

FOOD EXPORT ASSOCIATION OF THE MIDWEST USA AND FOOD EXPORT USA - NORTHEAST

U.S.Feedlink

A publication highlighting information about the U.S. animal feed and pet food ingredients and additives industries

Drivers Reshaping Poultry Feed

In 2025, the poultry industry finds itself at a turning point. Global demand for chicken meat and eggs continues to rise, but so do expectations for sustainability, animal welfare, and feed efficiency. Feed formulation, once focused primarily on calories and cost, is now at the center of this transformation, driven by advances in functional ingredients, data analytics, and environmentally conscious sourcing. Across the U.S. Midwest and Northeast, trusted feed and ingredient manufacturers are exporting world-class nutrition solutions recognized globally for their innovation, quality, and contribution to a more sustainable, productive poultry sector.

According to the USDA, U.S. poultry products are leaders in both international and domestic meat commodity markets due to competitive production structures, modern poultry genetics, abundant domestic feed resources, and strong consumer appeal. The poultry industry itself continues to show strong demand, with sales increasing by nearly \$3 billion in 2024.

Increased demand means increased feed needs, but recent disease outbreaks have also caused significant losses across the poultry industry. As a result, producers are now more aware than ever of the importance of feed quality and nutrient balance, focusing on formulations that strengthen flock health and immunity to prevent future setbacks.

Sustainable Proteins Take Center Stage

Sustainability concerns are reshaping protein sourcing. They are gaining attention as producers seek lower-carbon, resource-efficient alternatives to soybean meal and fishmeal.

- Algal proteins, including microalgae such as Spirulina and Chlorella, provide balanced amino acids, pigments, and omega-3s that can enhance bird health and egg quality
- Fermented and single-cell proteins, derived from yeasts, fungi, or bacteria, offer high-quality amino acids and can be produced on agricultural or food-processing by-products, reducing land and water use.
- Plant-based and upcycled proteins, such as rapeseed, sunflower, or camelina meals, are increasingly refined through fermentation or enzymatic processing to improve digestibility and lower anti-nutritional factors.
- Fruit and vegetable processing residues (FVPs), like citrus pulp, tomato pomace, or carrot peel meals, are being tested as partial replacements for traditional ingredients, adding fiber and bioactives while minimizing waste.
- Insect-based proteins, notably black soldier fly meal, are also gaining traction as they complement these efforts with efficient nutrient recycling.

Together, these innovative protein sources demonstrate how poultry nutrition can align with circular economy principles while maintaining performance and quality. As sustainability becomes a market driver, adopting these alternative proteins positions producers to meet future feed demands responsibly and competitively.

Functional Additives Redefine Performance

Beyond proteins, NIH reports that 2025 is also witnessing the rapid development of functional additives designed to enhance gut health and resilience. Phytogenic

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www.foodexport.org



featured products



For more information about these or other featured products please email: feedlink@foodexport.org



Agrarian Solutions

Nappanee, Indiana

The **BioFresh Microbial Gel** restores digestive and whole body health for off-feed, transition and high-SCC cows.

- 9 Billion CFU Delivery: Each dose restores microbial balance, improving feed efficiency and reducing digestive disruptions.
- 3-Day Reduction in Recovery Time: Enhanced immune support and nutrient absorption reduce stress recovery periods for freshening or off-feed cows.
- Improved SCC Management: Daily bolus use during high SCC periods results in measurable improvements in milk quality and herd health



American Pharmaceutical Innovations Co. (AmPharma)

Darien, Illinois

AmphiSpear is a mix of multiple active highly concentrated mix of ingredients ranging from essential oils, Peppermint Oil, Eucalyptus Oil, Camphor Oil, Menthol Saponin, Thymol, Carvacrol among others working in synergy to hinder the ability of pathogens to develop resistance and help loosen the mucus and get rid of phlegm and pulmonary irritation and to prevent and alleviate respiratory symptoms.



