



NEWS RELEASE
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AB VISTA PROVIDES MORE TECHNICAL SUPPORT IN EUROPE WITH NEW APPOINTMENT

AB Vista, a leading international supplier of new generation micro-ingredients for the animal feed industry, has announced the appointment of Dr. Rob ten Doeschate to the team.

Rob fills the newly created position of Technical Manager at AB Vista and provides technical support across the EMEA (Europe, Middle East and Africa) region to key customers and distributors. He is also responsible for managing product evaluations and development trials, as well as generating and executing sales and marketing plans in conjunction with the sales team. He reports to Ari Kiviniemi, Global Sales Director.

Rob joins AB Vista from sister company ABN, where he spent over ten years in a variety of poultry nutrition roles, both in the UK and China. Rob was mainly responsible for broiler nutrition and was part of the successful growth of the ABN broiler feed business with major customers. Rob brings with him a wealth of experience in compounding and application of feed ingredients, which will help support the growing AB Vista customer base.

Commenting on the news, Ari Kiviniemi said: "Rob's appointment shows AB Vista's commitment to developing world-leading technical solutions for its customers. The creation of his position will help AB Vista to increase the technical support to key customers and distributors and help customers to fully exploit the value of AB Vista products in their feeds."

ENDS

For further information please contact:

Katy Gwilliam at Nexus on katy.gwilliam@nexuspr.com 0207 052 8836

Lucy Waldron-Brown at Nexus on Lucy.Waldron-Brown@nexuspr.com 0207 052 8843

Notes to Editors

1. Photography is available on request.
2. AB Vista is the Feed Ingredients division of AB Agri (Associated British Agriculture), the Agriculture Group of ABF.

