

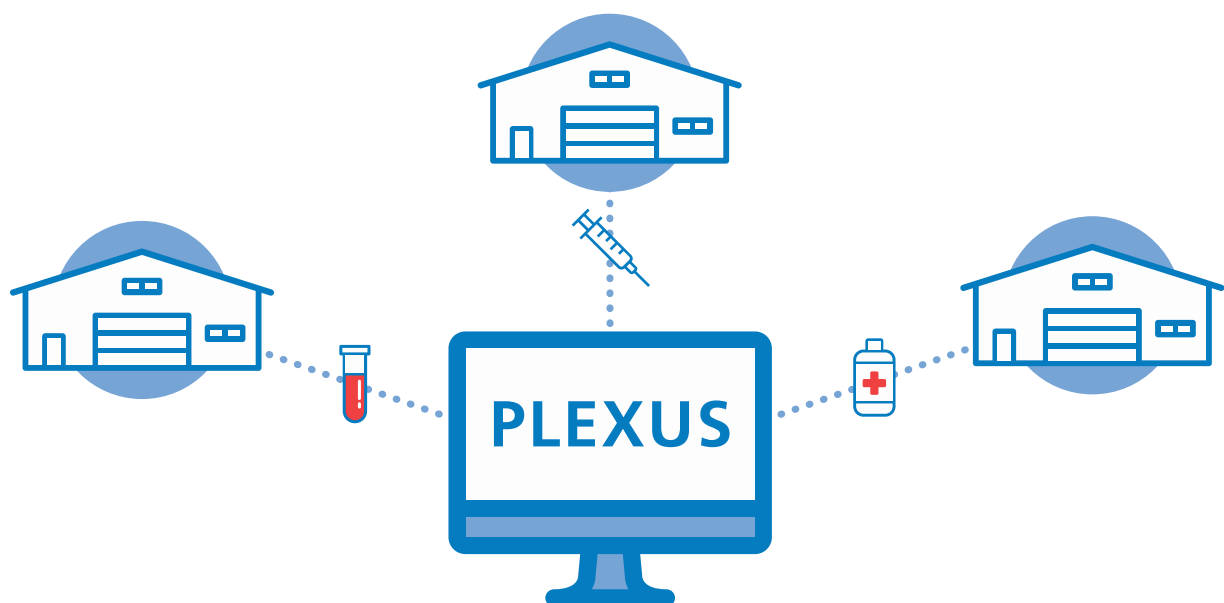
# A revolutionary way to improve animal health

The growing demand worldwide for safe and affordable food represents an enormous challenge. You know it, and we know it too. There are a few things though, like insight into production processes and the current animal health situation, that will enable you to take the actions required to ensure an effective strategy. That's why we've been working on a unique software tool that will make this easier for you: Plexus. Let's explain how Plexus can help boost your profit.

Important insights into animal health can be gained by monitoring, which includes routine sampling and analyses by animal health experts. As an integration, you already have a lot of data: flock composition, vaccination schemes, lab tests, audit results,

antibiotic use, slaughter results, and so on. However, this may not always be as well organised as you would like it to be.

"Our customers experience a lot of inconvenience when it comes to gathering and analysing data relating to their production process," explains Ruth Bouwstra, head of the Poultry Department at GD Animal Health. "Data could be recorded much more efficiently and effectively. We decided to help and developed a software tool which enables you to manage all your data in one place, from flock and farm information to antibiotic use and from lab results to vaccination schemes. You can now analyse the impact of interventions in your production chain much better."



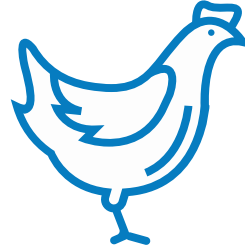
## PLEXUS IN FOUR STEPS



1. Combine your data



2. Turn health insights into action



3. Grow healthy livestock



4. Make more profit

Monitoring animal health is something that is very familiar to GD Animal Health. GD monitors the animal health of all livestock in the Netherlands: 12.4 million pigs, 4.3 million cows and more than 90 million chickens. Dutch farms must comply with high quality standards and strict rules for livestock diseases and antibiotics.

*“What this means for you? More revenue by selling meat at a higher price range, whilst saving money in your production chain.”*

– Ruth Bouwstra, DVM, PhD

Plexus is based on this experience and has been especially designed for large integrations. Bouwstra: “Plexus makes it possible to take action to improve animal health. You can benchmark different locations, compare various vaccination strategies and identify the reasons for antibiotic use.” This brings new markets within reach, especially if you can support your performance with solid data, provided by Plexus. You will also automatically receive suggestions on how to improve your working method and be presented with trends and correlations. If you wish, GD Animal Health’s specialists can help you monitor these matters and give you personal advice.

“The system provides insight into animal health statuses and the effect of actions taken, like vaccination effectiveness. And it advises you on how to improve animal health. As you know, the health of your livestock has important consequences. Healthy broilers require fewer antibiotics and they perform better with less effort. Many big clients like fast food chains demand high standards when it comes to meat. Plexus is a great way to gather data easily and show your flock’s health status,” concludes Bouwstra. “What does that mean for you? More revenue by selling meat at a higher price range, whilst saving money in your production chain.”



MORE INFORMATION ABOUT HOW THIS UNIQUE TOOL COULD WORK FOR YOU? VISIT [WWW.GDANIMALHEALTH.COM/PLEXUS](http://WWW.GDANIMALHEALTH.COM/PLEXUS) OR CONTACT US VIA [SUPPORT@GDANIMALHEALTH.COM](mailto:SUPPORT@GDANIMALHEALTH.COM)

