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**AB Vista expands North American ruminant team with new appointment**

AB Vista has expanded its North American team, as part of the animal nutrition technology company's strategy to strengthen its position in the ruminant market.

Bruce Hageman joins AB Vista as Ruminant Business Manager, with more than 30 years of experience in sales, marketing and management for leading animal nutrition companies.

Dieter Suida, Americas Director at AB Vista, says the ruminant sector is an important focus area for the company and the new appointment will help boost AB Vista's growth in this key market.

"With his strong background in the animal nutrition industry, Mr Hageman will play an integral role in overseeing the advancement of our ruminant portfolio, providing our North American customers with valuable support."

Mr Hageman completed a Bachelor of Science Degree in Animal Science with a focus in Ruminant Nutrition at Missouri State University. His corporate background includes roles as Vice President of Marketing at international physical commodities trading firm Phibro, and as Vice President of Member Services at US national milk marketing cooperative Dairy Farmers of America.

For more information, contact AB Vista on +1 (954) 278 3965 or  
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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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