



Embargoed Until: January 17th 2025

[Bloomington, MN], [1/8/2025] — SAM Nutrition is proud to announce the official launch of Nexus, its newly formed feed additive division, underpinning its leadership in innovative, research-backed feed ingredient technologies. The announcement comes in conjunction with the International Production & Processing Expo (IPPE) 2025.

Nexus will focus on delivering cutting-edge performance nutrition solutions, helping livestock producers meet the growing demand for more efficient, sustainable, and performance-driven feed additives. This strategic move reflects SAM Nutrition's commitment to expanding its portfolio and addressing the evolving needs of animal nutrition with high-quality, scientifically-backed products.

Apoorva Shah, CEO of SAM Nutrition, commented:

"The launch of Nexus is a pivotal step in SAM Nutrition's continued growth and our mission to lead the way in performance-enhancing feed solutions. As the industry evolves, so do the challenges and opportunities in animal nutrition. Nexus will help our customers navigate these challenges by providing innovative products designed to improve animal health, feed efficiency, and overall performance. The timing of this launch, aligned with IPPE 2025, demonstrates our commitment to delivering cutting-edge solutions to the market and positioning Nexus and SAM Nutrition as a key player in the feed additive space."

The launch of Nexus comes on the heels of the tremendous success of SAM Nutrition's flagship Hydroxy trace mineral product line, NexTrace minerals, which has become a leading solution for optimizing livestock health and performance. NexTrace minerals are recognized for their superior quality assurance commitment, and research-backed support of the overall well-being of animals while enhancing their growth and productivity. The ongoing success of this product line reinforces SAM Nutrition's ability to create impactful solutions backed by science.

Matt Einarson, Vice President Sales, SAM Nutrition, added:

"The success of NexTrace minerals has set the stage for the creation of Nexus. As we expand our capabilities, we are focused on continuing to provide high-performance, research-backed solutions that challenge the convention of achieving high performance at a reasonable price. Nexus will build on the foundation we've established with NexTrace and provide an alternative platform to bring new, advanced products to market that will help improve feed efficiency and drive profitability for producers worldwide."

The Nexus division will initially focus on offering feed additives that improve growth optimization, digestive health, immunity, and innovative feeding solutions for a variety of livestock species. With a dedicated team of industry and technical experts, Nexus is poised to become an industry leader in performance nutrition.

About SAM Nutrition:

SAM Nutrition is an industry leader in providing innovative, science-driven feed ingredient technologies that improve the health, productivity, and sustainability of livestock. With a focus on research and development, SAM Nutrition's solutions are designed to address the most pressing challenges facing the agriculture sector today.

About Nexus:

Nexus is the newly launched feed additive division of SAM Nutrition, focused on providing performance-enhancing nutrition solutions for livestock producers. Nexus offers a range of advanced feed additives aimed at improving animal health, feed efficiency, and overall farm profitability.

The SAM Nutrition booth is located in Hall A, Booth A2147.

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