

AB Vista shows its entire line of specialized products and services for poultry at IPPE

The event takes place in Atlanta, GE, January 25-27, 2022

AB Vista will be present at IPPE 22, the first edition after the pandemic, with its technical and commercial poultry team, presenting the best of the company's portfolio, continuing to use the Feed Intelligence approach combining products, services and expertise.

This year the company is interested in how we can help customers in the most effective way possible and bring them the best solution that fits the moment. The poultry industry has seen a series of interconnected shifts in recent years, with a reduction in antibiotic use leading to a focus on gut health, which in turn has prompted feed companies to investigate nutritional strategies aimed at stimulating the gut microbiome to advance animal nutrition.

Despite an increasing global demand for protein, cost efficient production of poultry meat and eggs remains a priority for producers everywhere. Our 'More from Less' strategy aims to help our customers achieve just that through savings on feed costs to improvements in produce; For this strategy, we have Quantum Blue, Econase XT and Vistabet as the support through our services like Feed Quality Service and Emission Report to support the reduction of cost and environmental impact of the production. The combination of the products and services in a synergistic way will also be covered through the Maximum Matrix Nutrition strategy.

Another strategy AB Vista will launch is Farming the biome, linked to products like Vistacell, Signis and the services that support the evaluation of animal health, searching for the reduction of the use of antibiotics, increase of animal welfare and consequently increase of profitability for producers. Signis is our stimbiotic product, driving the microbiome to ferment fibre more effectively, speeding up the process of digesting that fibre and improving performance.

"Our goal is to bring knowledge in a broader way to everyone connected with the poultry industry, working closely with customers and academics, presenting the most modern ways to improve feed and poultry performance, including reducing the use of antibiotics", says Tiago Tedeschi dos Santos, Technical and Marketing Global Director.

You can visit our stand – B Hall, 8121.

About AB Vista

AB Vista is a global feed additive business bringing pioneering products and technical services to the poultry, swine, ruminant and aquaculture sectors. Since its launch in 2005 the company has become a highly respected global player with top three market share positions in its core segments. The business uses its innovative product research, technical services and nutrition expertise to gather global insights that can be used to provide new ways of thinking to feed compounders, integrators and pre-mixers. With over 25 years' experience in the NIR field and a global network of laboratories able to analyze feed samples, AB Vista provides the tools and expertise to allow its customer to better balance their ingredients. AB Vista is headquartered in the UK, with regional offices located in the USA, Brazil, Singapore, Spain, India, China, Germany and Finland.

Information for media

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