

AB Agri accelerates plans for global growth in dairy with new senior appointment

Peterborough, 21 April 2022

AB Agri has appointed Dr. Michael de Veth as Head of Dairy Innovation – a new role designed to support AB Agri’s growth plans across the global dairy sector.

Michael joins the AB Agri Innovation Lab, reporting to AB Agri’s Innovation Director, Dr. Helen (Nell) Masey O’Neill. Michael will also work closely with Strategic Marketing Director, Ricardo Daura, on AB Agri’s ambitious dairy strategy; specifically identifying and developing innovation for the key components of the company’s service and technology dairy portfolio.

Michael was raised on a dairy farm and has worked in various global business and research management roles that have developed innovative products and services. His scientific background is in animal nutrition and physiology, and he currently serves on the Editorial Board of the Journal of Dairy Science.

Ricardo Daura says: “Our goal is to serve progressive dairy farmers across the world in novel and increasingly valuable ways which will see us connect technology, expertise and nutritional solutions.

“Michael’s knowledge, experience and leadership will be invaluable in achieving this, and we are glad to have him on our team.”

Nell Masey O’Neill, adds: “Michael’s appointment is pivotal for our work in dairy. His considerable commercial and academic expertise add huge value to our talented and committed team and will allow us to better serve existing customers and expand our customer base further still.”

Michael, who is based in North Carolina and holds a Ph.D. from Cornell University where he majored in Animal Science and minored in Nutrition and Physiology, says: “AB Agri and its family of businesses are renowned for innovation and deep technical expertise. The opportunity is there for us to be world leaders in the global dairy sector, and I am excited to be working alongside the experienced and dedicated colleagues within AB Agri.”

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AB Agri

AB Agri manufactures animal feed, nutrition- and technology-based products and offers data services for the agri-food industry. It operates all along the food industry supply chain. It produces and supplies compound animal feed, feed enzymes, specialised feed ingredients and a range of value-added services to farmers, feed and food manufacturers, processors and retailers.

Associated British Foods is a diversified international food, ingredients and retail group with sales of £13.9bn and 133,000 employees in 53 countries. It has significant businesses in Europe, Africa, the Americas, Asia and Australia. Its aim is to achieve strong, sustainable leadership



positions in markets that offer potential for long-term profitable growth. It looks to achieve this through a combination of growth of existing businesses, acquisition of complementary new businesses and achievement of high levels of operating efficiency.

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