products

www.dr-eckel.de/en/press

www.tierwohl-initiative.de/en/for-the-well-being-of-animals

Contact details

General information:

Andrea Dietrich

PR & Communication

Tel.: +49 2636 9749 48

a.dietrich@dr-eckel.de

Animal welfare:

Frederic Ferber

Business Development

Tel.: +49 2636 9749 59

f.ferber@dr-eckel.de

