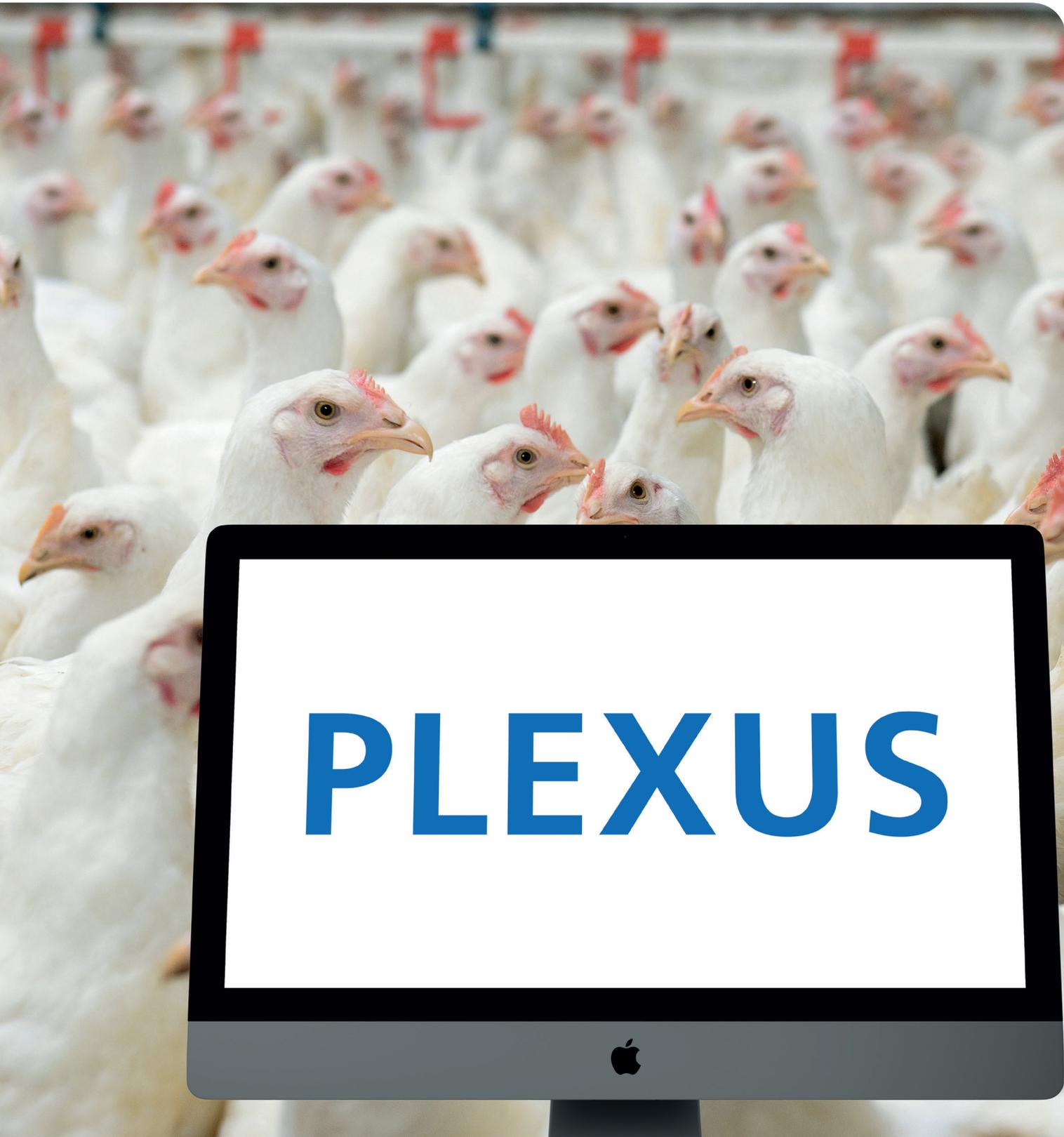




# PLEXUS

profit from healthy livestock





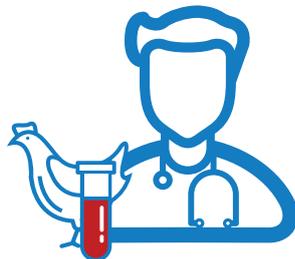
The worldwide growing demand for safe and affordable food is an enormous challenge. International customers not only demand high quality meat and efficiency; they want a transparent production process and they pay a better price for antibiotic-free meat. With healthy livestock you can turn this opportunity into more profit.

