

Phodé's stress management expertise in relation to modern animal farming.

Modern animal farming methods drive production based on a firm understanding of a number of factors: nutrition, environment, sanitation, and so on. Despite this expertise, productivity remains well below animals' full genetic potential.

VéO Premium as an innovative concept with a unique mode of action

Operating in this challenging and demanding industry, Phodé Laboratories have developed a new concept: VéO Premium is a complex product comprised primarily of a special natural extract, *Citrus sinensis*, which is well-known for its stress relief properties. One of many distinctive features is its exclusive "Crystallic impregnation" galenic, which helps transport the feed's primary active ingredients from the olfactory organs to the cerebral ecosystem. VéO Premium also acts on the nervous system, reducing the animal's stress perception. It also activates the reward circuit to promote stress-coping behavior in the animal.

VéO Premium has been tested in various stress-inducing situations commonly found in animal farming: heat stress, stocking density stress, and stress caused by handling or relocating animals.

The behavioral response to heat stress has an impact on productivity.

The behavioral response to heat stress is excessive water consumption. As we see in poultry, prolonged heat stress throughout the day can cause the animals become resigned to the conditions, and can result in dehydration, low feed consumption, productivity loss, and even increased mortality. VéO Premium has demonstrated time and again that it can help sustain increased water consumption (better reward for drinking behavior). The animals consume more and grow bigger, while mortality is greatly reduced. This example illustrates perfectly the adaptogenic effect on the behavior of poultry that have been given VéO Premium in pursuit of Better-being.

Lower individual productivity in high-density farming is preventable.

High-density animal farming methods always result in lower feed consumptions. This phenomenon is often widely accepted, since the goal is to maximize productivity of the farm overall and not the individual animal. That being said, finding a solution is certainly worth the effort, given that the cause is simple: the cortisol stress response stimulates leptin production, which in turn causes reduced feed consumption. VéO Premium helps reduce how this stress is perceived by animals (pigs and broiler chickens) so they are then able to regain some lost consumption. Productivity is fully recovered, once again thanks to a reduction in the effects of stress (catabolism linked to cortisol).

Confrontations between animals during regrouping is unavoidable, but should not result in injury.

The use of VéO Premium when regrouping pigs, for example, does not reduce the frequency of confrontations between the animals. In fact, we even observe a slight increase at the outset. However, the duration of these confrontations is reduced, and the lesions observed are also less severe, which means the animals recover much faster. This is yet another example of VéO Premium working with nature by fine tuning its mechanisms. Farm animals, such as pigs and poultry, instinctively form hierarchies, which sometimes leads to confrontations. VéO Premium improves the efficiency of these confrontations and limits their potentially harmful effects.

VéO Premium is a unique concept that meets the highest demands to improve animal farm productivity by focusing on individual Better-being.

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