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AB Vista grows global ruminant sector capability with two new strategic appointments

AB Vista has appointed two new staff to its team, as the company aims to strengthen its global ruminants business.

Dr Ousama AlZahal has been appointed Ruminant Research and Development Manager, and Chris White has been appointed Ruminant Marketing Manager.

Charlie Sheppy, General Manager for AB Vista's ruminant business, says the new appointments will help build on the strong foundation in the UK and Ireland, and advance AB Vista's growing global ruminant market share.

"The ruminants market is very different to the monogastric industry, and as a business we are taking the appropriate steps to build on our existing expertise and bolster our growing portfolio," says Mr Sheppy.

AB Vista's ruminant product range includes live yeast, forage pre-treatment and NIR-based support services for predicting unique ruminant-specific parameters, including an acidosis index in cereal grains. The NIR4 Farm hand-held device allows for real-time forage analysis on-farm, giving the user control to enhance rations for optimum milk yields.

“The new additions to our global team have a strong background in the ruminant sector and reflect a strong desire to deliver valuable support to customers across the world,” adds Mr Sheppy.

Dr AlZahal completed his postdoctoral research in the Department of Animal Biosciences at the University of Guelph in Ontario, Canada. He is the author of many scientific publications on ruminants, and his expertise will be integral to the expansion of AB Vista's ruminant strategy.

Mr White holds a marketing diploma and a degree in animal science. He began his professional career as a territory manager in veterinary sales and his most recent role was that of Senior Brand Manager within animal health. His new role will be focused on developing AB Vista's marketing activities within the sector.

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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