



INTERVIEW: Adisseo/Novozymes Talk 'Consistency' of Alterion Probiotic Ahead of EU Launch

Source: Feedinfo News Service

17/05/2018

17 May 2018 – In early 2016, Adisseo and Novozymes launched their jointly-developed probiotic for poultry, Alterion®, in the U.S. market as well as in a number of countries in the Middle East and South East Asia.

Alterion, which is seen to optimize feed conversion by 2-2.5%, was developed using a unique strain of *Bacillus subtilis*. Novozymes carried out in-vitro testing and is responsible for development and production of the new product. Adisseo, meanwhile, performed in-vivo testing and manages marketing and sales.

In the past two years, Adisseo and Novozymes, has stepped up their focus on launching Alterion globally.

Feedinfo News Service touched base with Paolo Doncecchi – Global Business Manager, Adisseo Health by Nutrition – and Camilla Marie Bünner Kruse – Global Marketing and Partnership Manager, Novozymes Animal Health and Nutrition – to discuss the success of Alterion in the market as well as the remaining steps for its worldwide roll-out, with Europe being the next target market.

[Feedinfo News Service] Alterion was initially launched in early 2016. Two years later, how widely adopted is the product?

[Paolo Doncecchi] We can say that our Alterion message of “consistency” has been received by the market very well, and today Alterion is used in the poultry flocks of several important customers in the US, Middle East and Southeast Asia. Adisseo has always believed that promoting and selling Alterion is the right thing to do to be close to our customers’ needs in the modern poultry business.

[Feedinfo News Service] You have also noticed a spike in demand for Alterion in markets such as Brazil, Colombia and Chile. According to you, why is demand particularly high in South America?

[Paolo Doncecchi] The South America poultry market is very active in finding alternatives to antibiotic growth promoters. This is happening regardless of governmental decisions, because the producers feel pressure from retailers and consumers for a more antibiotic-free production. Of course, the competition is also very active. We launched Alterion in Brazil in June 2017, and we have already experienced good feedback and results from several South American customers who remained positively impressed by the good performance ensured from using Alterion.



PAOLO DONCECCHI
GLOBAL BUSINESS MANAGER
ADISSEO HEALTH BY NUTRITION

[Feedinfo News Service] From a regulatory standpoint, where in the world are you now authorized to sell and market Alterion? Where do you expect the next authorizations to come from?

[Paolo Doncecchi] We started 2018 by having the product registered and available on all continents: we just got the registration in Jordan and Indonesia and we are following closely the registration process in Iran and Canada.

[Feedinfo News Service] Can you provide us with an idea of production capacity evolution for Alterion over the past two years?

[Camilla Bünner Kruse] Novozymes has a long track record of microbial production, and we always strive to deliver high-quality products on time according to customers’ demands and specifications. We follow closely the global expansion of Alterion, and we guarantee that we will deliver needed production capacity as volumes increase. We are very excited to see how the diligent production and formulation development work on Alterion has paid off in delivering highly consistent product performance and easy handling by poultry customers across the world.

[Feedinfo News Service] What are your objectives for the upcoming European launch of Alterion? And what are your thoughts about the recent EFSA opinion on the safety and efficacy of Alterion for minor poultry species for fattening and reared for laying?

[Paolo Doncecchi] Achieving the registration in Europe is a very important milestone for Alterion and its success. EFSA rules to get an official authorization are very demanding, a sort of global benchmark in this field, so the extension to minor species is a further confirmation that Alterion presents a scientific and zoo-technical profile accepted very well by EFSA.

We will also show the efficacy of Alterion to the European poultry business in a series of meetings with European poultry customers. Starting in May, we are organizing six international meetings (“Alterion clinics”) to present the benefits of Alterion. We want to win the confidence of EU customers quickly, and we are confident that the clear benefits of Alterion will convince the European poultry businesses to adopt Alterion on their farms.



CAMILLA MARIE BÜNNER KRUSE
GLOBAL MARKETING AND PARTNERSHIP
MANAGER
NOVOZYMES ANIMAL HEALTH AND NUTRITION

[Camilla Bünner Kruse] Reaching EU registration marks the global availability of Alterion. We look forward to introducing the product and the science behind it to our EU customers.

[Feedinfo News Service] Is there anything else you would like to say about the Novozymes-Adisseo partnership? In which ways are you keeping the innovation spirit alive?

[Camilla Bünner Kruse] From the first day, this partnership has been marked by strong commitment and trust, and great respect for each other’s competencies. The partnership combines Adisseo’s strong market presence and regional know-how together with Novozymes’ strong scientific core and production capacity. The past five years of working together (our joint development agreement was signed in 2012) has shown that it gives us a unique position to bring innovation to livestock producers around the world. We have jointly presented our first product, Alterion, at global launch events and scientific conferences since 2016. And I am happy to say that we work as ‘one team’ across all regions, whether we are developing new ideas, driving projects for success or delivering on customer requests.

Together we are committed to bring products supported by science to the market. Across the partnership, we have an in-depth collaboration to continue to expand our understanding of the mode of action, and to support customers’ requests with scientific analysis.

[Paolo Doncecchi] The key word for Alterion is “consistency.” The partnership focused strongly on that, starting with the selection of a unique *Bacillus subtilis* strain produced in a consistent way. Alterion’s unique formulation ensures easy inclusion and the same quantity of spores in each gram of feed. The product delivers consistent zootechnical results in every corner of the world. So, the science in our partnership has delivered a lot of benefits.

[Feedinfo News Service] Novozymes and Adisseo continue to explore new *Bacillus subtilis* probiotic solutions for poultry and swine. What is next in the pipeline? Is it too early to talk about a new product?

[Camilla Bünner Kruse] From the beginning, the Adisseo and Novozymes partnership has had the goal to become a leading player within *Bacillus*-based probiotics for monogastrics. We remain fully committed to this ambition. Building on the very fruitful co-development and successful progress in the market of our first joint product, we are busy developing a joint pipeline of future products for swine and poultry. We will offer safe and consistent alternatives to antibiotic growth promoters for livestock production of the future.

[Paolo Doncecchi] We see this collaboration with Novozymes as increasingly strategic to develop our presence in the feed additive market of the future. We are working hard to develop our next joint projects. We look forward to introducing new innovative probiotics to our customers around the world.

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Published by Feedinfo News Service, 16 Rue du Village d'Entreprises, 31670 Labège, France.

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ISSN: 1777-5566

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