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AB VISTA HOSTS NEW BUSINESS INSIGHTS SEMINAR

A new business seminar aimed at equipping feed industry professionals with the right tools to navigate challenging economic periods will be hosted by animal nutrition technology company, AB Vista, in May.

The one-day seminar, titled *"Profitability in a challenging market"*, will run twice – on May 10 in Coombe Abbey, Coventry, and on May 24 in Armagh City Hotel, Northern Ireland.

Josh Daly, Sales and Marketing Manager at AB Vista, says rather than focusing on nutritional challenges exclusively, expert speakers will discuss how to ensure businesses can remain profitable despite market conditions.

"We know times are tough – therefore we wanted to develop a programme that focuses both on the economic situation and driving efficiency.

"Experts from both inside and outside the animal nutrition industry will give advice on how businesses – large and small – can improve their efficiency and bottom line."

Agenda topics include: farm finance and profitability in a challenging market (a banking perspective); matching the right system to the right farm; measuring feed efficiency / profitability in dairy cows; and investing correctly in dietary supplements.

"We believe the seminar will provide real value to attendees – and having representatives from major banks, nutritional consultancies and universities will ensure delegates leave with new tools to understand and navigate challenging market conditions."

Places are limited so please RSVP by 2nd May to: josh.daly@abvista.com or call 02894 473478.

For more information, contact AB Vista on +44 (0)1672 517 650 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 £26 billion.

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