



AB Vista to launch industry's first phytate reference guide at IPPE

This month's International Production & Processing Expo (IPPE), Atlanta, January 30 – February 1 will see the launch of the animal feed industry's first phytate reference guide.

Developed by animal nutrition technology company AB Vista, the guide will contain details of average phytate levels for a range of raw materials available across the world. The company's Global Technical Manager, Gilson Gomes explains the value of such information:

“More-in depth analysis of feed and raw materials can help nutritionists and producers gain a deeper understanding of anti-nutritional factors such as phytate, as well as variation in raw materials. This insight can help companies tap into margin opportunities that may otherwise have been lost or not realised.”

Knowing the phytate content of ingredients and feed can help producers exploit the extra-phosphoric effects of phytases such as Quantum Blue, by targeting the complete breakdown of phytate in the diet. This insight or 'feed intelligence' can help nutritionists identify the phytase application which will deliver the best return on investment.

“We understand the pressure on producers to get the most value out of their operations. Scientific advancements continue to shed more light on the role of nutritional factors and our ability to measure these within diets, opening up possibilities for incremental improvements in energy and

nutrition efficiency. We've developed this phytate reference guide to provide companies with an improved nutritional picture or 'feed intelligence' to help them with formulating to meet the demands of the industry.

The guide, which contains information on phytic-P levels in a range of raw materials - including corn, wheat, sorghum and soybean meal - across the Americas & globally, will be available at AB Vista's IPPE stand, Hall C Booth C2569.

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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