Dairy Products Incorporated

Eden Prairie, Minnesota

Whey Powder is the liquid substance obtained by separating the coagulum from milk in cheese making. Dry Whey is a valuable and cost-effective dairy ingredient in animal feed formulations. This product is a high-quality protein source and enhances palatability, its nutritious content is used in formulations for young animals.



Enzyme Development Corporation

New York, New York

ENZECO® FICIN 100, a non-GMO protease from the latex of Ficus species (tropical fig tree), is approved for use by AAFCO for Pet Food and Animal Feed. Ficin functions similarly to other plant proteases, such as Papain and Bromelain, but has a lower deactivation temperature, making it ideal for processing applications that need to deactivate at a lower temperature.



Great Lakes Bio Systems, Inc.

Sturtevant, Wisconsin

HP800 is a liquid probiotic blend for the further enrichment of shrimp and crustacean feeds. HP800 is to be used as an acute feeding product for keeping the hepatopancreas in a constant state of peak performance.

HP800 ingredients enable the safe evacuation of systemic toxins that have accumulated from the environment, while enabling the shrimp to digest, synthesize and store nutrients more efficiently from feed and microflora.



Nutech Biosciences Inc.

Oneida, New York

NuMax, Blend of Live Yeast, Probiotics, Enzymes, Mannan Oligosaccharides, and Beta Glucans was created as an efficient natural immune enhancer capable of pronounced modulation of the immune system as well has the benefits in production and growth.

Universal Probiotics



Canine Supplement



Universal Probiotics

Linwood, Kansas

Universal Probiotics offers an all-natural pre- and probiotic feed supplement designed to support the health and well-being of animals, including one specifically designed for canines. The product helps maintain the health and overall well-being of the animal and is available in 2lb. packages.

FEED SEMINARS

Virtual EU Branded Program Importer Seminar for Feed Ingredients and Additives

Food Export sponsored a virtual EU Feed Ingredient Branded Program Importer Seminar, November 12th at 10 a.m. Attendees included feed traders, animal feed traders, brokers, distributors, wholesalers, and manufacturers of feed, as well as agricultural/livestock producers buying feed.

The main objective was to discuss the American feed industry and what the U.S. industry has to offer for EU companies to start sourcing or expand their sourcing from partners in the USA.

The agenda included remarks from Jens Hombeck, Food Export's In-Market Representative for Europe, and the USDA Foreign Ag Service (FAS). The featured speaker was Dr. Cathy Bandyk from the Innovad Group. A presentation was also given on Food Export's Branded Program, a program designed to help importers qualify for funding to help market feed ingredients in their region.



Equine & Sheep Trends

DID YOU KNOW?

U.S. sorghum, often used in sheep feed, grew nearly 23% to 5.4 million metric tons in 2024 from 4.4 million in 2023, reflecting growing demand in international feed markets.

Source: <https://www.ers.usda.gov/data-products/charts-of-note/chart-detail?chartId=111306>



For international feed buyers seeking reliable, high-quality suppliers, Food Export-Midwest and Food Export-Northeast's Focused Trade Missions (FTMs) offer a direct and efficient way to connect with trusted U.S. exporters.

In April 2026, the Focused Trade Mission to Southeast Europe for Feed Ingredients will bring together qualified American value-added feed ingredient suppliers with buyers from across Southeast Europe. Through one-on-one meetings, participants forge relationships, source new, high-quality feed ingredients from the U.S., and share valuable insights regarding U.S. feed products and the dynamics of the feed market.

Buyers learn U.S. feed innovation, sustainability, and performance nutrition, while building lasting business relationships through Food Export's vetted network of U.S. feed ingredient suppliers. This hands-on program saves time, reduces risk, and delivers meaningful sourcing opportunities.

Food Export hosts feed-centered missions each year: <https://www.foodexport.org/import-from-the-us/>.

