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When heat rises, yields fall: CCPA Bets on biology, nutrition and data to break livestockâ??s heat stress spiral

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As rising temperatures and erratic weather patterns intensify pressure on livestock systems worldwide, animal nutrition company CCPA has launched a new global initiative aimed at tackling one of agricultureâ??s most persistent and costly challenges: heat stress.

Unveiled on 13 April 2026, the companyâ??s â??Heat Stress 2026â?• campaign positions climate stress not as a single disruption event, but as a cascading biological chain reactionâ??what CCPA calls the â??domino effectâ?â??that quietly erodes productivity, reproduction, and long-term herd performance.

At its core, the campaign reframes heat stress as a systemic breakdown rather than a temporary discomfort. Beyond reduced feed intake, CCPA argues that elevated temperatures trigger a cascade of physiological imbalances that ripple through livestock systems, affecting milk yield, egg production, growth rates, fertility, and even offspring viability.

â??The goal is to make the invisible visible,â?• the company said, emphasizing early intervention before damage becomes embedded in herd performance cycles.

From Hidden Stress to Measurable Losses

CCPAâ??s campaign is grounded in new field trials across ruminants, poultry, and swine, highlighting what it describes as compounding productivity losses under heat conditions.

In dairy cattle trials conducted in Spain, the company reported up to a 10â??15 per cent reduction in pregnancy rates under summer heat stress compared with herds supported by its Thermoplus nutritional solutions. In dairy ewes, milk production gains of around 8% were observed with targeted supplementation, while beef calves showed improvements in feed efficiency.

Poultry trials in Peru pointed to gains in reproductive efficiency, including a 1.5 per cent improvement in incubable eggs and a 4.6 per cent improvement in feed conversion, alongside reported improvements in sperm quality in breeding stock.

The company also pointed to swine research in France indicating that even moderate ambient temperatures can mask chronic heat stress in lactating sows due to internal metabolic heat productionâ??creating what it calls a â??silent productivity drainâ?• in modern housing systems.

A Nutrition-First Response to Climate Pressure

Rather than focusing on infrastructure-heavy cooling systems alone, CCPA is doubling down on nutritional intervention strategies designed to stabilize hydration, electrolyte balance, and metabolic resilience.

New product launches under its Deltavit and Thermoplus portfolios include hydration-focused supplements for calves, electrolyte systems for poultry, and adjusted formulations for dry cows and lactating sows. The company argues these tools help maintain feed intake and physiological balance during heat spikes, reducing the downstream productivity losses associated with stress.

In poultry systems, solutions such as Hydralac and ThermoPoultry aim to stabilize water balance and antioxidant activity during heat waves, while swine and ruminant products incorporate modified formulations intended to support resilience under thermal pressure.

Science as Infrastructure: A Global Research Push

Beyond product development, CCPA is building what it describes as a scientific â??Task Forceâ? on heat stress, partnering with institutions including INRAE, the Volcani Center, the University of Thessaloniki, CSIC, and the University of Wisconsin.

The initiative will focus on decoding physiological mechanisms behind heat stress and translating findings into practical on-farm strategies. The group will formally convene at the upcoming American Dairy Science Association conference, where CCPA is sponsoring a session on improving dairy cow resilience.

A Climate Problem Becoming an Economic One

The campaign underscores a broader shift in livestock agriculture: heat stress is no longer treated solely as an animal welfare issue, but increasingly as a structural economic risk tied to climate volatility.

With warmer seasons becoming more frequent and intense, CCPA and its partners are betting that the future of livestock productivity will depend not just on genetics or housingâ??but on the biochemical fine-tuning of animalsâ?? ability to withstand heat itself.

In an era where climate shocks are increasingly measured in lost liters of milk, missing eggs, and weakened fertility cycles, the companyâ??s message is clear: resilience may begin in the feed trough.