

# An Omega-3 oil derived from microalgae helps reduce "paw print"

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For Immediate Release

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## WILLOWS INGREDIENTS GROW ITS SUSTAINABLE PORTFOLIO WITH HUVEPURE<sup>®</sup> DHA LIPID BIOMASS

Willows Ingredients have signed a supply partnership agreement for Ireland and the United Kingdom, with HuveNutra<sup>®</sup> for HuvePure<sup>®</sup> DHA - lipid biomass, a vegetarian source of DHA, derived from microalgae that are a viable alternative to fish oil, feed material used in feed for pets, livestock species, and aquaculture.



The animal nutrition and pet food sector continue to source fish oil alternatives that are sustainable and environmentally friendly. It is increasingly challenging to source enough fish from oceans without unacceptable overfishing, according to David Scrivens, Managing Director of Irish family-owned raw ingredient distributor, Willows Ingredients.

Omega 3 fatty acids deliver proven health benefits for companion animals and dietary supplementation is recommended to ensure an animal's standard nutritional requirements are met which is why it is in high demand by pet food manufacturers. HuvePure<sup>®</sup> DHA is lipid biomass in powder, a vegetarian source of DHA, an Omega-3 fatty acid derived through a fermentation process of microalgae strain *Schizochytrium* sp.

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**We are delighted to partner with HuveNutra® as Ireland and UK Distributor for HuvePure®.**

They have a state-of-the-art manufacturing facility based in Europe have a total fermentation capacity of over 10,000 m<sup>3</sup>, employing the most up-to-date manufacturing process. While being one of the largest fermentation facilities in the world, it still maintains a lower carbon footprint by utilising waste energy.

In being a supply partner for HuvePure® we are giving our Irish and UK manufacturers more sustainable and innovative options in their choice of feed ingredients and are deepening Willows's commitment to working with supply partners for which sustainability is a key focus. We will continue to seek out companies that produce ingredients and solutions that will nourish a growing population in ways that are less harmful to our planet” says David Scrivens.

**Tom Brudenell-Bruce**, Managing Director, HuveNutra® said “HuveNutra® together with our Joint Venture partner Huvepharma® specialise in the manufacture, extraction, and processing of microalgae for nutraceutical ingredients such as omega-3 DHA lipids, protein, EPS (exopolysaccharides), ARA (arachidonic acid).

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**Partnering with Willows Ingredients provides a great opportunity to expand HuveNutra's product distribution into new markets with Willow's dedicated and experienced pet food team, providing a reliable and sustainable plant-based source of omega-3 DHA, that is GMO-free. We are excited about this new relationship”.**

For more information about HuvePure® for your applications please do get in touch with any of our sales team:  
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