

Press Release

FOR IMMEDIATE RELEASE

May 9, 2017

Adisseo Gains CFIA Approval on Pure Organic Selenium Source for Canadian Market

ANCC attendees to have first opportunity to learn about improving antioxidant capabilities

ALPHARETTA, GA—The Canadian Food Inspection Agency (CFIA) recently approved the distribution of Selisseo[®], the first pure source of organic selenium capable of meeting nutritional requirements in the Canadian market.

The purity of the proprietary organoselenium-based product, which has been tested in numerous trials, has been shown to consistently deliver more selenium while increasing the availability of selenocysteine (SeCys), thus providing animals with high antioxidant capabilities.

Selenium is an essential nutrient and powerful antioxidant that plays a critical role in metabolism, reproductive health and immunity by fighting oxidative stress. Organic selenium is more easily integrated into body metabolism than other currently available selenium sources such as inorganic selenium salts and selenium-enriched yeasts.

The approval of Selisseo coincides with the first annual Animal Nutrition Conference of Canada (ANCC), held May 10-11, 2017, in Quebec City (a merger of the Eastern Nutrition Conference and Western Nutrition Conference). Adisseo, who is an exhibitor and Gold Sponsor of ANCC, will have personnel available at booth #6 to discuss Selisseo and the company's complete product line.

"We're thrilled about the timing of the approval and the opportunity to talk with ANCC attendees about the benefits of our pure selenium source, especially its unmatched bioavailability," said Jana Brackenridge, Product Manager, Specialty Products, Adisseo. "In addition to discussing the importance of antioxidants in animal feed, we'll also have a variety of antioxidant-rich drinks for visitors to enjoy."

Selisseo complements Adisseo's other recently launched innovation, Rovabio[®] Advance. As the only feedase on the market, Rovabio Advance contains the perfect combination of enzymes that have been shown to improve overall digestibility of organic matter by 3% in all diet types.

"Adisseo has had a national presence in Canada for over 30 years," said Andre Gilbert, Canada Country Manager, Adisseo. "The addition of these two new products to our already comprehensive portfolio is just another example of our dedication to helping our customers be more effective and more competitive. It is how we're furthering our goal of becoming the preferred partner in animal nutrition."

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“Adisseo is one of the world's leading experts in feed additives. The group relies on its 7 research centers and its production sites based in Europe and China to design, produce and market nutritional solutions for sustainable animal feed.

With more than 1,900 employees, it serves around 2,600 customers in over 100 different countries through its global distribution network.

In 2016, Adisseo achieved a turnover of over 1.456 billion Euros.

Adisseo is listed on the Shanghai Stock Exchange and is one of the main subsidiaries of China National BlueStar, leader in the Chinese chemical industry with nearly 25,000 employees and a turnover of 6.4 billion euros in 2016.”

Adisseo Corporate website: <http://www.adisseo.com>”

About Adisseo products and services

Adisseo offers its customers 4 forms of an essential amino acid, methionine for poultry and hog (Rhodimet® AT88 and Rhodimet® NP99) and protected methionine for ruminants (Smartamine® and MetaSmart®), a complete range of vitamins (Microvit®), enzymes (Rovabio®), antioxidants (Selisseo®) and probiotics (Alterion®). Adisseo supports the development of its customers by providing valuable and innovative services such as PNE – Precise Nutrition Evaluation.

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