



Release date: 7 January 2016

**AB VISTA LAUNCHES '*EXTRAORDINARY SCIENCE BROUGHT TO LIFE*' VIDEO SERIES AT IPPE**

AB Vista is launching a technical video series at this year's International Production and Processing Expo (IPPE) in January, aimed at sharing information on various key areas of development within animal nutrition technology for 2016.

The "Extraordinary Science Brought to Life" video series will feature short technical presentations on a range of global science/nutrition topics. It will highlight the latest research and scientific innovation that AB Vista believes will help deliver better animal feed formulation and real performance gains.

"We want to see how science can help to advance our industry – both in the US and globally – and we want to share some pioneering scientific approaches to improving nutrient release in feed," says Richard Cooper, Managing Director, AB Vista.

"So at IPPE and beyond, we're taking the opportunity with our new video series to look ahead and discover more about the latest developments and opportunities to innovate in this sector."

Topics covered in the videos will include: best practice principles for combatting phytate; advances in technology to support precise feed formulation and achieving more consistent performance gains through the use of xylanase.

The first video of the series will be released on the first day of IPPE, entitled "Superdosing – where are the benefits coming from? Part one: IP3/IP4 destruction" and will be presented by Dr Mike Bedford. Further videos will be released over the coming months and all will be available to view on the company's new website.

More information can be found on AB Vista's stand at IPPE, in Hall A at booth A721, where the global animal nutrition technology company will also showcase its range of products and technical services.

"We welcome IPPE delegates to come and see us at the expo. It's through open relationships with customers and research partners that we aim to bring a broader knowledge base to the global feed industry. It's our firm belief that there are significant opportunities for improved feed and animal performance to be had through collaborative, pioneering science."

For more information, contact AB Vista on +44 (0)1672 517 650 or [info@abvista.com](mailto:info@abvista.com).

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**Notes to editor:**

AB Vista is an animal nutrition technology company offering pioneering products and technical services to the global animal feed industry. Since its establishment in 2004, AB Vista has grown to be a top-three player in feed enzymes and is also one of the largest suppliers of natural betaine to the global animal nutrition industry. The company invests heavily in research and development and has a growing portfolio of products and services spanning the poultry, swine, ruminant and aquaculture sectors. AB Vista is headquartered in the UK, with regional offices located in the USA, Brazil, Singapore, Spain, India, China, Germany and Finland.

AB Vista is part of AB Agri, the agricultural division of Associated British Foods, one of Europe's largest food & retail companies with a market capitalisation of £26 billion.

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ABV/155/16