Illinois



26.3M+

farm acres operated

70K+

farms in Illinois

\$11.9B

in agriculture exports

TOP FEED INGREDIENTS



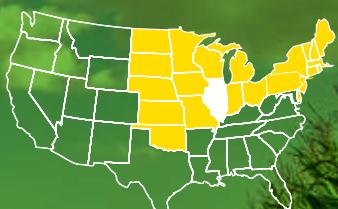
Corn



Soybeans



Wheat



Food Export States
Illinois

Sources: USDA, US Trade Representative

Leverage the Branded Program to Boost U.S. Product Sales

For animal feed distributors, traders, brokers, and manufacturers operating outside the U.S., expanding your portfolio with high-quality U.S. animal feed can be a strategic move. The Branded Program, administered by Food Export—Midwest and Food Export—Northeast, offers a unique opportunity to double your marketing budget when promoting eligible U.S. agricultural products, such as animal nutrition and feed products.

Funded by the USDA's Foreign Agricultural Service, the Branded Program is designed to support small- and medium-sized U.S. companies in their export efforts. While only U.S. suppliers can apply directly, international animal feed distributors, traders, brokers, and manufacturers play a vital role in executing marketing activities and can benefit significantly from the program's 50% reimbursement model.

How It Works

To participate, your U.S. supplier must apply for the Branded Program here: <https://www.foodexport.org/portals/branded-program-portal>. Once approved, they can collaborate with you to develop a marketing plan tailored to your region. The program reimburses 50% of eligible promotional expenses, which means if you spend \$10,000 on approved activities, your U.S. partner can recover \$5,000—making it easier for both parties to invest in impactful marketing. This cost savings can head to you via a wire transfer direct from your U.S. supplier, or in a credit off your next purchase order.

Eligible Products and Activities

Animal feed distributors, traders, brokers, and manufacturers can promote a wide range of U.S. products as long as they contain at least 50% U.S. agricultural content and are clearly labeled with a U.S. origin statement such as "Product of U.S.A."

Reimbursable activities include:

- **Advertising:** Print, digital, radio, and TV ads targeting your local market. Consider placing an advertisement in magazines like *La Revue de l'Alimentation Animale* or *nutriNews*.

• Website Development:

Create or update your website to promote U.S. products.

• Content Creation:

Graphic design for POS materials, video development to showcase applications of your product, etc.

• Trade Shows and Seminars:

Booth fees and promotional materials. Exhibit at shows like Eurotier, VIV Asia, or regional events.

Your Role as an Animal Feed Distributor, Trader, Broker, and Manufacturer

While the U.S. supplier handles the application and reimbursement process, your collaboration is essential. You may be asked to assist with promotional execution, provide documentation, and ensure that all materials include the required U.S. origin statement. Your involvement can directly influence the success of the campaign and future sales growth.

Getting Started

Encourage your U.S. supplier to visit [foodexport.org](https://www.foodexport.org) and submit a pre-qualification form. Once approved, you can work together to build a marketing strategy that aligns with your needs. Be sure to plan ahead and apply before your marketing activities take place.

Final Thoughts

The Branded Program is a powerful tool for animal feed distributors, traders, brokers, and manufacturers looking to grow their business with U.S. animal feed products. By partnering with eligible U.S. suppliers, you can access funding that makes marketing more affordable and effective—ultimately driving demand and increasing sales in your region.



New Jersey

STATE FEATURE

700K+

farm acres operated

~10K+

farms in New Jersey

\$666M

in agriculture exports

TOP FEED INGREDIENTS



Soybeans



Corn



Hay



Sources: USDA, US Trade Representative

supplier directory

For more information about these or other companies please email: feedlink@foodexport.org

Agrarian Solutions

Nappanee, Indiana | agrariansolutions.com

Agrarian Solutions delivers innovative L-Form bacterial technology to protect livestock from mycotoxins, boost immunity, and enhance performance. Our proven microbial solutions ensure healthier animals and greater profitability. With over 20 years of global success, we provide innovative, research-backed products that empower producers to achieve peak efficiency and sustainability.

