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AB Vista to unveil phytase superdosing strategies at Germany's EuroTier event

The latest advancements in animal nutrition and the novel role of phytase in transforming nutrition strategies will be showcased at AB Vista's stand (20E08), at EuroTier in Hanover, Germany, from November 15th to 18th.

Juan Ignacio Fernández, AB Vista Sales Director for West & South Europe, says directives such as the proposed limits on zinc and copper in animal feed by the European Food Safety Authority (EFSA), signal that environmental concerns remain a priority in the EU and other markets.

"If these proposals are implemented, the industry must find a way to maintain efficient and high-quality animal production. It is clear that we need to examine our feed and nutrition strategies to ensure we can address environmental concerns, and meet the needs of the production chain."

AB Vista is driving the discussion on nutrition strategies, focusing on the value chain of phytate destruction. Mr Fernández explains:

"The destruction of phytate through phytase superdosing could play an important role in European diets where producers are looking to comply with new legislation, whilst maintaining production efficiencies."

AB Vista's research into phytase superdosing uses higher doses (three or four times the standard dose) of appropriate phytases such as Quantum Blue, in feed to reduce the anti-nutritional effects of phytate in pigs and poultry and therefore improve mineral utilisation.

Mr Fernández elaborates: "Because phytase superdosing provides substantial extra-phosphoric benefits for the animal, including improved nutrient utilisation and increased absorption of inositol, it should not be overlooked when identifying nutrition strategies to maintain production efficiencies and address environmental concerns."

Quantum Blue phytase has recently become available in Germany and Austria through AB Vista's distribution partner, Dr Eckel - a global provider of animal feed additives and supportive applications.

Mr Fernández says: "As the second largest swine producer globally, Germany is a key market for us and the new partnership will strengthen the customer service and support we provide to our clients in the region.

"EuroTier is a significant event in our annual calendar and provides us with the opportunity to engage with producers and industry leaders on key topics affecting the sector."

Delegates visiting the AB Vista stand at EuroTier will have the opportunity to 'Live the Feed Experience' through a Virtual Reality video. The cutting-edge cinematic experience will give viewers a realistic insight into the feed process using Quantum Blue – from the product molecule phase, through to pelleting and the final impact on the animal.

For more information, contact AB Vista on +34 91 859 1787 or info@abvista.com.

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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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