

BENCHMARKING OF PROBIOTICS FOR ANIMAL HEALTH AND NUTRITION

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STRATEGIES TO GROW YOUR BUSINESS

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In this case study, CPL Business Consultants benchmarked the major groups of commercial strains used in animal health and nutrition probiotics. The project supported a client which was interested in expanding its portfolio of feed additive products and had specific opportunities in mind. CPL had the scientific and technical expertise combined with the commercial experience and knowledge to deliver the required insights.

OBJECTIVE & BACKGROUND

The project objective was to support a global company with technical information on the performance and also the value proposition of probiotics for animal health and nutrition. The client wanted a clear understanding of the major organism groups which dominate the probiotics market, for example their modes of actions and the specific attributes which account for their success in the market.

BENCHMARKING REPORT

The report included a technical evaluation for probiotics used as feed additives for the following monogastric animals:

- Porcine
- Aqua
- Companion animals

Initially, commercial probiotic species and strains used in feed additives were tabulated by lifestage and species of target animal.

The following information was provided on probiotics.

- Phylogeny of Probiotic Species
- Main Species Characteristics
- Probiotic products used by species and life-stage
- General Modes of Action for Probiotics
- Probiotic Benchmarking Tests Used
- Probiotic Strain Selection Criteria

The major groups of commercial probiotics for animal health and nutrition were compared (by species/strain) and then benchmarked based on:

- Dose and Viability in Use
- Pelleting Temperatures
- Drying and Formulation
- Storage and Shelf-Life
- Safety and Compatibility
- Mode of Action in Feed Additives
- Performance and Efficacy
- Value Proposition, Pricing and Cost in Use

ADDITIONAL PROJECTS

Our [PowerPoint Introduction](#) and Brochure describes deliverables, differentiators and case studies. You can also review [eight case studies](#).