



*If you don't already know about Valkerase[®], you owe it your bottom line to find out more about this **economical and ecological way to improve the nutritional value of poultry feather meal**. Join with progressive animal producers around the world who've discovered Valkerase[®] — a powerful and cost-effective new way to boost the efficiency of feather meal production.*

Fish Meal vs. Feather Meal

It is widely known that feather meal — as an alternative to expensive fish meal — is one way for animal producers to **diversify their feed protein sources**. However, feather meal use is limited by the perception that it is poorly digested, not as balanced, and is of poor quality.

True. True. And true. But that was then. Today, BRI's Valkerase[®] can take your underperforming, poorly digested feather meal and turn it into a more optimized source of digestible proteins and peptides that rivals that of other protein sources.



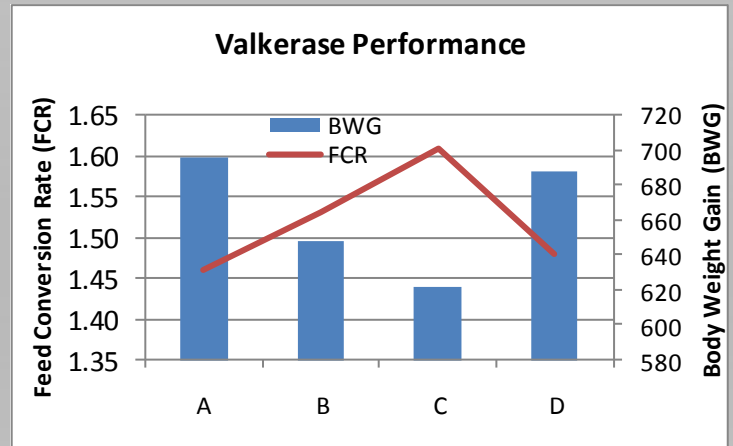
"I am satisfied with conventional feather meal.

Why should I consider using Valkerase[®]?"

Adding Valkerase[®] to your feather processing operations helps in at least three ways:

- Adding Valkerase[®] to the cooking process will allow you to shorten the cooking time and lower the cooking temperature, **saving you money on your energy bills**.
- Shorter cooking times and lower temperatures **reduce the formation of anti-nutritional factors such as lanthionine**, thereby improving the quality and value of your feather meal.
- Valkerase[®] lets you reserve **more nutritional value** at low temperature treatments through improved feather meal digestibility.

Valkerase[®] -Treated Feather Meal can supplement a Corn/Soy Diet



Legend: A: Corn-soy diet, B: Conventional feather meal, C: Low temp. feather meal, D: Low temp. feather meal + Valkerase[®].

In the chart above, you can see that **taking out soy protein and replacing it with Valkerase[®] -treated feather meal** brings the body weight and FCR performance back to control levels.

Whether you need a simple, sustainable way to dispose of feathers or a strategy to maintain profits in light of rising protein costs, feather meal is an option worth considering. Add Valkerase[®] to the mix and you've got a "smarter" feather meal — **saving money up front** while delivering a **high-value, superior product** to the market.

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