



Verus to Represent Lesaffre in Western Canada

Lesaffre Feed Additives is pleased to announce the appointment of Verus Animal Nutrition as its representative of technical feed additives to feed manufacturers in Western Canada effective January 1, 2013. Verus Animal Nutrition will provide sales, marketing and technical support to an extensive line of yeast based additives; specifically Selenium Yeast, Live Cell Yeast and Yeast Cell Wall products.

Lesaffre Feed Additives is the Lesaffre's animal health and nutrition business unit that develops and markets a range of products derived from fermentation processes. These natural yeast based additives contribute to the animal's health and wellbeing by improving feed conversion, animal production and optimal performance.

Lesaffre is an independent French family-run group that was founded in 1853 and has grown to become a global leader in the domain of yeast and yeast extracts with a presence on all five continents. The success of Lesaffre is credited to its technical innovation and the capacity of its over 7200 employees to create customized solutions for its clients.

The Verus Animal Nutrition mission is to provide its clients with performance products supported with applied management and technical expertise. With over 50 years of combined experience in the Western Canadian feed and livestock industry, Verus Animal Nutrition has the resources and depth of understanding to effectively represent Lesaffre's innovative, technologically advanced yeast based products.

For more information please contact:

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