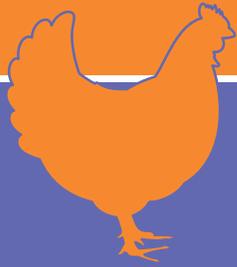


NUTRITIONAL STRATEGIES TO SUPPORT IMPROVED BREAST MEAT QUALITY



WOODY BREAST

=

a muscle abnormality affecting the texture and colour of chicken breast meat

CAUSE

=

research points to selection for increased growth rates and meat yield



DEMAND FOR WHITE BREAST MEAT IS HIGH

CONSUMER COMPLAINTS ARE INCREASING

based on the texture of the meat – resulting in financial losses impacting the entire poultry production chain



RESEARCH IS TURNING TO NUTRITION TO SEE WHAT ROLE IT CAN PLAY IN HELPING REDUCE WOODY BREAST, WHILST MAINTAINING EFFICIENT AND HEALTHY GROWTH – FOR THE BIRD AND THE BUSINESS

RESEARCH SUGGESTS



SUPERDOSING
=
COMPLETE PHYTATE DESTRUCTION

SUPERDOSING RESULTS IN:
IMPROVED NUTRIENT UTILISATION INCLUDING
P, CA, INOSITOL AND MINERALS

ESSENTIALLY THE CONDITION IS REDUCED:
THEORETICALLY BY AIDING THE BIRD'S ABILITY TO COPE WITH **ENVIRONMENTAL AND METABOLIC STRESS**



New research from AB Vista investigating the role of trace minerals and phytase in reducing the prevalence of woody breast was presented at the recent International Phytate Summit (IPS3). The three-day summit convened nutrition experts, academics and industry leaders from around the world to discuss the latest research and identify practical strategies to control and destroy the presence of phytate in feed.
For more information, event videos and images, visit www.ips3-2016.com



International
PHYTATE SUMMIT