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**TRENDING TOPICS AND TASTY BBQ ON THE MENU FOR IOWA SWINE DAY**

The 7<sup>th</sup> annual Iowa Swine Day on June 28 will bring together renowned speakers from the US pork industry, to deliver a vibrant program addressing a range of key trends and challenges affecting the sector.

Sunterra Farms' Ray and Dave Price will open the morning plenary session, detailing their journey from traditional farrow-to-finish hog farm to multifaceted corporation including packing, processing and retail outlets. Also in the plenary session, Jeff Ansell will address the topic "When the headline is you."

Delegates will be invited to customize their afternoon sessions, selecting from a diverse itinerary of technical, health and management presentations. The day will end with a barbeque hosted by AB Vista and TechMix, featuring radio personality Van Harden as guest speaker.

Dr. Pete Wilcock, Technical Manager at AB Vista, comments: "We are delighted to be a part of Iowa Swine Day, which has grown to become a celebrated fixture in US swine producers' annual calendar, providing a valuable opportunity to learn, network, share best practice and consider

new innovations."

Held in the Iowa State University Scheman Building in Ames, the day is open to veterinarians, farm owner-operators, production supervisors and senior management personnel involved in pork producers. Students are also welcome, and will be provided with their own luncheon, featuring a surprise speaker.

Registration before midnight on June 15 costs \$50 and includes lunch, refreshments and a conference notebook. Delegates can also register after this date or on the day of the event for \$75. Student registration is free before June 15; after that time students will receive a \$30 discount off the public late registration fee.

[View the full meeting program and register in advance.](#)

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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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