

# EXTRAORDINARY SCIENCE BROUGHT TO LIFE AT IPPE

“ 2015 has been another challenging year in the US and global animal feed industries. Avian influenza has had a huge impact on the US layer and turkey producers, reducing domestic supply export potential. The disease has also raised concerns in other areas such as the broiler industry. Increased consumer demand for antibiotic-free production has led to the need to find suitable alternatives, whilst allowing producers to create new points of differentiation. Food safety and food quality remain an ever present issue as increasing regulations come into play for the US industry.

We believe this year's IPPE offers a chance for the industry to look ahead, to learn more about future developments and opportunities to innovate in this sector. At AB Vista we have a strong commitment to bringing new ways of thinking to the global feed industry. During IPPE we will be launching a series of technical videos entitled 'Extraordinary science brought to life' on what we see as the key areas for innovation and future development within the industry.

The first of our video series, 'Superdosing - where are the benefits coming from? Part one: IP3/IP4 destruction' features Dr Mike Bedford, Research Director at AB Vista, and will be available from Tuesday 26th January at [www.abvista.com](http://www.abvista.com).

We look forward to seeing our customers, attendees and fellow exhibitors during IPPE. ”

Richard Cooper, Managing Director AB Vista



# AB VISTA AT A GLANCE

## WHO

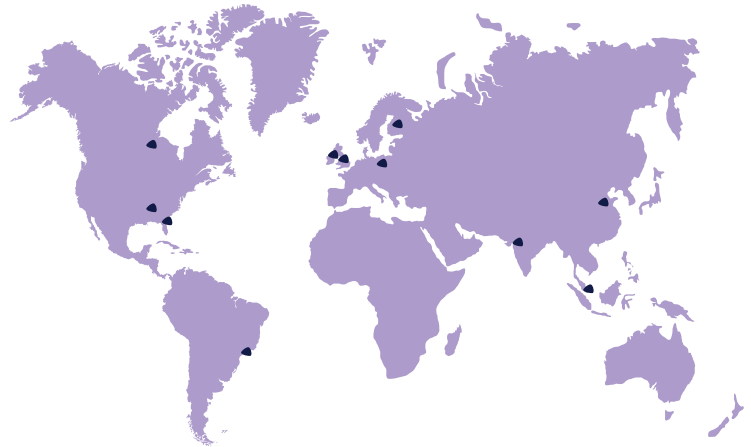
AB Vista is an animal nutrition technology company offering pioneering products and technical services to the global animal feed industry. Since our establishment in 2004, we have grown to be a top-three player in feed enzymes and also one of the largest suppliers of yeast and natural betaine.

AB Vista is part of AB Agri, the agricultural division of Associated British Foods (ABF plc), one of Europe's largest food and retail companies with a market capitalisation of £25 billion.



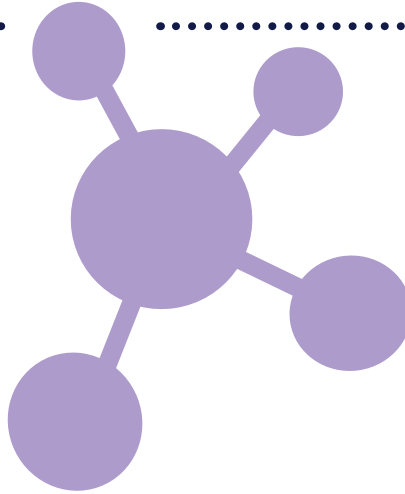
## WHERE

Our headquarters are in the UK, with regional offices located in the USA, Brazil, Singapore, Spain, India, China, Germany, and Finland.



## WHAT

We invest heavily in research and development and have a growing portfolio of products and services spanning the poultry, swine, ruminant and aquaculture sectors. AB Vista pioneers new scientific approaches with the intention of facilitating ever-greater nutrient release from animal foodstuffs. We offer enzymes, yeast and betaine products, complemented by nutritional expertise and a range of technical services.



## HOW

We aim to bring a broader knowledge base to the global feed industry through close collaboration with customers and academics, identifying new and exciting opportunities for improved feed and animal performance. We have a strong focus on scientific integrity and open, collaborative relationships with customers and research partners.



Visit us at  
**IPPE 2016**  
Hall A  
Booth A721

# EXTRAORDINARY SCIENCE BROUGHT TO LIFE TECHNICAL SERIES

We are launching a series of technical videos on what we see as the key research areas for the future within animal nutrition technology. The first three videos in the series are outlined below.

**The first video is available to view from 26th January at [www.abvista.com](http://www.abvista.com)**

# 1

## Superdosing – where are the benefits coming from? Part one: IP3/IP4 destruction

We explore the latest thinking regarding phytate and how partial degradation of phytate is insufficient to maximize performance opportunities to prevent anti-nutritive effects.



*Dr. Mike Bedford*  
*Research Director*  
*AB Vista*

# 2

COMING  
SOON

## Advances in technology to support more precise feed formulation

What could a more precise feed formulation look like in the future? What advances in analytical technology are emerging? Dr Hadden Graham presents a review of how recent developments in feedstuff evaluation and accessibility could substantially improve raw material purchase decisions and the accuracy of feed formulation.



*Dr. Hadden Graham*  
*Global Technical Director*  
*AB Vista*

**Visit us at IPPE 2016  
Hall A, booth A721**

# 3

COMING  
SOON

## Achieving more consistent performance gains through xylanase application

Targeting a lower cost of production is a key driver in pig and poultry production, with use of xylanase enzymes being one such tool. This video highlights new research in xylanase applications, and suggests how the industry might apply these insights to deliver more consistent performance gains.



*Dr. Pete Wilcock*  
*Technical Manager*  
*AB Vista*

