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Novonesis launches Bovacillus for dairy farmers amid rising feed costs

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Novonesis has launched what it describes as Europeâ??s first Bacillus probiotic designed for lactating dairy cows, targeting higher milk productivity and feed efficiency at a time when dairy farmers are grappling with rising input costs and tighter margins. The product, branded as Bovacillus, is positioned as a feed-stable probiotic solution that supports both animal health and dairy farm profitability without requiring changes in feed systems or farm operations.

The launch comes as feed costs continue to account for nearly 60â??70 per cent of total milk production expenses globally, increasing pressure on dairy producers to improve nutritional efficiency and herd productivity. Novonesis said Bovacillus works through dual action in both the rumen and intestines, supporting gut health, fibre digestion and feed conversion efficiency. The company said the probiotic helps cows extract more energy from feed for milk production rather than using energy to combat harmful bacteria.

According to the company, the product can increase milk production by around one kilogram per cow per day, while also improving milk composition through higher protein, fat, and lactose output. The company said the probiotic improves feed efficiency by 3.7 per cent, allowing more milk output from the same quantity of feed, an increasingly important metric as feed inflation continues to affect dairy economics.

Bovacillus has been developed in a heat-stable format capable of withstanding temperatures of up to 95Â°C, enabling use across multiple feed applications including pellets, premixes, mineral blocks, mash feed, liquid feed, and total mixed rations. Novonesis said the product has already been supported by five years of commercial usage and approximately 1.5 million users globally before its European launch.

The company also highlighted scientific validation behind the product, stating that Bovacillus has been evaluated through nine peer-reviewed publications and 12 mode-of-action studies. The launch reflects growing investment by animal nutrition companies in biological and microbiome-based solutions aimed at improving livestock productivity while reducing resource intensity and supporting sustainability targets in agriculture.

Industry analysts say feed-efficiency products are gaining traction globally as dairy producers seek technologies that can improve milk yield, animal health, and operational efficiency amid volatile commodity prices and increasing environmental scrutiny. With dairy producers under pressure to balance productivity, profitability, and sustainability goals, companies are increasingly positioning probiotics and biosolutions as alternatives to traditional feed additives and performance enhancers.