

# Cecilia Ayala Joins Schothorst Feed Research as Sustainability & Big Data Analysis Manager

Schothorst Feed Research (SFR) is pleased to announce the appointment of Cecilia Ayala as the new Sustainability & Big Data Analysis Manager. With her extensive expertise in sustainable animal production systems and data analysis, Cecilia brings valuable skills to help drive SFR's sustainability portfolio and Big Data analysis forward. Cecilia Ayala, originally from Argentina, is a veterinarian with a strong academic and professional background in livestock production and sustainability. Having completed her PhD at Wageningen University, Cecilia focused on sustainable ruminant systems, balancing social, economic, and environmental aspects. Her international experience in both Argentina and Europe has shaped her into an expert in sustainability and Big Data management.

In her new role at SFR, Cecilia will play a significant role in leading and positioning SFR's sustainability portfolio to help SFR customers in implementing sustainability topics in the animal feed production. We have recently committed to integrating sustainability parameters across our research and consultancy services. Cecilia will work alongside with the SFR's Matrix Manager to embed sustainability nutrients into the SFR Matrix. She will also lead efforts to incorporate sustainability indicators into our research, allowing SFR clients to better assess and optimize the ecological footprint of their operations.

Moreover, Cecilia will oversee the Big Data analysis, leveraging extensive datasets from more than 90 years of research. This data-driven approach will allow for deeper insights into environmental impact, enabling SFR to provide more comprehensive solutions to partners in the animal feed industry.

"I am excited to join Schothorst Feed Research and contribute to its sustainability and data management strategies. I look forward to collaborating with colleagues and clients to enhance our research capabilities and deliver impactful solutions," Cecilia announced.

Cecilia's appointment marks an important step in SFR's commitment for sustainable livestock production. With Cecilia on board, clients can now conduct comprehensive Big Data studies and benefit from advanced sustainability assessments in their animal production systems.

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## **Note for editors**

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