

# CASE STUDY 4 - PERFAT RUBY 2500 ON BLACK TIGER SHRIMP, *Penaeus monodon* - MALAYSIA

## Challenge:

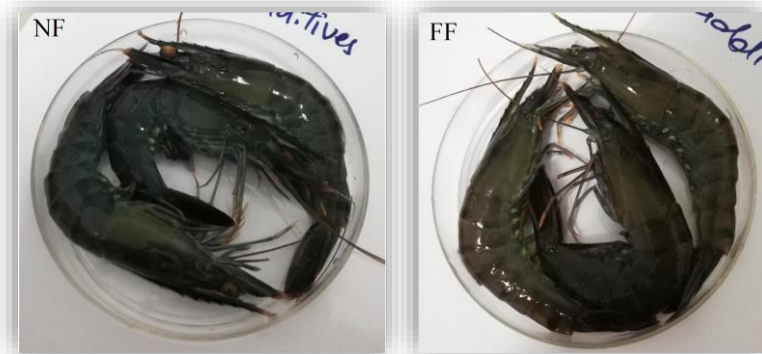
- A customer has the following challenge
  1. To observe effect on formulated feed (Perfat Ruby) in improving the colour (redness after cooking) of shrimp.
  2. To perform testing, in comparison on control vs trial for 2 weeks

## JF Nutritech Solution: Engineered solutions to maximize value and efficiency for customer's asset.

- Perfat Ruby 2500 is proposed as an organically natural supplementary solution to solve for customer's pigmentation issue
- Quantitative changes to pond produce is recorded on weekly basis

## Results

1. **Before Cooking** : The shrimps fed with normal feed (NF) appeared bluish black colour. The shrimps fed with formulated feed (FF) appeared brownish colour
2. **After Cooking** : The shrimps fed with formulated feed (FF) appeared more reddish as compared to shrimps fed with the normal feed (NF) after cooked



Improved colour, customer margins and sell-ability