# Profit from healthy livestock



## Let's grow healthy livestock

The health of your livestock works as a double edged sword. Healthy broilers require less antibiotics. At the same time they perform better with less effort. For your business this means increase of revenue by selling meat at a higher price, while saving money in your production chain.



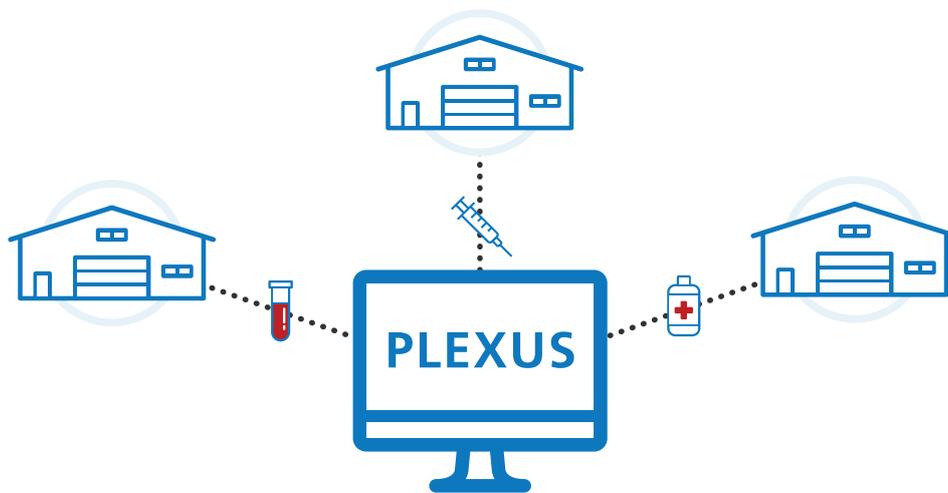
## Let's start monitoring

Monitoring by field experts and routine sampling is an essential step towards better animal health. It provides insight in production processes and in the current animal health situation. Only with these insights you can take the necessary action for an effective animal health strategy.

## Let's gather and combine data

Successful monitoring requires data. You already have a lot of data: flock composition, vaccination schemes, lab tests, audit results, antibiotics use, slaughter results... Administering all your data in one place, enables you to analyse the impact of interventions in your production chain.





## Let's start PLEXUS

Plexus makes this possible. It is a software tool for monitoring animal health, especially designed for large poultry integrations. By optimizing vaccination strategies and disease control, you can improve the health of your livestock and reduce the use of antibiotics.

With Plexus you can easily register a large variety of data in one place. From flock and farm information to antibiotic administration, from lab results to vaccination schemes. The system shows trends and correlations. It provides insight in animal health status and in the effect of actions taken, like vaccination schemes. And it gives you advice on how to reach better animal health.

## Let's apply better health insights

Plexus answers your questions. Does a specific breeding flock require more antibiotics? Is team A performing better than team B? Are the administered vaccinations effective? How to change vaccination strategy to offer optimal protection? With the answers you can benchmark different locations, compare various vaccination strategies or identify the reasons for antibiotic use. And take action to improve animal health. This brings new markets within reach, especially if you can support your performance with solid data.



## Let's become partners

Plexus is brought to you by GD Animal Health, the leading independent and private supplier of livestock health solutions from The Netherlands. This small country raises 12.4 million pigs, 4.3 million cows and more than 90 million chickens and broilers and is the second largest exporter of agrifood products worldwide. Dutch farms have to comply with high quality standards and strict rules for livestock diseases and antibiotics. GD Animal Health is responsible for the execution of the Dutch animal health monitoring, through an advanced system of data registration and analysis. This contributed to a decline of antibiotics use in Dutch livestock by 60 percent in the last 5 years. Plexus is based on this experience and offers you the chance to make profit from healthy livestock.

