

FEED INTELLIGENCE – USING ANIMAL NUTRITION TECHNOLOGY TO IDENTIFY MARGIN OPPORTUNITIES

“The next ten years promise to see changes in industry practices as the pressures to reduce reliance on antibiotics, but maintain production efficiency, move us towards an even greater degree of precision in nutrient delivery with minimal anti-nutrient contamination.”

– Mike Bedford, R&D Director, AB Vista



Against the backdrop of increasing consumer pressure, poultry producers are looking to get the most value out of their operations.

Companies spend considerable time and effort to evaluate products, suppliers and different applications, and nutritionists have to be highly technical in order to remain competitive.

Science has a role to play in identifying marginal improvements that otherwise may not be realised. Scientific advancements within the field of nutrition and technology can take several forms:

- Improved understanding of physiological processes within poultry

- Understanding of how to extract more insight from analytical methods employed throughout the feed production process, examples being analysis of raw materials and feed production

- Research within product areas to better understand mode of action enabling further optimisation of product application.

Regardless of which form such advancements take, the collective insight gained can provide producers with a different perspective or ‘feed intelligence’ to help fine-tune the nutritional approach employed, which may

take the form of formulating diets to better meet precise nutritional requirements. The resulting effect being that fewer resources are wasted, fewer problems in the gut created and broilers can be fed with fewer problems, resulting in better performance at a lower cost.

It is the aggregation of these small gains to be realised that provides companies with a competitive edge and enables them to remain profitable in today’s market climate.

Across the feed industry, companies are looking to be more targeted with their nutritional approach, and this is set to continue given the changes taking place within the global marketplace.





FEED INTELLIGENCE IN PRACTICE

A good example of this is how companies have changed within the past 10 years with regards to how they apply feed enzymes, phytase in particular.

The phytase sector has seen substantial growth over the past 10 years. Traditionally phytase was used to release phosphorus, but

now feed manufacturers are much more aware of the so called 'extra-phosphoric effects' that can be exploited from targeting complete breakdown of the phytate level of the diet. Within the enzyme sector as a whole, it may be that the secondary effects begin to be seen as being of equal importance as the primary effects, inositol

release being one example.

Better knowledge of the limiting factors within the diet, be it anti-nutritional factors or variation within raw materials, can improve the way in which products such as phytase are applied, to tap into margin opportunities that may otherwise be lost or not realised.

Phytate is present in all plant-based feedstuffs and is known to bind with proteins and minerals in the diet, reducing digestibility and utilisation of important nutrients supplied. An improved understanding of the phytate level within diets can provide a better picture of what is going on within the animal, helping producers to manage any anti-nutritional effects.

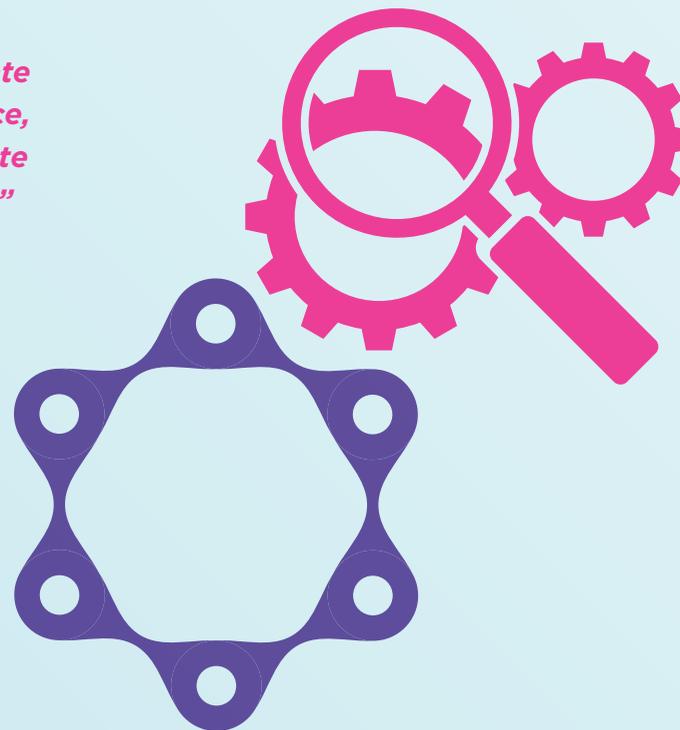
When using a phytase with high phytate affinity such as Quantum Blue, several options for phytase

application are available depending on whether the end goal is to increase performance or reduce feed costs. Having an understanding of the phytate level opens up more opportunities for producers to apply phytase and extract even more value from their feed.

At AB Vista we work with you to evaluate the phytate level within your feedstuffs, offering advice on how to extract even more value from your phytase.

“Four or five years ago, people were using phytase to release phosphorus. Now we understand more about phytate and its influence on nutrients, as well as animal performance, and we can formulate diets based on more complete phytate destruction and provision of nutrients beyond phosphorus.”

- Carrie Walk, Senior Research Manager, AB Vista



To find out how AB Vista can help you identify margin opportunities across your production process, visit the AB Vista stand at IPPE.

**IPPE booth number:
Hall C, Booth C2569**

info@abvista.com

www.abvista.com



Visit us at
IPPE 2018
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Booth C2569



NATURE IS A POWERFUL THING.

ESPECIALLY IF YOU KNOW
HOW TO GIVE IT A NUDGE.

Developing the power to change the status quo is not easy. It's born out of fascination with physiological processes. That leads to discovery and from discovery comes innovation.

Everyone at AB Vista shares that fascination. It's why we go to work. It drives everything we do. It attracts enquiring minds who see things differently. Who are determined to advance energy and nutrient efficiency and lead nutritional science into a new era.

We are constantly searching for that quantum leap, yet are always aware that an aggregation of small steps also brings great progress.

We hope that people realise that at AB Vista we see things differently.

Visit us at IPPE 2018, Hall C,
Booth C2569.

www.abvista.com



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