American Pharmaceutical Innovations Co. (AmPharma)

Darien, Illinois | americanpharma.net

Since 1994 AmPharma is a manufacturer and distributor of top-quality veterinary health products. AmPharma is a one-stop solution for all veterinary health products including a portfolio of a wide range of complex multi ingredients products consisting of enzymes, probiotics, toxin binders, anti-stress, growth promoters, acidifiers, vitamin mixes, amino acids, chelated minerals and trace elements, herbal products and feed additives both in water soluble powder and, liquid forms, AmPharma expanded its product line to include premium pet food supplements and Aquaculture products. AmPharma Products are focused on enhanced immunity less disease, better feed-utilization, and higher growth rate and production which leads to an outstanding return on investment.

Bunge Creative Solutions Center

Chesterfield, Missouri | bungeproducts.com

Bunge's PurePro soy protein concentrate is a US-based, cost-effective, and sustainable source of nutrition tailored-made for young animals. At 69% minimum protein on a dry basis, they provide all essential amino acids and are highly digestible with low anti-nutritional factors to help support animal growth and health. It has versatile physical properties to ease mixing and reduce dusting.

Dairy Products Incorporated

Eden Prairie, Minnesota | dairyproductsinc.com

We at Dairy Products Incorporated, take nothing for granted—not our 29-year position as the industry's unrivaled leader and not your desire to get the very best and most for your investment. From dairy ingredients of the highest quality to innovative specialty services to peace-of-mind risk management programs, DPI keeps you far ahead of the herd.

Enzyme Development Corporation

New York, New York | enzymedevelopment.com

EDC has been providing a wide range of enzymes for the animal feed industries for 70 years. EDC is the only producer of Papain and Ficin in the western hemisphere and offers an OMRI-certified papain for organic Feed. For more information about our enzymes, please visit us at www.EnzymeDevelopment.com, www.Papain.com.

Esmilco

Fall River, Wisconsin | <http://www.esmilco.com>

Esmilco provides premium private label milk replacers and specialty products for baby animals, helping brands deliver optimal nutrition from day one. With a focus on quality, consistency, and innovation, Esmilco partners with businesses to create customized formulas that support healthy growth, performance, and long-term success in young livestock.

Great Lakes Bio Systems, Inc.

Sturtevant, Wisconsin | greatlakesbiosystems.com

For more than 30 years Great Lakes Bio Systems has manufactured amino acid complexes, probiotics, mineral blends and enzyme products for the aquaculture, poultry and swine industries. GLB's products are designed to enhance gut health, decrease mortality; increase feed conversion and daily weight gain; promote competitive exclusion and overall increase profits to growers.

Nutech Biosciences Inc.

Oneida, New York | nutechbiosciences.com

"Better Nutrition through Biotechnology" defines our company. The concept of biotechnology in nutrition is to understand the biology of an animal, the functioning of its biological systems, and the mechanisms of how they function.

RVPL Trading

New Jersey | rvpltrading.com

RVPL Trading is a trader of grains, oilseeds, pulses and speciality ingredients for the food & feed markets.

SCD Probiotics

Kansas City, Missouri | scdprobiotics.com

SCD Bio Livestock is a science-backed, multi-strain livestock probiotic additive that's safe for routine use. Its patented combination of live beneficial microbes and bio-fermented organic acids equip your animals with the best internal system to optimize their food's nutritional content and defend against stress and disease.

Stengel Oils

Milbank, South Dakota | stengeloils.com

Omega-3s are a good fat responsible for basic cellular health in all body tissues, including those of animals, and become the building blocks for health allowing them to regulate nervous and cardiovascular functions, build a shinier coat, improve skin condition, and decrease hairballs. Sammy's Shiny Coat is 100% virgin, cold-pressed flax oil and contains no fillers such as soybean oil.

