

Phileo about to launch Selsaf®3000 in Europe

Already sold in many different countries around the world (like in the USA, Brazil, China, Australia ...), Selsaf®3000 arrives in Europe thanks to its new registration since December 2017. This new Phileo nutritional solution enriched in selenomethionine and selenocysteine is a firework of novelties and benefits for farmers.

Marcq-en-Baroeul, France (March 14, 2018) – Natural source of organic selenium for all species of animals (pigs, poultry, dairy, aquaculture...), Selsaf®3000 is based on an evolution of the manufacturing process which allowed Phileo to increase the selenium concentration to 3000 ppm. Selsaf®3000 is produced from a specific yeast strain CNCM I-3399 (the same as for Selsaf® - 2200 ppm), and through a mastered manufacturing process. Likewise, Selsaf®3000 offers a high stability with its long shelf life of 3 years.

Dual composition and protection

A major characteristic of Selsaf®3000 is its consistent composition in two active seleno-compounds: selenocysteine and selenomethionine.

« Our standardized production process and quality certifications guarantee a high concentration of organic selenium and a consistent active seleno-compound profile, with 2/3 selenomethionine and 1/3 selenocysteine and other active seleno-compounds », says Aurore de Vienne, Phileo Global Product Manager.



Thanks to its excellent bioavailability, Selsaf®3000 allows better selenium assimilation via an active transport in the intestine and increases selenium levels in the blood compared to other mineral and organic selenium sources.

Selsaf®3000 helps the body against oxidative stress (which is detrimental to animal performance), both in the short term (thanks to the selenocysteine) and in the long-term (due to the selenomethionine) and boosts natural defenses of animals.

This dual protection leads to dual benefits to farmers and consumers. For farmers, Selsaf®3000 supports animal health (better embryo viability and survival rate, more selenium transfer to offspring, less morbidity) and increases animal performance (higher feed efficiency, growth performance, laying intensity...).

In reducing the oxidation, and therefore the rancidity of animal-derived end-products, Selsaf®3000 also brings a lot of benefits to consumers, with more selenium in meat, milk and eggs, and more food pleasure (less drip loss, increased juiciness and tenderness).

« All these benefits are supported by a lot of field and scientific trials », adds Aurore de Vienne who adds that Selsaf®3000 always arrives at the top of the results when compared to other mineral and organic selenium sources.

To learn more about Phileo, please visit www.phileo-lesaffre.com

About Phileo

Backed by 30 years of experience and a global staff of 150 people, Phileo is viewed as a major player in the animal nutrition, health and welfare market. Phileo works at the crossroads of nutrition and animal health, designing, developing and delivering innovative nutritional solutions to improve animal health and performance. Our innovative capacity and mastery of manufacturing processes enable us to meet the most stringent industry and livestock production demands. Thanks to our global presence, we aim to stay close to our customers and able to adapt readily to their needs.

About Lesaffre

As a global key player in yeasts and fermentation, Lesaffre designs, manufactures and markets innovative solutions for Baking, Food taste & pleasure, Health care and Biotechnology. Family group born in Northern France in 1853, now a multi-national and a multicultural company, Lesaffre is committed to working with confidence to better nourish and protect the planet. In close collaboration with its clients and partners, Lesaffre employs 10,000 people in 78 subsidiaries based in 50 countries. Lesaffre achieves a turnover of 2 billion euros.

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