



Release date: 20 August 2018

**FIBRE TO TAKE CENTRE STAGE AT AB VISTA'S CORNELL NUTRITION  
CONFERENCE SYMPOSIUM**

The latest nutritional and technological strategies for optimising fibre utilisation in dairy herds will be showcased at AB Vista's post-conference symposium, set to round off the Cornell Nutrition Conference on 18<sup>th</sup> October 2018 in New York, USA.

The three-hour event – entitled 'Unlocking the Energy Potential of Fiber' – will feature a diverse panel of experts, who together will build a comprehensive picture of the multifactorial challenges presented by fibre, and the rich opportunities for improving feed efficiency, performance – and profits.

Dr Ousama Alzahal, AB Vista Ruminant R&D Manager, explains that the event agenda has been designed in accordance with the complexity of the subject matter:

"Fibre is a sophisticated and ever-evolving topic – and as such, we've devised a wide-ranging programme, designed to deliver an array of insights – from concept through to practical execution.

"Our speakers – selected from industry and academia – will explore the physiological importance of fibre and the role it plays in microbial and overall herd health, and will share specific strategies and tactics which can be applied 'in the field' to unlock energy and maximise nutritional value."

The latest innovations to create new nutritional value from fibre will be explored by Agriculture and Agri-Food Canada's Dr Tim McAllister, whilst Cornell University's Prof. Tom Overton will discuss the importance of fibre as a source of energy during the transition period. In addition, the programme will feature Dr Mary Beth de Ondarza who will discuss the potential impact of improved fibre utilisation on performance.

The afternoon will also include insights into the latest advancements in NIR technology, and the way in which it is enabling real-time evaluation of fibre on farm.

The symposium, to be hosted at the Doubletree Hotel Syracuse in East Syracuse, New York, will begin at 12.15pm with a lunch. All attendees will have the chance to win a YETI cooler by entering into a lucky dip.

The annual Cornell Nutrition Conference provides industry-leading research and information to feed industry professionals and nutritional consultants. Registration is now open at <https://ansci.cals.cornell.edu/news-events/cornell-nutrition-conference>.

The registration fee includes all refreshment breaks, pre-conference symposium, post-conference symposium and one copy of the conference proceedings.

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).

ends

**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.

For further press information please contact Sonya Hayden or Sue Milne-Bennett on +44 (0)20 8647 4467.

ABV/446/18