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AB Vista appoints new Managing Director

AB Vista has appointed Juan Ignacio Fernandez as its new Managing Director, replacing Richard Cooper who has retired after 16 years in the role. Richard has been synonymous with the AB Vista brand since its launch in 2005 and has taken the company from a start-up, to becoming a highly respected global player with top three market share positions in its core segments.

During his tenure, the business's product and services portfolio has grown to span poultry, swine, ruminant and aquaculture sectors. In addition, Richard oversaw the introduction of the Quantum Blue superdosing concept, which is widely credited for bringing about a step change in Phytase use, where improved Feed Conversion efficiency became as important as Phytate release.

Juan Ignacio, the former Sales Director for the EMEA region, will take over the Managing Director role from 1st September. He is an Agriculture Engineer by training with animal production specialisation and holds an MBA along with various qualifications in animal nutrition. He has over 25 years of experience in the industry, having worked for different feed additives companies before joining AB Vista in 2015.

Commenting on his appointment, Juan Ignacio said: "I'm delighted to have taken up the position and while Richard will be a tough act to follow, it has been immensely beneficial to have had the opportunity to work so closely with him over the past three years.

"The industry is not without its challenges, particularly in current times. However, AB Vista has consistently demonstrated its ability to bring scientific advancements to the animal nutrition industry with products such as Quantum Blue and more recently Signis. I will be looking to continue to build upon the company's success in feed enzymes, applying the strengths of AB Vista to the wider feed additive market.

“We have a very strong team here at AB Vista with diverse knowledge, skills, experiences and backgrounds. I'm confident the passion and tenacity of our team will lead us to continued success in the coming years.”

José Nobre, Chief Executive Officer, for AB Vista's parent company AB Agri, said: “We offer our thanks and congratulations to Richard for all he has achieved during his time with AB Vista and wish him a long and happy retirement. Richard can leave our family knowing it will be in very safe hands. Juan Ignacio has been a valued member of our Leadership Team for some time and his appointment is a very positive move for our business. I am very excited about the future as we continue to provide exceptional service for our customers.”

For more information, contact AB Vista on +44(0)1672 517 650 or www.abvista.com/contactus 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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