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AB VISTA APPOINTS TWO NEW STAFF TO ENHANCE ITS GLOBAL TECHNICAL SERVICES

AB Vista has welcomed two new staff to its UK headquarters, as the company strengthens its technical services to the global feed industry.

Sophie Parker-Norman joins AB Vista as Technical Services Manager, while Tess Burkin has been appointed as Marketing Development Manager. Together they form part of a team offering technical services applicable to a range of feedstuffs across both monogastric and ruminant markets.

Dr Hadden Graham, Global Technical Services Director at AB Vista, says technical services are an integral part of the AB Vista customer offering.

"With customer margins under pressure, it's important that every part of the feed production process is performance-optimised, from purchase of raw materials through to feed formulation, manufacturing, storage and distribution.

"Our technical services team can identify efficiency opportunities across those stages, using our feed quality, laboratory and engineering services. This means customers can be assured they're making the most of their feed ingredients."

The two new appointments reflect a strong desire to deliver real value for nutritionists and feed producers, Dr Graham adds.

Dr Parker-Norman has joined AB Vista after completing her PhD in Animal Science at Aberystwyth University. In her role as Technical Services Manager, she will be responsible for managing service providers, customer support and developing new services.

Ms Burkin has become part of the team after being awarded a degree in Biochemistry from the University of Bristol. She will concentrate on marketing AB Vista's technical services around the world.

For more information, contact AB Vista on +44(0)1672 517 650 or 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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