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AB VISTA APPOINTS MARKETING COORDINATOR IN LATIN AMERICA TEAM

Animal nutrition technology company AB Vista has expanded its Latin America (LAM) team, with the appointment of agribusiness communications specialist Fabiana Freitas as Marketing Coordinator.

Fabiana's role will include developing communications within the region, and identifying new and exciting opportunities to increase awareness of AB Vista's pioneering products and technical services. She brings to the role a master's degree in marketing and agribusiness, and more than 20 years' professional experience in journalism and communications.

Waldemar Rieping, Business Director for Latin America, says Fabiana's extensive knowledge of animal health and nutrition equips her with an advanced understanding of the market:

"Fabiana's journalistic and marketing experience, combined with her in-depth knowledge of the agribusiness sector, enables her to provide our Latin American team with exceptional advice and support in positively communicating our messages to the market.

"In addition, her experience as a journalist in Latin America will help us to strengthen relationships with key media in the region."

For more information, contact AB Vista on +44(0)1672 517 650 or 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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