

Press release – For immediate release



Swine nutrition companies unite to support producers

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Nutrition Athena Inc, which is a division of Groupe Cérés Inc., and Nutrition Partners Inc. have announced they have united under a new integrated ownership model. The enhanced structure is designed to optimize value and services for customers of both companies, including via a strong emphasis on swine nutrition expertise, resources and strategies.

“We are very pleased to formally bring together Nutrition Partners with Nutrition Athena,” says Darryl Lewis, president of Nutrition Partners. “Our goal has always been to work with the best people. With this partnership we have added an incredible team to support our customers.”

Synergy drives opportunities

The swine nutrition team under the new structure features strong depth and experience, he notes, combining the Nutrition Partners swine nutrition group led by Jan Geurts with the Groupe Cérés / Nutrition Athena swine nutrition team led by Dan Bussières.

“Nutrition is rapidly becoming even more important to the advancement of swine production,” says Lewis. “This new united structure leaves us uniquely positioned to help our customers fully capture the potential of the new era now taking shape, with sound science-backed approaches that fit the needs and potential of each farm.”

Serving broad customer base

Groupe Cérés, headquartered in Lévis, Quebec, and its affiliates develop and monitor nutrition programs influencing the feeding of more than 4.5 million pigs annually, including serving as the lead swine nutrition partners of HyLife – one of the world’s leading integrated pork production companies.

Nutrition Athéna, a division of Groupe Cérés based in Saint-Nicolas, Quebec, offers complete feeds, micro and macro premixes, as well as all the ingredients and other feed additives necessary for the manufacture of feed for pigs. Its experienced team supports producers by developing feed and nutrition programs tailored to their needs, always paying attention to the financial aspect.

Nutrition Partners, headquartered in Airdrie, Alberta with additional offices in Manitoba and Quebec, specializes in collaborative approaches that support the success of livestock operations through custom programs and services tailored to individual needs, across swine, poultry and dairy.

Advantages from east to west

The new arrangement ensures that HyLife, through its relation with Groupe Ceres/ Nutrition Athena, remains a partner in Nutrition Partners including providing support via people and research.

“The time has come for our group to expand our activities and reach the swine industry across Canada,” says Dan Bussièrès, swine nutritionist and co-founder of Groupe Cérés and its Nutrition Athena division, along with partner Janin Boucher. “With this new venture we are ready to aggressively move into a new era of support and service for our customers. The new united company creates unique advantages and synergies from east to west. We can’t wait to get started.”

“With the pandemic we all recognize more than ever the importance of a reliable food supply and innovation on all fronts to truly maximize our production,” Bussièrès adds. “We are inspired by pork producers on the front lines who are leading the way in embracing proactive approaches at this important time.”

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