

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.

What's offered

Feature	Enterprise	Professional	Personal
Single-Mix® optimization	✓	✓	✓
Sequential Single-Mix®	✓	✓	✓
Integra-Mix	Purchase	N/A	N/A
Multi-Mix® optimization	Purchase	Purchase	N/A
Single-Mix® Mixed Integer optimization (MWQ/RDF/Constraints)	Purchase	Purchase	N/A
Sequential Single-Mix® Mixed Integer optimization (MWQ/RDF/Constraints)	Purchase	Purchase	N/A
Multi-Mix® Mixed Integer optimization (MWQ/RDF/Constraints)	Purchase	Purchase	N/A
Non-Linear Mixed Integer optimization	Purchase	Purchase	N/A
Single-Mix® Non-Linear optimization	Purchase	Purchase	N/A
Sequential Single-Mix® Non-Linear optimization	Purchase	Purchase	N/A
Multi-Mix® Non-Linear optimization	Purchase	Purchase	N/A
Single-Mix® Parametrics	✓	Purchase	N/A
Multi-mix® Parametrics	✓	Purchase	N/A
Light Time Periods	✓	✓	✓
Full Time Periods	✓	Purchase	N/A
Derived Ingredients	✓	Purchase	N/A
Owned Ingredients	✓	Purchase	N/A
Work Centers	✓	Purchase	N/A
Number of Locations	No Limit	6	3

Feature definitions

See the definitions below for more details on all the Ara features.

Integra-Mix: Specifically developed for pet food formulators and product designers, Integra-Mix allows users to design targeted pet diets using unique product specifications, constraints, kibbles and special ingredients. Integra-Mix was developed with insights from our global customer base to meet the needs of your business at all levels.

Optimize products with many contributing kibble formulas all at once. Users can build and optimize complex specification hierarchies and see their effect on the overall formula design prior to sending them to production. Integra-Mix also helps users understand cost and nutrition impacts as diets are optimized. By solving everything at once, users can see the results of their network of formulas immediately. Two features make Integra-Mix unique:

Product Designer – Manage each component of your product hierarchy from a single graphic display; view costs and status at each stage of formulation. This simplified process allows all layers of the formula design to be optimized, reviewed, and approved in a single screen.

Component sequence – Control the order of ingredients used in each product to ensure they align with the pet food packaging. This can be used independently or in conjunction with relationships.

Multi-Mix® optimization: This production and purchasing tool solves all or a sub-section of formulas (needed for certain species or brand) at a plant simultaneously accounting for the production tonnage and costs entered.

With Multi-Mix you can:

Manage shortage or over-supply of materials by viewing the reality of your available ingredient supply (which is especially helpful if you have limited availability).

Project ingredient usage with a forward-looking view so your procurement team knows what to buy, from which supplier, and when – saving you money.

Single-Mix Mixed Integer, Sequential Single-Mix Mixed Integer, and Multi-Mix Mixed Integer, Non-Linear Mixed Integer optimization: Reflects real world situations that you need to manage so you can mimic how the mill will produce the formula. This is especially helpful when factoring in the influence that mill scales have on weighing ingredients. (For example, when a formula is rounded manually, it can take hours to re-optimize it. When you round with Mixed-Integer, it takes the manual guesswork out of rounding and is incorporated into the solve, so you can meet nutritional requirements in a quarter of the time).

Single-Mix Non-Linear, Sequential Single-Mix Non-Linear, and Multi-Mix Non-Linear optimization:

The way you formulate is rarely a “one nutrient value fits all formulas” scenario because certain nutrients and their effect on animal performance is not always equal. After the non-linear curve has been calculated and registered in Ara, these Non-linear optimizers tell your team how much nutrient is needed based on the criteria that you set (like a certain stage of a species for example). This helps avoid nutrients that are wasted through super-dosing and can accurately model the relationship between nutrient characteristics that aren't always linear or additive.

Parametrics for Single-Mix and Multi-Mix: Defines the value of raw materials and shows how incremental changes to an ingredient can impact the ingredient cost, nutrient cost, or nutrient profile. Using Parametrics helps you make confident purchasing decisions – you quickly and clearly see the point at which an ingredient becomes profitable (or unprofitable) within a formula set. With Multi-Mix, you will know the amount of feed needed to manufacture across all formulas with the materials that either you have in stock or that you need to buy. You get the clarity of knowing if an ingredient is available, how much is available, how much is on order, and how much you need to purchase.

Light Time Periods: Utilize this feature to model specific economic values at a point in time or within specific scenarios within a plant location. Light Time Periods hold only chosen ingredient costs and available economic data.

Full Time Periods: Contains a complete set of data giving you more flexibility in managing your data setup while managing time sensitive formulation information, including ingredient profiles and costs, specifications, and formulas held in its own space.

Ingredient Options:

Derived Ingredients: Conveniently see one ingredient in different ways to represent various processing or handling differences. For example, if you have a main ingredient of corn but need to use crimped corn or flaked corn, the Derived Ingredients option helps you represent each ingredient individually while sharing its characteristics, making your job easier.

Owned Ingredients: If a farmer or customer supplies their own ingredients to use in their formulas, this option allows you to realize the cost benefit of adding the farmer-specific ingredients into the formula. It presents separate instances of an ingredient and uses the Owned Ingredient's cost when calculating the Formula cost and while optimizing.