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**Potency of *Sauropus androgynus* Leaves as a Feed Supplement
for Improving Animal Production: New Challenges for
Entrepreneurship**

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Abstract

Sauropus androgynus (L.) Merr. (SA), a member of Euphorbiaceae family, is a leafy shrub found in Malaysia, Indonesia, Vietnam and Southwest China. In Indonesia the leaves are commonly used as vegetable and have potency as stimulants in mothers breast-feeding. Even as traditional medicines, SA leaves have been produced by an Indonesian pharmaceutical companies bearing tablet, caplet and steeping for human. On the contrary, the similar product in animal production hasn't been produced up to now, whereas many scientific researches have already conducted in livestock production. Many aspects might be involved in the emerging markets and industrialization, however this study just focused on the readiness of the SA leaves as a feed supplement for improving animal production in the scientific animal production studies point of view. Many scientific publications reported regarding the bioactivities, chemical compounds, nutrition, possible toxic effects and pharmaceutical formulation of SA leaves. The study revealed that SA leaves has potency as a feed supplement in lactating ruminants for enhancing milk yield and its quality. In poultry the SA leaves could increase egg production and also improve its quality (low cholesterol level and enhancing egg yolk index), besides in broiler could be used as a growth-stimulant. The possible reason of the biological effects is that the active substances in the SA leaves play an important role in lactating ruminants and poultry production. The study showed that SA leaves has a big opportunity to be industrialized as a feed supplement, new product, for improving animal production. Cooperation and interdisciplinary approach have to be encouraged in the emerging markets and industrialization.

Keywords: Industry, livestock, product, *Sauropus androgynus*