



Release date: 22 January 2020

AB Vista to showcase the first 'stimbiotic' product at IPPE 2020

AB Vista will be profiling Signis, the world's first 'stimbiotic' product, at this year's IPPE exhibition, taking place from January 28th to 30th in Atlanta, USA.

Having recently hosted the first International Fibre Summit, AB Vista will be bringing to the show a host of expert insights into the changing role of dietary fibre in monogastric nutrition from this event.

Visitors to the company's stand (A949) will discover ways in which fibre can be exploited for improved animal performance, as well as having the opportunity to learn about a new functional additive, categorised as 'stimbiotic'.

AB Vista's Research Director Dr Mike Bedford explains more:

"The concept of stimbiotic involves products that have the ability to stimulate the development of a fibre fermentable microbiome.

"The stimbiotic concept is different to how prebiotics are described; rather than adding a product in high concentration to be used as a substrate for hindgut fermentation, the stimbiotic concept is about including a low concentration of products that are used as a signal or kickstarter, driving the microbiome to ferment the fibre that is already present in the gut."

AB Vista's experts will demonstrate how Signis, the first stimbiotic, accelerates the development of a fibre-degrading microbiome and increases nutrient digestibility, enabling nutritionists to improve fermentation of fibre sources that would otherwise be undegraded.

During the event, AB Vista's Global Technical Manager Gilson Gomes will discuss how to 'Improve Gut Function and Animal Performance by Stimulating a Fibre Fermenting Microbiome' at the Tech Talk, taking place on Wednesday 29th January, from 2.30 PM in Hall A – Booth A246.

Gilson Gomes outlines the value of such information:

"Exploring the changing role of fibre in monogastric nutrition is key in helping nutritionists and producers gain a deeper understanding of the beneficial bacteria that ferment fibre – for improvements across animal performance and welfare."

Producers and nutritionists will also be able to access up-to-date fibre news and research following the launch of AB Vista's new website, internationalfibre.com.

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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