MediaRoom

Micronutrients USA and Kemin Industries Launch IntelliBond® VITAL 5 Cr as an Essential Nutrition Package Containing Six Essential Trace Minerals

Collaboration supports efforts to promote food safety and quality control through animal nutrition

INDIANAPOLIS, Sept. 24, 2018 /PRNewswire/ -- Micronutrients USA (Micronutrients) and Kemin Industries (Kemin) are partnering to introduce IntelliBond® VITAL 5 Cr, the world's first nutrition package containing six essential trace minerals to support dairy and beef cattle well-being and performance. The introduction of IntelliBond VITAL 5 Cr comes at a time when concern is rising about the integrity of feed ingredients sourced from outside the United States. Both Micronutrients and Kemin are U.S.-based manufacturers focused on providing dairy and beef cattle nutritionists with safe, high-quality nutritional ingredients.

The new offering delivers zinc, manganese, copper, cobalt and iodine from Micronutrient's essential IntelliBond VITAL 5 blend, with the added power of Kemin's KemTRACE® Chromium. KemTRACE Chromium – the first FDA-approved source of chromium propionate – is a safe, proven trace mineral backed by more than 20 years of scientific research.

"Food safety and quality control will always be top priorities for U.S. dairymen and cattlemen. Producers' dedication to quality determines the ingredients used in their feed rations, and ultimately leads to a safe product for the end consumer," said Jeff Murphy, Senior Vice President, Commercial Division, Kemin Animal Nutrition and Health – North America.

Beyond providing trusted feed ingredients sourced entirely from the U.S., the IntelliBond trace minerals and KemTRACE Chromium in IntelliBond VITAL 5 Cr help support animal health and performance.

"Combining IntelliBond and KemTRACE technologies allows us to bring to market a product that eases the delivery of trace minerals to the diet," said Dr. Scott Fry, Director – Technical Sales Support at Micronutrients. "Together, these products bring highly available sources of copper, zinc and manganese from IntelliBond to improve fiber digestibility, while KemTRACE Chromium has proven benefits during the transition period in dairy cattle, faster recovery by heat-stressed cattle, improvements in receiving cattle performance and increased carcass weight of feedlot cattle."

The rumen-friendly and bioavailable IntelliBond trace minerals in IntelliBond VITAL 5 Cr provide the copper, zinc, manganese, cobalt and iodine that dairy and beef cattle require for normal bodily functions and productivity in a uniform, easy-to-handle particle. KemTRACE Chromium delivers a highly bioavailable, organic source of chromium that helps improve glucose utilization for increased cellular energy and function, resulting in better animal maintenance, reproduction, growth and immunity.

"KemTRACE Chromium has been fed to millions of animals around the world since 2000 and is registered in more than 30 countries, providing nutritionists and producers with confidence as they continue to make food safety and quality a top priority," said Murphy.

Remarking on the collaboration between the two companies, Dr. Fry stated, "Kemin and Micronutrients are committed to delivering products supported with strong science and a high level of quality assurance. The market is interested in chromium, and we see an opportunity to bring a new product to market by having our VITAL blend technology serve as a vehicle delivering a very low inclusion product to dairy and beef cattle diets in an economical fashion."

By combining ingredients from Micronutrients and Kemin into a single nutrition package, the companies aim to provide a high-quality, economical source of six essential trace minerals to support animal performance, while offering the assurance of ingredients sourced in the U.S.

About Micronutrients

Based in Indianapolis, Indiana, Micronutrients is a global mineral feed ingredient producer focused on developing, manufacturing and marketing a full range of quality trace minerals. Micronutrients is the market leader for hydroxy trace minerals which are marketed under the global brand name IntelliBond®. Hydroxy trace minerals are specialty trace minerals that, due to their unique chemical structure, improve stability of premixes and feeds.

About Kemin Industries

Kemin Industries (www.kemin.com) is a global ingredient manufacturer with a focus on improving the quality

of life for over 3.8 billion people each day with more than 500 specialty ingredients made for the human and animal health, pet food, nutraceutical, food technology, crop technologies and textile industries.

For over half a century, Kemin has been dedicated to using applied science to address industry challenges and offers product solutions to customers in more than 120 countries. Kemin provides ingredients to feed a growing population with its commitment to the quality, safety and efficacy of food, feed and health-related products.

Established in 1961, Kemin is a privately-held, family-owned and operated company with more than 2,500 employees globally and operations in 90 countries, including manufacturing facilities in Belgium, Brazil, China, India, Italy, Russia, Singapore, South Africa and the United States.

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