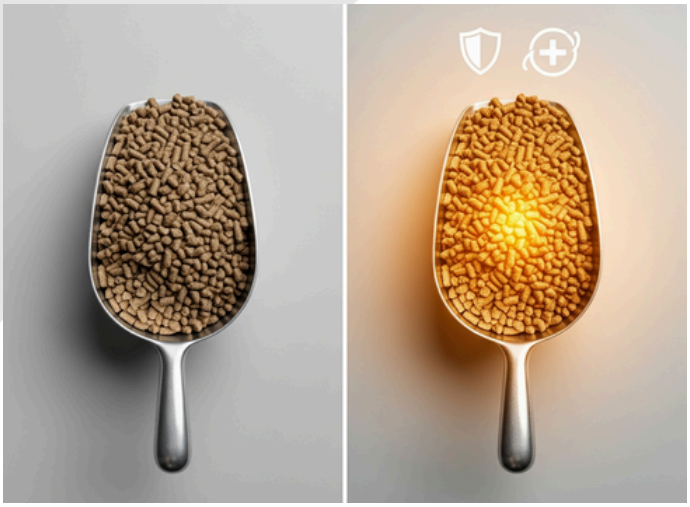
The Hidden Power in Your Feed

Non-nutritive Additives That Protect Profit



Ever seen it happen? Two farms buy feed with the same protein and energy, yet one posts strong gains and the other fights illness and flat results. That gap isn't just about nutrients. It's about how well the feed is protected and how well the gut can use it.

The view is simple: the label is only the starting point. Feed faces losses before animals take the first bite, and the gut decides what gets absorbed. Non-nutritive additives e.g. antioxidants, mold inhibitors, mycotoxin binders, acidifiers, essential oils, prebiotics…etc don't add calories. They guard what you already paid for and clear the path for performance.

Same nutrients ≠ same results

The Silent Nutrient Thieves

Fats and fat-soluble vitamins (A, E, K) are valuable and fragile. Oxidation turns oils rancid, hurts palatability, and destroys vitamins—faster in warm weather. A complete antioxidant system (e.g., ANILOX® range) helps stop this chain reaction and preserves energy and vitamin value.

From Molds to Mycotoxins

Molds grow in raw materials and finished feed, consuming energy and protein. Worse, they produce mycotoxins that damage gut health, immunity, and performance. Use a two-step approach: a mold inhibitor (e.g., Funginat) to limit growth, plus a proven mycotoxin binder (e.g., Toxiwall or Toxitop) to tackle toxins already present.

Stopping Unseen Invaders

Feed can carry pathogens such as Salmonella. Even low levels add constant pressure and re-contaminate the farm. A feed-hygiene solution (e.g., Salmonat) helps reduce pathogen load early, giving animals a cleaner start.

Saving Energy for Growth

Every time an animal fights inflammation, gut damage, or a low-level challenge, it burns energy and protein.

This is a huge, invisible metabolic cost. The nutrients diverted to defense and repair are nutrients not used for growth, milk, or eggs.

Supporting gut integrity with protected short- and medium-chain fatty acids (like Dicosan+) or botanical blends (like EO-FIT) helps keep the animal's resources focused on production.

Real Example: Hot Weather, High Risk

Summer heat and high-performance genetics put extra pressure on feed:

Oils oxidize faster in heat.

Molds multiply with humidity.

Animals under heat stress need consistent nutrition to hold performance.

When feed isn't protected, performance drops, costs go up for recovery and medication, and every batch can behave differently.

Our Focus on Solutions

For more than 40 years, Norel's focus has been on solving these exact problems. We understand that true nutrition isn't just about what's in the feed, but what survives to be absorbed.

We help you close the gap between the label on the bag and the performance on your farm.

Feeding life since 1980