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A live lens on NIR: AB Vista to run real-time demonstrations at VIV Asia

Visitors to AB Vista's booth at VIV Asia (13th – 15th March) will have the chance to 'step inside the world of NIR', with live demonstrations bringing the process to life – up close and in real time.

Taking place in Hall 103, Booth 1820, the activity will cover all aspects of the process – from preparation to analysis – showing how a better understanding of substrate levels in raw materials can improve application of feed additives, to extract maximum nutritional value from feed.

Marylan Dela Mar Rivera, AB Vista's Regional Sales Director for South East Asia, explains that, in an increasingly challenging commercial environment, NIR is becoming ever-more central to nutrition strategies:

“As producers continue to fine tune their strategies, NIR is emerging as a key part of the toolkit. New developments have extended NIR application beyond traditional proximate analysis, to the measurement of parameters such as phytic-P levels – enabling companies to optimise feed additive application, through precision evaluation of such anti-nutritional factors.

“But as useful as the technology is, it is a complex science, and one requiring some understanding of machine calibrations, sample preparation and analysis parameters, in order to ensure robust, actionable results. We look forward to sharing the latest best practice tips on these at our booth.”

Ms Dela Mar Rivera explains that the company will also share valuable information on 'the next part of the equation', in terms of feed strategy:

“Once the substrate levels have been identified via NIR, producers' next challenge is applying additives such as enzymes 'smartly', to deliver incremental performance improvements. We'll be sharing the latest insights in this area at our booth, looking at ways in which the microbiome can be trained to degrade fibre – and presenting our new phytase research.”

The company's latest phytase research supports the concept of 'Maximum Matrix Nutrition' – a feed strategy that serves to deliver maximum phytate breakdown whilst reducing viscosity and increasing fibre fermentability. The net result is improved nutrient utilisation and a significant improvement in amino acids, minerals and energy, meaning diets can be formulated with higher nutrient credits, delivering considerable feed cost savings.

The company will host a seminar at 1pm on 13th March, exploring phosphorus and phytase use in broiler feeds, as well as looking at enzyme matrices in relation to digestibility. Event attendees are invited to join the seminar, located in Room 211 on the second floor of BITEC; this will be followed by a cocktail party at the AB Vista booth from 3.30pm to 5.30pm.

VIV Asia takes place from 13th – 15th March in Bangkok, Thailand. AB Vista's experts have produced a comprehensive guide to NIR, which can be downloaded at the company's website: <https://bit.ly/2s3eyTK>

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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