

Wisium, a key sponsor of the world rabbit congress

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RABBIT IN THE SPOTLIGHT!

Animal production around the world is undergoing profound changes as a result of societal issues. A variety of major challenges can be ascertained in the field of antibiotic resistance and the growing pressure from NGOs with regards to the living conditions of production animals, particularly rabbits.

In Asia, medicated premixes have been banned since April 2017 in Vietnam, since January 2018 in the Philippines, and since July 2020 in China. There are a number of technical driving forces to help producers take on this challenge: quality management for drinking water, air quality control, and improved biosafety are all training modules offered by Wisium to approach demedication in a structured manner.

Following the implementation of the Ecoantibio plans in France, the use of antibiotics was reduced by 70% over a span of 10 years, with continuing progress. Wisium has decided to formalize this global approach through its P4L (Partner for Life) concept. This new offer is based on 3 pillars: Nutrition strategy, including food distribution, farm management and product solutions, including drinking water products. Monitoring tools are available such as the Nutrition Reference Framework and Lapety ADELIE, allowing customers to compare their performances thanks to a database and to define their own progress goals.

In addition, the DEFFI Lapety, a farm audit, defines the farmers' individual profile and highlights technical strategies to answer the demedication challenge. This audit is available via a digital and mobile application named "In My Farm Audit".

THE LAPETY WELLAP : THE ANSWER TO THE ANIMAL WELLBEING

In collaboration with its food-manufacturing customers and production groups, WISIUM has developed a new concept for rabbit breeding: LAPETY WELLAP. This is a global approach that takes into consideration consumer expectations, the rabbits' well-being, and the comfort of the habitat, with a focus on appropriate feed. This concept is one of the possible alternatives to cages, found in 98% of breeding sites.

A new, innovative breeding alternative

Since 2018, we have been working with our customers to create a Prospective Club to look at the future of rabbits... With regard to consumer expectations, the R&D teams at NEOVIA and WISIUM, along with their customers, have devised this cage-free system that grants the rabbits access to an outdoor feeding path. It allows the rabbits to enjoy natural light and responds to the five main animals' freedoms: standing up, jumping, eating, and freely occupying their own space. A seasonally adapted feeding program is used when feeding the rabbits, enriched with nutritional additives that eliminate the need for antibiotics in feed.

5000 rabbits have been raised in a prototype at ADM's experimental station "Lapin" to better understand their feeding habits, natural behavior, and the use and exploration of the available spaces... Today, the 1st production building will wean its first rabbits at the end of the year, a collective effort taking place on-site. This achievement is being recognized by the agricultural community through the presentation of 2 awards for this major innovation: **Innov'space** 2020** and a **"Sommet d'or"**.

The advantages of the WELLAP system

This system also allows for investment to provide added value to the farmer on rabbit sales. The concept of breeding is based on the rabbit's behavior to express as many natural behaviors as possible: hiding (refuge area, burrow), jumping (mezzanine, large spaces), standing up (man-sized enclosure), occupying their own space (removable PVC pipes), and eating (LAPETY feeding block). This structure may or may not be placed on a mobile structure, with a 100% duckboard surface, equipped with removable partitions, and opened via mesh windshields that let in natural light.

There are numerous advantages for breeders:

- Increasing production capacity while reducing the density of existing structures;
- Accessing a new form of alternative housing, proven at the station, as well as taking advantage of WISIUM's expertise with regards to nutritional device, equipment, and planning;
- The breeder's working conditions are improved through increased visibility, with shelter and natural light;
- This concept will help existing sites last longer, allowing for investment in reasonably priced equipment and making it easier for young breeders to get started.

Through its Rabbit branch, in a tense economic and hygienic context, WISIUM is innovating, collaborating with its customers and breeders, to offer alternatives through new concepts based on nutrition, and the behavior of rabbits raised in outdoor facilities.

"Wisium is a global premix leader and it is pursuing a very dynamic innovation policy. The Wisium brand has a strong footprint in France, China and Italy for the rabbit offerings, with high-end solutions , responding to the latest market trends and needs", says François Fernandez, Wisium Premix and Services VP.

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About Wisium

Wisium is the international brand of the premix business of ADM/Neovia, a major global player in animal nutrition for over 60 years. Wisium offers millers, integrators and home mixers a strong and dedicated partnership with a unique focus on enhancing your quality, productivity and profitability performance. For any species, Wisium experts deliver tailor-made solutions combining high end products and added value services. Our Wisium world class team wants to share the Wisium spirit: all have the same aim of creating and achieving jointly with each client and going forward together.

That's the Wisium spirit! To give you the power to be one step ahead.

www.wisium.com

About ADM

At ADM, we unlock the power of nature to provide access to nutrition worldwide. With industry-advancing innovations, a complete portfolio of ingredients and solutions to meet any taste, and a commitment to sustainability, we give customers an edge in solving the nutritional challenges of today and tomorrow. We're a global leader in human and animal nutrition and the world's premier agricultural origination and processing company. Our breadth, depth, insights, facilities and logistical expertise give us unparalleled capabilities to meet needs for food, beverages, health and wellness, and more. From the seed of the idea to the outcome of the solution, we enrich the quality of life the world over. Learn more at www.ADM.com.