

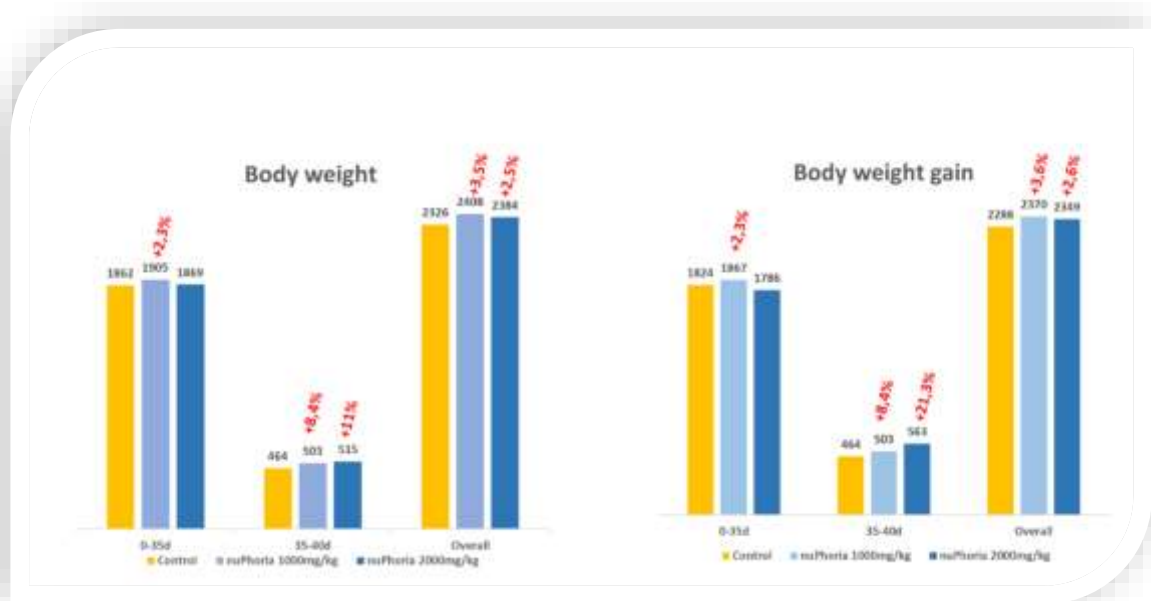
## **nuPhoria®**, a dietary plant bioactive formulation that improves performance and productivity parameters significantly in broilers under heat stress challenge

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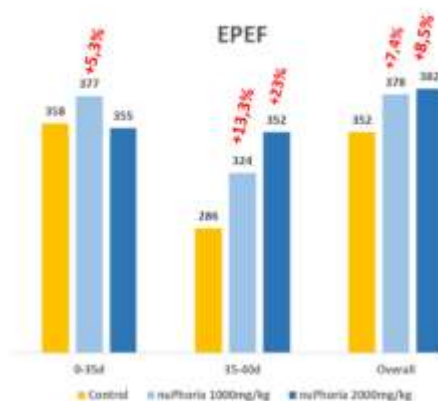
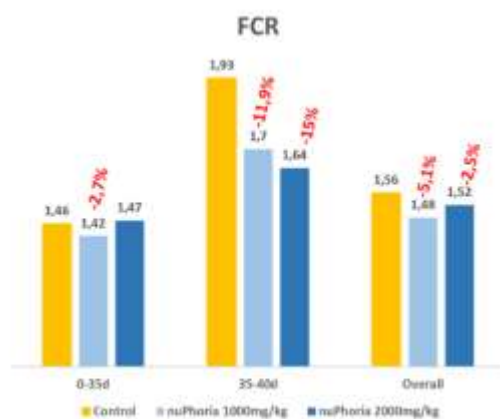
A trial at the Agricultural University of Athens, Greece (Laboratory of Nutritional Physiology & Feeding) was conducted to evaluate the dose-response effect of **nuPhoria®** on broilers' performance and productivity parameters under heat stress challenge from 35-40 days old.

In total 294 one-day-old, male Ross-308 broilers were allocated in 3 treatments. All experimental treatments received a maize-soybean meal basal diet in mash form formulated to meet Ross-308 nutrient requirements. The first treatment received a basal diet without **nuPhoria®** supplementation (N0) while the other treatments with 1 Kg/ton (N1000), and 2 Kg/ton (N2000) **nuPhoria®** respectively.

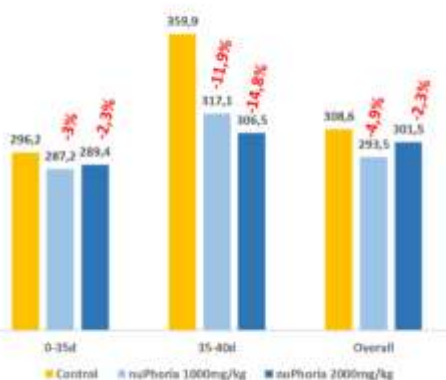
Results demonstrated that with **nuPhoria®** supplementation a significant improvement in performance and productivity parameters has occurred, especially during the **heat stress period!**



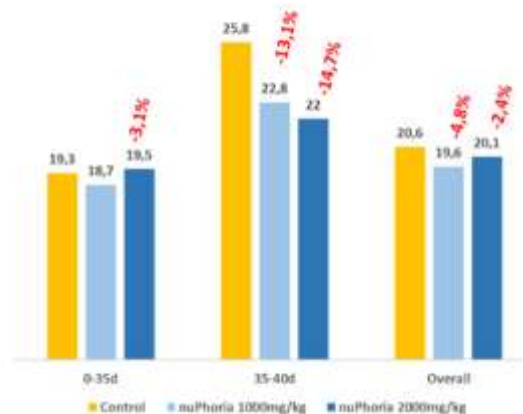
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### Protein Efficiency Ratio (CP in g/kg BWG)



### Energy Efficiency Ratio (MJME intake/kg BWG)



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