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**AB VISTA TO SHARE ECONOMIC BENEFITS OF LATEST FEED ANALYSIS
ADVANCEMENTS AT IPPE**

Animal nutrition technology company AB Vista will demonstrate how the latest developments in feed analysis can reduce costs at the International Production & Processing Expo (IPPE) in Atlanta, taking place from 31st January to 2nd February.

Based at booth number B7963 in Hall B, AB Vista's experts will take visitors through the latest advances in near infrared (NIR) spectroscopy, and explain how these have enabled cost-effective, near instant, non-destructive on-site analysis.

Dieter Suida, Americas' director for AB Vista, says that these changes represent an opportunity for producers to optimise their diet formulation and quality control, whilst saving money.

"With feed production costs now accounting for up to 80% of variable animal production costs, the ability to accurately monitor the nutritional components of feed gives producers the power to make strategic purchase and formulation decisions.

"The energy value of different cereals, for example, can vary by 360 kcal/kg, whilst phytate levels vary not just between feedstuffs but also within a single raw material. This presents a significant economic challenge: any deviation from a diet's target specification will translate directly into financial losses for the producer, through higher feed costs or lower animal performance."

Discussing the challenges faced by feed manufacturers and producers throughout the Americas specifically, Mr Suida explains:

“In Latin America, quality control remains a top priority, particularly with regard to monitoring the variability of metabolisable energy of corn. In Mexico and Central America, the depreciation of the peso has meant that raw materials have become significantly more expensive to buy. Similarly, the depreciation of the Brazilian Real has impacted the majority of the Latin American region in terms of raw material costs.

“These challenges are likely to continue throughout 2017: it is predicted that possible weather events and competition for grain from the ethanol market could result in an overall increase in feed prices – and, with regulatory changes around feed safety and antibiotic usage, the US industry will be under pressure to maximise efficiency at every stage of the feed process.

“Recent advancements have propelled NIR technology beyond analysis of traditional components such as fibre and protein, to include measurements of phytate, energy and reactive lysine. These measurements – unique to AB Vista’s Feed Quality Service – offer valuable insights, not least because there is significant potential for variation in these particular components.”

IPPE visitors are encouraged to visit AB Vista’s booth to discover how the company’s Feed Quality Service can help optimise efficiencies across the entire feed production chain.

For more information, contact AB Vista on +44(0)1672 517 650 or info@abvista.com or visit www.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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