



Delacon Appoints Two Regional Technical Managers for Poultry to its U.S. Team

New team members will support research and education for phytogenics in the United States

Steyregg, Austria, October 10, 2017 – Delacon adds Stacie Appleton, Ph.D., and Megan Koppen to augment its U.S. sales and technical team, supporting research and education to advance phyto-genic feed additives.

“Stacie’s broad experiences in animal science, research and teaching will greatly benefit Delacon’s partner and customers,” says Kevin Adams, regional sales manager – North America.

“Additionally, Megan brings strong field experiences in poultry that will help us further understand – and provide effective solutions for – the challenges faced by today’s producers,” he adds. As regional technical managers for poultry, Appleton and Koppen will support field trials and research, assist with sales and training efforts, and support product development.

Appleton holds a doctorate in animal nutrition from Texas A&M University, where she worked with poultry to characterize guar meal as a feed ingredient. She completed her Master of Science in agriculture development at Stephen F. Austin State University. Before joining Delacon, she worked in technical sales for Purina and as an assistant professor at Stephen F. Austin State University, where she was involved in academic consulting for research, nutrition and management.

Appleton says, “It’s an exciting time to join Delacon and influence the impact of phytogenics in the United States. I was quickly intrigued by the quality of research and the documented benefits. With phytogenics research becoming more standardized, our results improve and knowledge increases.”

Koppen has a bachelor’s degree in animal science from Purdue University and master’s degree in poultry science from Texas A&M. She was a field representative for Perdue Farms, and then advanced her career from live production area supervisor to staff nutritionist for Jennie-O Turkey Stores. There Koppen was instrumental in managing husbandry practices, bird health, field and research farm trials, and nutrition programs.

Koppen says, “I want to offer superior products and cutting-edge research to the poultry industry, and I look forward to doing just that as part of the Delacon team. Plant-based phyto-genic feed additives can help poultry producers achieve their sustainability goals, from both an economical and environmental perspective.”

Delacon has nearly three decades of experience in research, development and production of plant-based feed additives composed of herbs, spices and essential oils for poultry, swine and ruminants, and coined the term phytogenics. Phyto-genic feed additives optimize animal performance by

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supporting nutrient utilization, as well as gut health and integrity, in both conventional and antibiotic-free production systems. Delacon's Biostrong® product line is prominent in U.S. poultry production.

About Delacon

Founded and grown as an Austrian family business, Delacon (www.delacon.com) has been the pioneer and global leader in phytogenic feed additives for nearly 30 years. The company researches, develops and manufactures plant-based feed additives composed of herbs, spices, other plants and their extracts such as essential oils for poultry, swine and ruminants, and coined the term 'phyto-genics'. Delacon products are exported to about 80 countries worldwide.