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SERVICE

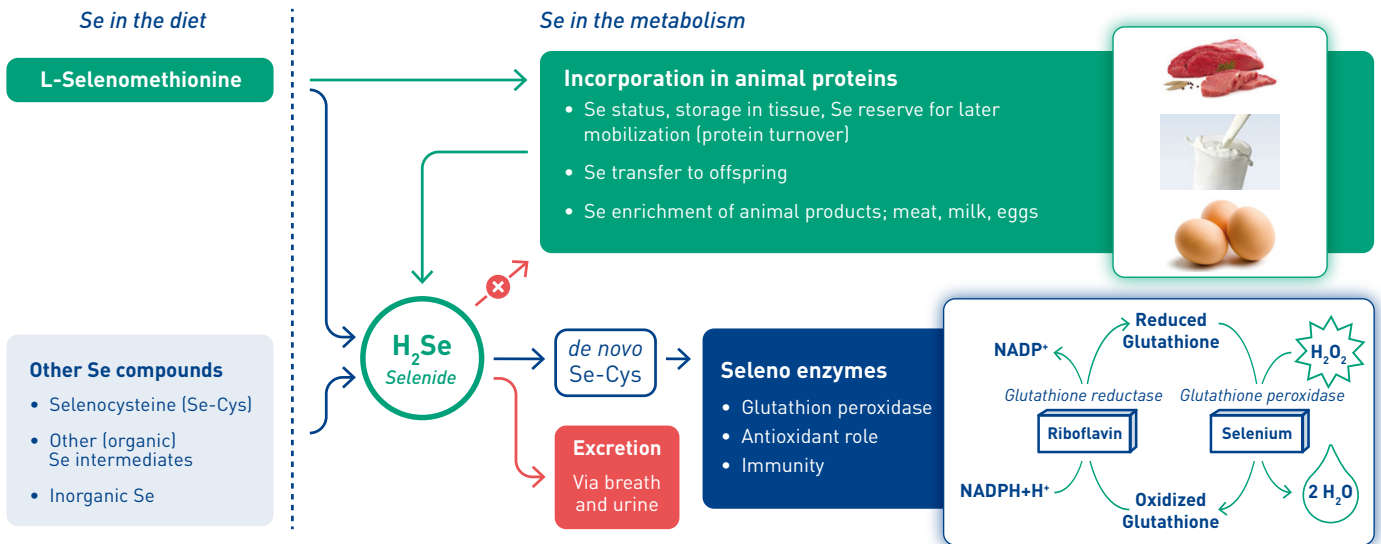


ValueSel

Are you overpaying for underperforming selenium?
Verify your source, guarantee your value.

Different sources of organic selenium are available, with variations in the content of selenomethionine. ValueSel is a service that offers analysis of the selenomethionine and dust levels for commercial selenium products, supporting you to make an informed decision on your selenium source!

THE ORGANIC SELENIUM CHALLENGE: NOT ALL SOURCES OFFER THE SAME!



Focus on selenomethionine:

Organic selenium in the specific form selenomethionine is considered to be the most effective. In the metabolism, selenomethionine is the only source of selenium that can be incorporated into animal proteins.

Why is selenomethionine important for performance and health?

- This incorporation creates a natural and safe reserve of selenium within the animal's body that can be mobilized and ensure a continuous selenium supply during times of stress.
- It allows for the enrichment of animal products such as meat, milk, and eggs.
- It ensures an efficient transfer of selenium from the mother to her offspring.

ValueSel Service Model

Procedure:



Samples can be coded (without disclosing product name), to ensure independent results

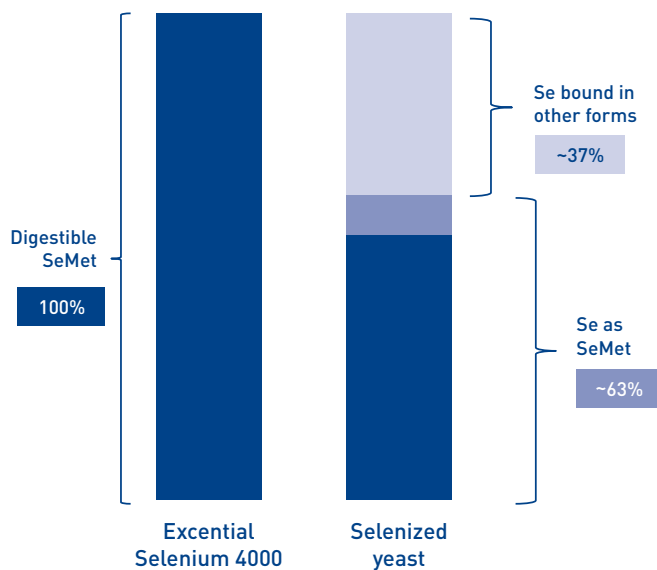
WHY COMPARE ORGANIC SELENIUM SOURCES?

The challenge is the high variations

- Different organic selenium sources available on the market have significant variations in their selenomethionine content.
- Selenized yeast products have part of their selenium in the form of selenomethionine, and part in other forms (e.g. selenocysteine).
- This selenomethionine content is highly variable between different producers and even between different batches from the same producer.

What does this mean?

- On average, a selenized yeast product provides only about 63% of its selenium in the valuable selenomethionine form.
- Because selenomethionine is the component of interest, it is crucial to know the exact values in a product to allow for precision nutrition and to make an informed comparison between sources.



THE SOLUTION: EXCENTIAL SELENIUM 4000

Excential Selenium 4000 is a new generation of organic selenium, no variation in concentration and with all selenium as selenomethionine (100%). Compared to selenized yeast products at the same dosage, Excential Selenium 4000 can deliver more digestible selenomethionine. The exact differences can be provided by ValueSel.

Selenomethionine analysis to make informed decisions on the best organic selenium source

IMPORTANCE OF DUST

Selenium in dust particles causes a major issue in working places since exposure to low concentrations of dust can already lead to irritation, asthma, cancer and other occupational diseases. Thus highlighting the need to reduce dusting potential of selenium containing feed additives. With ValueSel, dusting potential of different selenium products can be analyzed. This allows you to make a decision based on product quality and workers' safety.

ValueSel Service

- Analysis of selenium and selenomethionine concentration of organic selenium sources
- Analysis of dust levels
- At an independent partner laboratory
- Scientific evaluation to support making an informed decision on organic selenium!

For more information please visit our website and contact one of our specialists (www.orffa.com)