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**AB Vista expands ruminant expertise with new appointment**

AB Vista continues to grow its ruminant business with the appointment of Nelson Ferreira to the company's Brazilian team, in the new role of Ruminant Business Manager.

Waldemar Rieping, AB Vista's business director for Latin America at AB Vista, says Mr Ferreira's technical and sales experience will benefit customers in the growing ruminant market by working closely with them to optimise their feed and nutrition and improve margins.

"The last two years has proved challenging for producers, with the increased cost of production and added economic pressure impacting heavily on milk and meat prices. However, experts believe that 2017 will be more positive when it comes to grain prices, and we will see improved profitability for dairy producers and feedlots."

Mr Rieping says as a result of market pressure, many customers are turning to technology, in order to maximise feed formulation to achieve improved average daily gain and increase performance benefits.

In turn, AB Vista's ruminant team is keen to work with producers to implement relevant tools that can help to optimise nutrition.

One such tool for improving efficiency is AB Vista's Near Infrared Spectroscopy (NIR) technology, which provides comprehensive

measurements, delivering improved accuracy, quality and sustainability for feed production.

Mr Ferreira joins AB Vista following a role as Senior District Manager at Elanco. He graduated from the Universidade Estadual Paulista “Júlio De Mesquita Filho” in Botucatu, Brazil as an Animal Scientist and specialised in animal nutrition at the University of Wyoming in the US and Rehagro in Brazil. He went on to complete an MBA in Sales Management from Higher Education Institute, Fundação Getúlio Vargas.

Mr Rieping adds: “Mr Ferreira’s extensive background in animal nutrition means our customers will benefit from specialist advice on using AB Vista’s innovative products and services to achieve greater nutrient release from their animal feed.”

For more information, contact AB Vista on +44(0)1672 517 650 or [info@abvista.com](mailto:info@abvista.com). Follow AB Vista on Twitter: [@ABVista](https://twitter.com/ABVista).

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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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