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ASPAC PERFORMANCE AND PORTFOLIO EXPANSION MARK ANOTHER SUCCESSFUL YEAR FOR AB VISTA

Animal nutrition technology company AB Vista, has revealed a successive year of global market share growth driven largely by strong sales of the Quantum Blue and Econase XT enzyme product lines.

In particular, the Asia-Pacific region saw sales over 30% higher than the previous financial year.

Managing Director Richard Cooper says that, in addition to positive results in the swine and poultry sectors, 2016 also saw AB Vista grow its presence in the aqua and ruminant sectors.

“Throughout the past year, we have significantly expanded our ruminant products and services portfolio, with new partnerships and team members in strategic markets, putting in place a structure to grow in this market.”

2016 also marked the launch of a new global identity, defined as ‘Extraordinary Science Brought to Life’. Mr Cooper says that the phrase sums up the company’s continued commitment to scientific innovation:

“From AB Vista’s inception, we’ve sought to use science to develop new tools and technologies to meet industry challenges. One such area today is phytate destruction – where we’ve worked with research partners to

broaden our understanding of the effects of the anti-nutrient. As a result, the role of phytase superdosing in animal nutrition has been brought to the fore, with increased demand for products such as Quantum Blue.”

That was demonstrated at the recent International Phytate Summit (IPS3) in Florida, USA, organised by AB Vista in conjunction with the University of Arkansas and the University of Illinois. The event brought together leading experts to collaborate on the current understanding of phytate and identify practical strategies to limit its anti-nutritive effect in feed.

Mr Cooper said that the company will continue to lead the debate on the benefits of phytate destruction, to build further success in 2017.

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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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