



NEOGEN's water treatment benefits your ROI

Water is a big deal. Whether you are a farmer or rancher — you depend on a safe and plentiful supply. NEOGEN®, a leader in food and animal safety solutions since 1982, has a comprehensive line of Organic Materials Review Institute (OMRI)-certified solutions available to you. (Be sure to read the FAQ section located below.)

Often overlooked, the quality of water provided to birds, and other livestock, can make a lasting difference in production and efficiency. Water quality on a poultry farm can be managed through three steps:

1. Terminal water line cleaning
2. Water acidification
3. Continuous water disinfection

If you followed one gallon of water through its standard water cycle, you would find the water comes in contact with different elements, animals, and bacteria. Monitoring the quality of your water supply not only verifies your compliance but also allows you to enhance the development of the animals you raise, ultimately impacting your return on investment (ROI). Would you like to know how?

Enhanced for development

For example, let's use chicken. A chicken is 66% water and will consume a good amount of water in its lifetime. During that lifetime, a chicken will need to fight off harmful bacteria — costing itself calories. With NEOGEN's water treatment, like NEOGEN's OMRI-certified AquaPrime® NeoKlor (a 7.5% sodium chlorite solution that is EPA-approved for usage in drinking water for livestock and potable water disinfection) and AquaPrime Activator products, the chicken will consume high-quality water with enhanced treatment, which allows them to fight off bacteria. In the end, instead of using calories to fight off illness, the chicken now uses those calories to develop faster into a healthier animal.

Taste & Odor Control

As mentioned before, water goes through a cycle and comes into contact with different elements (animals, crops, etc.). Sometimes water contains a unique taste or smells that animals are not too fond of — so they don't consume it. NEOGEN's AquaPrime products do not only benefit the health of animals, but they also contain taste and odor control, so animals desire the water more.



For more information on NEOGEN's comprehensive line of water treatment solutions, please visit animalsafety.neogen.com/en/water-treatment or call 800.477.8201

FAQ (Answers provided by NEOGEN's Business Unit Specialist for Water Treatment, Jesse McCoy)

How much does the equipment to run this cost?

NEOGEN currently has the Water Treatment Pump Promotion to eliminate the capital cost for producers to implement water treatment.

What about systems that do more than line cleaning, acidification, and disinfection?

While systems that do more than these three changes can improve water, the return on investment and labor increase for increased treatment, while there is typically much longer for producers than these easy changes.

How do you verify that treatment is achieved?

Simple test strips are how routine testing is done. But the real way to verify this is to watch how the animals, and the checks associated with them, perform.