New BASF organic acid product makes animal drinking water safer

- Lupro-Mix® NA suppresses microorganisms in drinking water, helps improve animal health
- BASF also launches new phytase, Natuphos® E to help poultry and swine better utilize phosphorous and vital nutrients
- BASF at VIV Asia: Bangkok, Thailand, March 15 to 17 (Booth 620, Hall 103)

Bangkok, Thailand – March 14, 2017 – A new organic acid product from BASF, Lupro-Mix® NA, will make animal drinking water safer by improving acidification and suppressing the growth of microorganisms. The new organic acid product will be introduced for the first time at VIV Asia, held from March 15 to 17 at Bangkok International Trade & Exhibition Centre.

Drinking water can carry pathogens such as Salmonella, Escherichia coli and Campylobacter. Even water from clean sources can be contaminated during the resting times or during piping into animal barns. Poor water quality can negatively affect animal performance; intake is reduced and this in turn decreases feed conversion. Pathogenic microorganisms can not only affect animal health, but also the quality of meat and eggs and therefore, consumer safety. Lupro-Mix NA from BASF inhibits growth of pathogenic microorganisms by disrupting their metabolism and lowering water pH. This also prevents biofilm from building up in water pipes and keeps pipes and drinking nipples clean. Lupro-Mix NA does not leave residues, and is easy to apply, at a competitive cost and with minimal corrosivity.

March 14, 2017

Media contact:
Teerarat Veetlopchayavuth
Corporate Affairs Thailand
Phone: +66 2 624 1999
teerarat.veetlopchayavuth@basf.com

Kris Lee
Communications, Nutrition & Health Asia Pacific
Phone: +65 6432 3349
kris.lee@basf.com
In many countries in Asia Pacific, grass silage serves as the basis for cattle feed. Lupro-Mix NA also helps prevent undesirable butyric acid fermentation by Clostridia, and ensures the possibility of producing silage with high feeding value, even under difficult conditions.

**New phytase, Natuphos® E, unlocks vital nutrients**

As the first company to market a phytase for feed more than 25 years ago – BASF once again is setting a new standard in feed phytase technology with the launch of a new phytase, Natuphos E, in Asia Pacific in 2016.

With unprecedented enzyme stability, Natuphos E helps poultry and swine utilize phosphorous and key nutrients more efficiently, ensuring more efficient and sustainable output for the animal feed industry and local farmers.

Dr. Peter Ader, Senior Expert, Global Marketing, BASF Animal Nutrition, will be providing visitors with more scientific and application insights of Natuphos E at the seminar titled “New era of phytase used in the animal feed industry,” held on March 16, 2017 at 2.30 pm at Room 211.

**BASF solutions for animal nutrition improve health and growth**

“Feeding more animals and keeping them vital to meet the growing global demand for meat, milk and eggs while saving the planet’s resources and environment, is the key priority for the feed industry, farmers, and BASF,” said Stephen Crisp, Regional Head, BASF Animal Nutrition Asia Pacific, “Besides supplying high quality products which deliver a strong performance and therefore, value to our customers, we will continue to support their growth with science-based nutrition and through joint development of new product applications.”

In addition to enzymes and organic acids, BASF will be showcasing
its comprehensive portfolio of products including glycinates, vitamins and carotenoids at its booth.

About BASF’s Nutrition & Health division

BASF Nutrition & Health provides a comprehensive product and service portfolio for the human and animal nutrition, pharmaceutical and flavor & fragrance industries. With innovative solutions and modern technologies, we help our customers improve their business efficiency and the sustainability of their products. Our human nutrition solutions include vitamins and carotenoids, plant sterols, emulsifiers and omega-3 fatty acids. Vitamins and carotenoids also form an important part of our animal nutrition portfolio, as do other feed additives like trace elements, enzymes and organic acids. We provide the pharmaceutical industry with a broad range of excipients and selected large-volume active pharmaceutical ingredients such as ibuprofen and omega-3 fatty acids. Furthermore, we offer aroma ingredients such as citral, geraniol and L-menthol. BASF Nutrition & Health operates sites in Europe, North America, South America and in Asia-Pacific. For more information, go to www.basf.com.

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 114,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas. BASF generated sales of about €58 billion in 2016. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at www.basf.com.