



# Cibus<sup>®</sup>

# Mellis<sup>®</sup>

Attractants & Taste enhancers



# Cibus® - Mellis®

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## Feed intake and palatability

Feed, even with high nutritional-health promoting values, will not be consumed in proper amounts if it does not have the desirable smell and taste. Feed intake is basic to efficient animal production.

Odor and taste are the most powerful stimuli of the animal chemicals sense that will initiate reflex secretory phenomena leading to increase feed efficiency.

## Attractants

They are organoleptic additive developed according to the animal taste and smell physiology and based on natural and natural-identical substances that improve, correct and reinforce the feed natural smell and taste, stimulating consumption, growth and production.

## Why using attractants?

- Create in the animal a positive association between odor & feed stimulating feed consumption
- Trigger an increase of the digestive secretions via conditioned reflexes preparing the gut for better digestion
- Mask unpleasant odors or tastes from minerals, antibiotics, by-products
- Provide an homogenous aromatic finishing
- Avoid alarm reactions associated with formulation changes
- Ease early weaning process of young animals



## Cibus® & Mellis®

INNOVAD attractants (**Cibus®**) are complex products, made from carefully assembled and numerous active principles distributed among terpenes, aldehydes and alcohols in a high concentrated form having – depending on the need and purpose – an aromatic, a taste and a taste sensitivity modifying fractions.

Aromatic fraction	Taste fraction	Taste modifying fraction
<ul style="list-style-type: none"> <li>• Is responsible for distant attraction, as only volatile substances are able to be captured by the nasal receptors and to originate olfactory feeling.</li> <li>• Is divided in <b>head notes</b> (first to be perceived), <b>body notes</b> (giving character) and <b>bottom notes</b> (persistence &amp; critical when feed is pelleted)</li> </ul>	<ul style="list-style-type: none"> <li>• Imparts a pleasant taste to the feed. Made of ingredients that must be saliva soluble to stimulate the taste receptors located in the mouth</li> </ul>	<ul style="list-style-type: none"> <li>• Increases or decreases the taste threshold reducing or increasing the animal ability for perceiving them</li> <li>• Opens or close taste buds</li> <li>• Stimulates nerve cell</li> </ul>

INNOVAD sweeteners (**Mellis®**) are palatability agents that are not linked to odor. They consist of a careful blend of natural and artificial sweeteners to limit the bitter after taste of straight sodium saccharin with unique natural taste enhancing fraction.

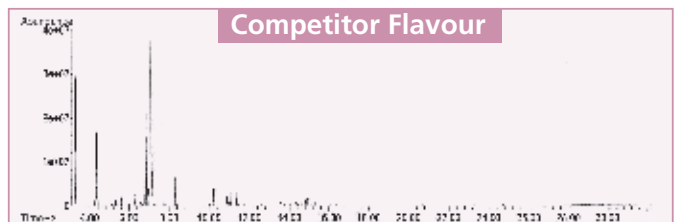
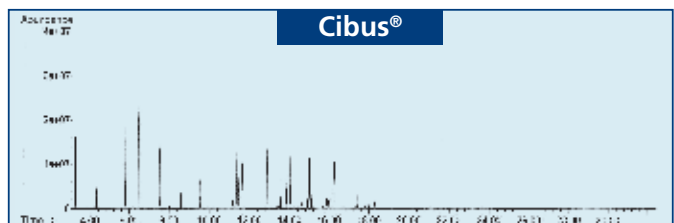


## INNOVAD Specific expertise in developing and applying attractants

With its dedicated manufacturing facility and professional laboratory with flavorists and product application specialists, INNOVAD develops and manufactures aromatic extract bases to respond to identified needs applied into a variety of substrates (I.e. mineral feed, concentrates, pelleted and extruded feeds, vitamin/mineral premixes).

With our creation laboratories – specialized in analyzing odors by analytical techniques – as well as state-of-the-art production facilities, we master the whole process. From the very creation concept, over the choice of the right raw materials, considering the very specific need to the final attractant extract ready to be used.

Great art and care is KEY in the selecting and assembling of olfactive chemicals with high boiling points, chemical stabilizer and taste enhancing components.



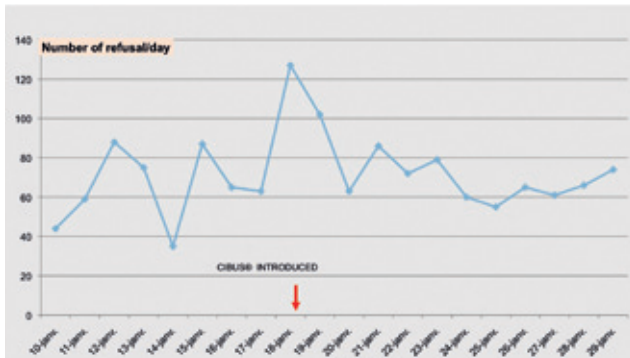
**We strive for INTENSE, PLEASANT and STABLE attractants, the only way to perceive them in a farm or feed aggressive environment.**



Equally important are the numerous panel tests evaluating the aroma within its substrate, challenged with granulation, heat or humidity to assess the practical value of such attractant in real life.

In vivo free choices tests, robot milking experiments (fig.1), field studies and efficacy controls occur on a continuous basis to always seek for the most cost-effective solution.

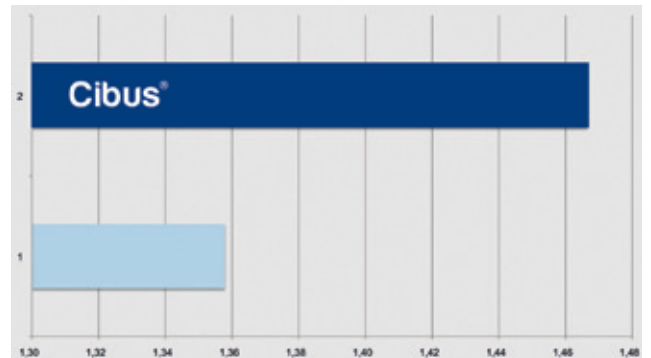
**Fig.1: Robot milking experiment**



Palatable feed is offered as an incentive during milking. Success of the machine relies on cows visiting the milking station frequently enough. Immediate response from cows to **Cibus®** with increased number of refusals indicating an appealing/attracting effect of **Cibus®**.



**Fig.2: Free choice trial – Dairy cows**



Cows are offered 2 buckets with 2 kg of feed for 3 minutes. 10 cows. 10 days test period Feed consumed measured with & w/o **Cibus®**.



Contact INNOVAD representative for your tailor made solutions based on Cibus® and Mellis® technology.



Innov ad SA

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