

Evonik launches Porphyrio® in China

August 7, 2020

- Intelligent data management software Porphyrio® debuts in China
- The software utilizes big data and self-learning algorithms to monitor livestock poultry production and give an accurate prediction of the final performance of flocks
- Evonik presented 'Precision Poultry Farming and Digitization' at the 9th International Poultry Forum China on 7th August

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Essen/Germany. Evonik Animal Nutrition launched its Precision Livestock Farming tool, Porphyrio®, for the animal production industry in China on 7th August, during the 9th International Poultry Forum China 2020 (IPFC 2020) in Jinan.

Porphyrio® is a 'Software-as-a-Service' solution that acquires data such as feed and water consumption, and temperature, from different sources and visualizes key parameters like body weight, weight gain, and egg production. By using the latest Big Data technology and Biostatistics in conjunction with poultry science and poultry production, it becomes possible to monitor, control, and manage the poultry production process more efficiently. Porphyrio® offers cloud-based and science-based solutions that allow users to optimize their business, online and in real time.

"Consumers are becoming more and more concerned about food-safety, meat quality and animal welfare. They expect to better understand how food has been produced and supplied through transparent food supply chains," said Holger Kinzel, Vice President of Evonik Animal Nutrition, Head of Asia North.

"More importantly animal protein production needs to address the balance of the triangle of population growth, economical food production and sustainable ecological impact. This requires sustainable and efficient animal protein production.

"Porphyrio® combines our profound know-how in animal nutrition science, expertise in livestock farming, big data and AI

functionality. It ensures producers are optimizing poultry production via systematic solutions and brings value to the entire production cycle,” he added.

At the 9th International Poultry Forum China 2020, Dr. Xu Wang, Regional Marketing Director of Evonik Animal Nutrition Asia North, will discuss the key factors for successful implementation of precision poultry farming from perspectives of precision nutrition, gut health monitoring and solutions and digital optimization of modern poultry production in terms of Evonik Animal Nutrition’s “System House” approach.

Company information

Evonik is one of the world leaders in specialty chemicals. The company is active in more than 100 countries around the world and generated sales of €13.1 billion and an operating profit (adjusted EBITDA) of €2.15 billion in 2019. Evonik goes far beyond chemistry to create innovative, profitable and sustainable solutions for customers. More than 32,000 employees work together for a common purpose: We want to improve life, today and tomorrow.

About Nutrition & Care

The focus of the business of the Nutrition & Care division is on health and quality of life. It develops differentiated solutions for active pharmaceutical ingredients, medical devices, nutrition for humans and animals, personal care, cosmetics, and household cleaning. In these resilient end markets, the division generated sales of around €2.92 billion in 2019 with about 5,300 employees. It is part of Evonik Operations GmbH.

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