Universal Probiotics

Linwood, Kansas | universalprobiotics.com

Universal Probiotics is the producer and owner of a Direct Feed Microbial Symbiotic feed supplement for companion animals and livestock. The product is a granular animal feed supplement. It is privately controlled and confidential beneficial bacteria culture combined with various nutrients including pre-biotic ingredients which enhances the effectiveness of the supplement.

Vesta Nutra

Indianapolis, Indiana | vestanutra.com

Vesta Nutra develops and manufactures science-driven nutraceutical ingredients and finished products. Vesta's formulations support cognitive health, energy production, immunity, beauty, joint function, and metabolism. All products are backed by quality testing, regulatory compliance, and scalable manufacturing. Vesta Nutra serves global partners with custom solutions, private labeling, and turnkey production services.

Drivers Reshaping Poultry Feed *(continued)*

additives, plant-derived compounds such as essential oils and flavonoids, are also evolving through nano-encapsulation technologies. These nano-enabled phylogenics improve stability and bioavailability, reducing the dosage required and amplifying biological effects like antimicrobial activity and improved feed conversion.

Enzyme Development Corporation of New York develops enzymes, such as proteases, that also play an increasingly important role in feed formulation by improving the digestibility of protein ingredients and enhancing overall nutrient availability. Its feed-grade ENZECO® FICIN 100 protease is designed to help animals make better use of dietary protein, reducing waste and improving feed efficiency.

Another frontier is the use of synbiotics and postbiotics, combinations of beneficial microbes, fermentable fibers, and microbial metabolites. Studies indicate these blends can stabilize gut microbiota and enhance immune responses, allowing producers to reduce reliance on antibiotic growth promoters.

Precision Nutrition and Digital Integration

Precision nutrition is reshaping how poultry diets are formulated and managed. Using real-time data and advanced analytics, producers can now tailor feed composition to the specific needs of each flock, improving efficiency and reducing waste. Sensor systems track variables such as feed intake, body weight, and temperature, while predictive software adjusts nutrient levels to match growth and health status. Data-driven feeding has been shown to lower feed costs in most cases while enhancing overall bird performance.

Sustainability and Remaining Barriers

Sustainability remains the defining principle across all these innovations. Circular-economy strategies, such as using crop residues or rearing insects on food waste, reduce reliance



on resource-intensive crops like soy and corn. However, several obstacles persist. Novel ingredients must pass rigorous regulatory review for safety and labeling compliance. Cost competitiveness and quality consistency also remain challenges, especially for insect and residue-based feeds.

The Road Ahead

Poultry nutrition in 2025 is evolving rapidly, blending sustainability with science. The rise of insect proteins, nano-phylogenics, and precision feeding marks a new generation of innovation that prioritizes both productivity and environmental stewardship. While regulatory and cost hurdles remain, producers who invest in data-driven, circular, and functional feeding strategies are positioning themselves at the forefront of a more resilient and efficient poultry sector. Many of these advancements originate in the U.S. Midwest and Northeast, where globally recognized feed and ingredient exporters continue to drive innovation and supply the world's growing demand for sustainable poultry nutrition.

“ I'm very happy to be part of the World Dairy Expo Buyers Mission. I'm looking forward to doing business with the new U.S. suppliers and business partners I met.”

Alejandro Segura | Gosan Proteinas, Costa Rica

events

- **IPPE Buyers Mission**
Atlanta, Georgia | January 28, 2026
- **Focused Trade Mission to Southeast Europe**
Sofia, Bulgaria | April 28-29, 2026
- **Feed Show PLUS! at ILDEX Vietnam**
Ho Chi Minh City, Vietnam May 20-22, 2026

- **Pet Food Ingredients Buyers Mission at 2026 Pet Food Forum**
Kansas City, Missouri, April 27, 2026
- **World Pork Expo**
Des Moines, Iowa | June 3-4, 2026
- **World Dairy Expo** Madison, Wisconsin
September 29 – October 2, 2026

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