

## NOREL OPENS A NEW BRANCH IN SAO PAULO, BRAZIL

NOREL opens a Norel Brasil in Sao Paulo, Brazil. Jorge Calil will be responsible for setting up the company and introducing Norel products into the Brazilian market.

This will bring the opportunity to service directly Norel core products such as butyrates, medium chain fatty acid salts, organic minerals, flavors, preservatives, fats or rumen enhancers into the always so competitive Brazilian market.

facts position NOREL as one of the leading companies of feed additives worldwide.

This is a very good moment to start operations in Brazil, as the market is ready to receive the technology Norel will offer them. It places the company in a very competitive position in an extremely efficient market.

### ABOUT BRAZILIAN MARKET

Brazilian market is one of the main exporters of beef and poultry meat worldwide, currently exporting 6,500 million \$ and 5,500 million \$ respectively. Due to the new context in the USA, in which the use of antibiotics has been limited to its medical use and restricted the use as growth promoters, Brazil will be required to produce with these new conditions.

In this sense, NOREL provides experience, together with a wide range of non-medicated products that promote growth and health for animals, not using AGP's.

### ABOUT NOREL

NOREL is a Spanish company whose business is the development, manufacturing and trading of feed ingredients for animal nutrition (aquatic and terrestrial species). Norel has been in the market for more than 35 years, and is present in more than 70 countries around the world. It develops innovative and practical products as a result of a strong relation with customers and this research approach. These

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