

## Formulate with confidence.

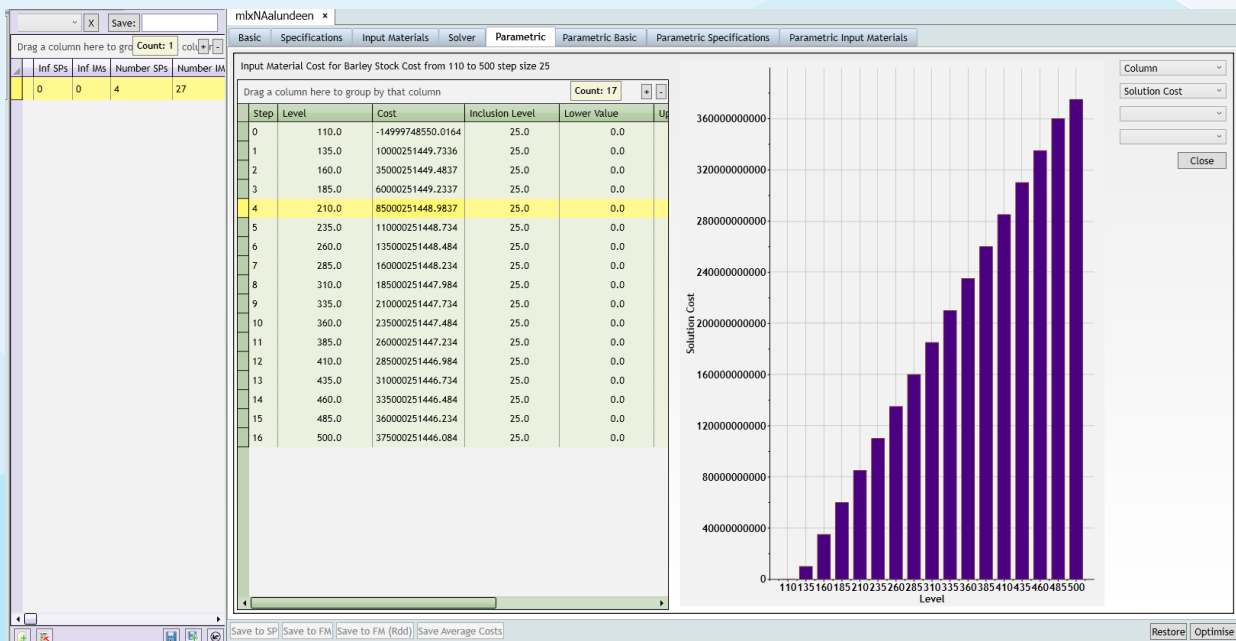
Designed by formulators and nutritionists, Ara is a software system that puts formulation at the center of your business - whether it's large or small. With Ara, you do more than just formulate - you can manage data, optimize formulas, and perform analytics all in one place to ensure exceptional animal nutrition.

### Why Ara?

We've developed Ara as a formulation tool to give your business a competitive advantage. Whether you're a feed manufacturer or on-farm feed producer, Ara helps you:

- Take back your valuable time
- Make confident decisions with a clear view of your business
- Take the guesswork out of nutrition
- Be prepared for any market change that comes your way

Ara gives you the tools to balance nutrition while maximizing profitability



### Additional Options:

- **Ara Labels:** A legal declaration software that generates legal, accurate feed tags or labels for manufactured feed. Paired with NiceLabel™ design software, you get a range of label formatting options to change graphics, logos, bar codes, and more to support your business. With Ara Labels, you comply with local regulatory requirements and can define label content, including nutrient guarantees, ingredient listing, feeding directions, and medication details. Your declarations can be quickly migrated from Ara or other business systems.
- **DataTrace:** An archive and traceability module that captures and retains your production formulas and the supporting data (ingredient, specifications, and formulas) that went into creating them. Having this historical knowledge gives you the power to drive better decisions by checking trends and answering questions over time.