

CASE STUDY

How SINCRO Services Are Transforming Animal Production in Mexico

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In Mexico's livestock industry, variability is the constant challenge. From fluctuating raw material quality to rising input costs and environmental pressures, producers across poultry, swine, and cattle operations are being asked to deliver more consistent performance with fewer margins for error.

For one egg producer in Mexico—managing 1.7 million hens and producing 60,000 metric tons of feed annually—this challenge became a turning point.

The Challenge: When Product Alone Is Not Enough

Like many producers, the operation relied on a traditional supplier relationship—focused primarily on feed additives such as vitamins, amino acids, enzymes, and pigments.

The dynamics of the partnership had shifted, creating an opportunity to reassess how best to deliver value in an increasingly complex production environment. What became clear was that products alone could not fully address the systemic variability across the production chain. This realisation marked an important turning point for ADM animal nutrition—prompting a broader focus on more holistic, connected solutions designed to deliver consistent outcomes from end to end.

The Turning Point: Introducing SINCRO Services

The partnership was re-established when ADM demonstrated a new way to create value through customisable SINCRO services.

SINCRO is an ecosystem of smart solutions and services designed to support farmers and feed professionals with nutritional insight, optimised feed formulation and continuous monitoring and adjustment.

SINCRO is built around three integrated pillars—Performance, Nutrition, and Control—designed to understand pain points and losses in performance, synchronise data, reduce variability, and improve outcomes across the entire value chain.

Performance: From Data to Action

Through on-farm audits and performance tracking:

- Zootechnical data was analysed continuously
- Bottlenecks in production were identified
- Actionable recommendations were implemented

This created a closed-loop system, linking feed quality directly to animal performance and profitability.

Nutrition: Precision Formulation at Scale

ADM experts supported:

- Feed formulation tailored to poultry life stages
- Matrix-based nutrient optimisation
- Ongoing adjustments based on ingredient variability

The result: more precise nutrition, improved feed efficiency, and optimised cost performance.

Control: Real-Time Visibility into Feed Quality

The producer implemented a combination of:

- NIR (Near Infrared Spectroscopy) calibrations for rapid, real-time analysis of raw materials and finished feed
- Mycotoxin risk management tools for proactive contamination control
- X-ray fluorescence (XRF) analysis enabling highly accurate measurements of mineral composition—detecting nearly all elements of the periodic table
- Laboratory analysis services for deeper validation

This replaced slower, reactive testing methods with continuous, data-driven monitoring, enabling faster decision-making and reduced risk.

The Outcome: Measurable Impact Through Partnership

By 2025, the transformation was clear and measurable. Within just one year of reintroducing the relationship through SINCRO services, the producer saw improvements in eggshell quality with increased marketable production by 10%, generating more than $200,000 in additional annual profit. At the same time, performance stabilised across the operation, which includes 1.7 million laying hens and 60,000 metric tons of annual feed production. Variability in raw material quality—once a persistent source of inefficiency—was significantly reduced through real-time monitoring and continuous control of ingredients, enabling more consistent feed formulation and improved flock performance.

Beyond operational recovery, the collaboration unlocked new opportunities, including expansion into chick quality programs and additional technical services—demonstrating that the value extended well beyond feed supply. What began as a commercial reset evolved into a more resilient and profitable production system, supported by data, trusted expertise, open discussions and ongoing optimisation.

As the farm manager described:

> *"Before, we were reacting to problems after they impacted performance. With SINCRO, we are anticipating variability, adjusting in real time, and making decisions with confidence. It has fundamentally changed how we manage our business—and who we see as a partner."*

Differentiation: A Smarter, Connected Approach

What sets this approach apart is how everything works together. SINCRO connects raw material quality, feed formulation, and animal performance into one synchronised system, giving producers real-time visibility and control across the entire value chain. Instead of reacting to variability, they can anticipate it and adjust in the moment.

This is powered by continuous data flow and ongoing recalibration, turning quality control into a dynamic process that directly improves consistency, efficiency, and profitability. At the same time, advanced analytics—combining NIR, XRF, and laboratory validation—deliver faster, more precise insights into feed composition and nutrient variability. Just as important is the service model behind it. Local experts, backed by global capabilities, work alongside producers to interpret data, implement changes, and drive measurable results. The outcome is not just better feed, but a stronger, more resilient production system and more profitable operations for producers.

Looking Ahead: The Next Generation of Precision Nutrition

As the industry evolves, innovation is accelerating the shift toward even greater precision. The implementation of XRF technology at ADM's premix plant in Tepatitlán marks a significant step forward, bringing one of only two such systems globally into the Mexican market that is owned by ADM.

XRF strengthens SINCRO's ability to deliver deeper insights, faster results, and more consistent formulations. Integrated into the broader analytical framework, it enhances traceability while supporting more sustainable, resource-efficient practices. The result is a new level of confidence for Mexico's producers, where mineral variability in local ingredients can be understood and managed with unprecedented precision.

Partnering for What's Next

As Mexico's livestock industry continues to evolve, the ability to manage variability and improve consistency will define long-term success. Producers are no longer just looking for inputs—they are looking for partners who can help them navigate complexity, reduce risk, and unlock new growth opportunities.

The experience of this egg producer demonstrates what is possible when data, technology, and expertise come together under a single, coordinated approach. By transforming a traditional supplier relationship into a collaborative partnership, ADM's SINCRO services have helped create a more resilient, efficient, and forward-looking production system—one that is better equipped to meet the demands of today's market and the challenges of tomorrow.

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