



Introducing **NIRperformance.com**

NIRperformance.com is an online resource center for professionals in the feed industry who work with near infrared (NIR) spectroscopy technology. Offering objective advice and know-how, NIRperformance.com brings feed professionals and NIR experts together to discuss the latest developments and concerns within feed production and infrared analysis. Experts contribute useful information and resources and engage in insightful discussions so that everyone can benefit from an active, focused feed industry network.

NIRperformance.com intends to spread knowledge and foster innovation. It is not here to push branded products or services. There are no fees or obligations when participating in the NIRperformance.com community. The only thing required is a passion for accurate feed analysis and a desire to share knowledge and learn from one another.

Do you have knowledge to share with your industry peers?
We invite you to join in the conversation on NIRperformance.com. See what our contributors have to say about a key industry challenge – and share your own perspective on the challenge.

Participating in the NIRperformance.com community is simple. NIRperformance.com is great opportunity to boost your professional profile and connect with thought leaders in your industry.