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**New technologies for feed production presented at AB Vista's WNC Pre-Conference Symposium**

A number of new nutritional strategies were discussed at the Western Nutrition Pre-Conference Symposium, hosted by AB Vista in collaboration with Robinson Bioproducts Incorporated. The event formed part of the 37<sup>th</sup> Western Nutrition Conference (WNC), organized by the Animal Nutrition Association of Canada.

Themed '*Leveraging tools and ingredients for animal performance and environmental benefit*', the event included a number of discussions on how enzymes and technology could be used to better understand and optimize nutrition.

AB Vista Technical Manager, Casey Bradley, who spoke at the event on September 20<sup>th</sup>, said: "We need to re-evaluate existing approaches and look at new tools, such as Near Infrared Spectroscopy (NIR) technology to advance our nutrition strategies."

Sophie Parker-Norman, Global Technical Manager at AB Vista added that the industry needs to consider automated systems, such as NIR capabilities, to measure raw material ingredients in order to meet the market demands.

"As a research-driven company, AB Vista is committed to working with feed and animal producers to better understand how animal nutrition can improve health and performance."

A new video (Leveraging tools and ingredients for animal performance and environmental benefit - Western Nutrition Pre-Conference Symposium 2016) can be viewed on the AB Vista website – [www.abvista.com](http://www.abvista.com).

For more information, contact AB Vista on +1 (954) 278 3965 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 £22 billion.

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