



Wisium, a new premix player in the Polish market

POZNAN, 13 January 2020—ADM Animal Nutrition, a division of ADM (NYSE: ADM) strengthened its footprint in Europe by launching its premix brand, Wisium, in Poland. By expanding its geographical presence in the key Polish market, the global player in animal nutrition is leveraging its range of premium products and tailor-made services to respond to the growing local demand for high quality meat, milk and eggs.

“Our unrivalled portfolio of premix solutions and services that addresses the need for improved animal health and welfare, quality, safety and traceability makes Wisium the partner of choice for the Polish animal sector. We will work together with feed millers and farmers to co-develop the tools and services that are essential to help them reach their goals,” said Katarzyna Baginska, managing director for Wisium Poland.

Customers in Poland will be able to benefit from Wisium’s innovative offerings, beginning with the launch of products for ruminants that consist of mycotoxin management and demedication solutions, milk replacers, and licking buckets. The range is complemented with the mobile application, MyRumidiag that farmers can use to assess the risk of sub-acidosis in dairy cows to improve milk production. The introduction of the ruminant range will be followed by the line of solutions for swine and poultry.

Animal production is expanding at a rapid pace in the country, and is dominated by large-scale farms characterized by high-levels of technical expertise. Poland is Europe’s leading poultry producer, ranks sixth in pig production in the region, and has a herd of more than 2.1 million dairy cows.

“We are proud to launch the Wisium brand in Poland, giving us the opportunity to further consolidate our long-standing expertise in Europe, based on our proximity to feed millers and farms. Wisium’s extensive global network will allow local customers to reap the benefit of our international, best-in-class offerings for ruminants, swine and poultry,” said Philippe Godet, general manager, ADM Animal Nutrition, Italy and Central Europe.

To learn more about Wisium offer, visit 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.

ADM Media Relations

Aurelie Giles
media-eu@adm.com
+41 21 702 84 00

Local Business contact

Katarzyna Bagińska
Managing Director Wisium Poland
Tel. : +48 501 047 941
katarzyna.baginska@wisium.com