

ANIMAL FEED ADDITIVES FOR IMPROVED PERFORMANCE

Prepared by:

CPL Business Consultants

Milton Park Innovation Centre, Abingdon, OX14 4RY, United Kingdom

Tel: +44 1865 257 252, info@cplconsult.com, www.cplconsult.com

STRATEGIES TO GROW YOUR BUSINESS

TABLE OF CONTENTS

ANIMAL FEED ADDITIVES FOR IMPROVED PERFORMANCE.....	1
ANIMAL FEED ADDITIVES – TABLE OF CONTENTS.....	1
<i>Principal Findings</i>	1
<i>Conclusions & Recommendations</i>	1
MINERALS ADDITIVES FOR ANIMAL FEED	2
<i>Zeolite</i>	2
<i>Sepiolite</i>	2
<i>Bentonite</i>	2
<i>Kaolin</i>	2
<i>Calcium carbonate</i>	2
<i>Recent and Relevant Patents</i>	3
<i>Contact Reports</i>	3
<i>62 Tables and 7 Figures</i>	3

In this case study, CPL Business Consultants assessed the potential for various mineral additives used as mycotoxin binders in animal feed. CPL produced a detailed report on the various product categories, their properties, benefits, trials data and the companies producing them.

The report included a strategy to diversify and enhance the existing product platform and portfolio and also information on how the client should position its products relative to the competition.

The cost and performance of mycotoxin binders vary by their source and physiochemical attributes. Therefore, CPL covered the various strategies used to differentiate these products and improve their performance.

Click here for a PDF of [the contents of the study](#), or see below for an outline.

ANIMAL FEED ADDITIVES – TABLE OF CONTENTS

Principal Findings

- Zeolites
- Sepiolite
- Bentonite
- Calcium Carbonate
- Kaolin

Conclusions & Recommendations

- Zeolites
- Sepiolite
- Bentonite
- Calcium Carbonate
- Kaolin

MINERALS ADDITIVES FOR ANIMAL FEED

Zeolite

- Introduction to Zeolites
- Types of Zeolite
- Benefits in Use
- Comparison of products on the market
- Players and Products

Sepiolite

- Introduction
- Differential properties of Sepiolites
- In Use
- Product positioning
- Players and Products

Bentonite

- Introduction
- Bentonite Benefits in Use
- Product positioning
- Players and Products

Kaolin

- Introduction
- Kaolin Benefits in Use
- Product positioning and Marketing
- Players and Products

Calcium carbonate

- Introduction
- Calcium Carbonate Benefits in Use
- Product positioning
- Players and Products

Recent and Relevant Patents

- Zeolite
- Sepiolite
- Bentonite
- Probiotics

Contact Reports

62 Tables and 7 Figures

Have a look at our [PowerPoint Introduction](#) and [Brochure](#) describing deliverables, differentiators and case studies. You can also review [eight case studies](#).