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**IOWA SWINE DAY PROMISES PRIME PORK PROGRAM AND AWARD-WINNING
BBQ**

The 6th annual Iowa Swine Day, to be held on June 29, will bring together leading figures from the US pork industry to discuss key issues facing the sector.

The use of science in agriculture will form a core part of the day, as Dr Joe Schwarcz from McGill University will discuss common misconceptions. Other leading figures from the swine industry will highlight current economic trends, and share advice about making necessary diet changes to meet the challenges associated with new restrictions on feed antibiotics.

The day's program will be followed by a barbeque hosted by AB Vista and Techmix, and cooked by award-winning *Smokey D's*. Nationally-renowned basketball coach Steve Prohm, who trains the Iowa State Cyclones, will appear as guest speaker to provide insights into Iowa State basketball, followed by Q&As.

Dr Pete Wilcock, Global Swine Technical Manager at AB Vista, says Iowa Swine Day has quickly become a key event on the calendar for forward-looking professionals.

“In a rapidly-changing industry it's important that we share best practices, consider new innovations, and face challenges together. Iowa Swine Day

enables exactly that – providing the ideal environment to learn and network.”

Held on the Iowa State University campus in Ames, the day promises to be informative and entertaining for veterinarians, pork producers and students.

Registration before midnight on June 17 costs \$50 and includes lunch, refreshments and notebook. Delegates can also register on the day of the event from 7:30am for \$75. Student registration is free before June 17; after that time students will receive a \$30 discount on registration.

To view the full meeting program and register in advance, visit www.aep.iastate.edu/iowaswineday.

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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 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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