



Release date: 23 JANUARY 2025

AB VISTA TO PRESENT LATEST FINDINGS ON GUT HEALTH AND PHYTASE AT IPPE 2025

AB Vista will present its latest research on broiler gut health and phytase supplementation in animal diets, at the upcoming International Production & Processing Expo (IPPE), held on 28-30 January 2025, in Atlanta, USA.

Global Services Manager Dr Virginie Blanvillain Rivera will deliver a TECHTalk focusing on the need for reliable and specific biomarkers to monitor the gastrointestinal health status of animals – and how this data can be interpreted in the field to support better performance.

The presentation, 'A novel technology for testing the intestinal health status of broilers in the field to support flock resilience, profitability and efficiency', will share more on the technology developed by AB Vista, and its successful application in broiler chickens. It will take place on Wednesday 29 January at 4pm EST.

Phytase will also be a key focus for AB Vista at the event, with two oral presentations being delivered by Global Poultry Technical Manager Xavière Rousseau at the 2025 International Poultry Scientific Forum at IPPE, on Monday 27 January.

- 7.30am-7.45am EST: 'Optimal phytase use enables complete removal of inorganic phosphate in young broiler chickens', will set out how high-dose phytase supplementation can be an effective strategy to

reduce reliance on inorganic phosphates and potentially lower feed costs.

- 4pm-6pm EST: 'Blood biochemistry influenced by dietary available phosphorus and phytase supplementation', will explore the advantages of using higher doses of phytase in phosphate-free diets, focusing on growth performance, bone mineralisation and blood biochemistry.

Dieter Suida, Global Commercial Director at AB Vista, said: "We are delighted to be returning to IPPE to share valuable poultry nutrition insights and expertise from our technical team. This year's event holds particular significance for us as we celebrate 20 years of knowledge and innovation in the animal nutrition industry. We warmly invite visitors to join us at our booth to mark this milestone and learn more about how we're shaping the future for the next two decades and beyond."

AB Vista will be located at Booth A841, where visitors can expect to discover more about the company's Feed Intelligence concept, and its comprehensive portfolio of solutions designed to drive commercial success in the animal production industry.

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

ends

Notes to editor:

AB Vista is a global 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. Working in close collaboration with academics and customers, AB Vista is committed to developing new

nutritional applications based on scientific insight. This is achieved through research, nutritional expertise and the ability to analyse nutritional factors – the combination of which is referred to as “feed intelligence”. This serves to bring an improved nutritional picture to the industry. AB Vista has a portfolio of products and technical 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, The Netherlands and Finland.

AB Vista is part of AB Agri, which manufactures animal feed, nutrition- and technology-based products and offers data services for the agri-food industry and which operates all along the food industry supply chain.

For further press information or to arrange an interview, please contact Pippa Moraitopoulos or Kate Evans on +44 (0)20 8647 4467 or email pippa.moraitopoulos@garnettkeeler.com or kate.evans@garnettkeeler.com.

ABV/889/25