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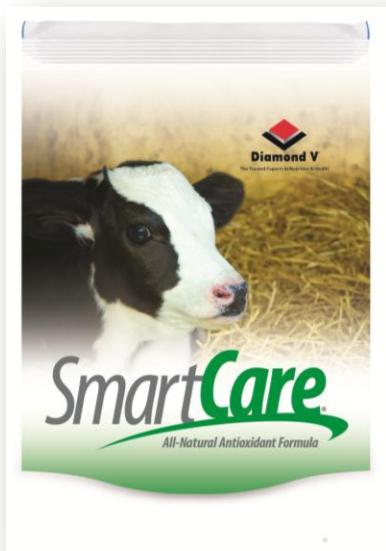


Over the past 10 years, Diamond V has made a significant investment in the research and development of innovative new products. These investments have played a key role in helping farmers worldwide to optimize animal health and productivity while supporting a safer, more affordable, and more sustainable food supply.

New products represent a significant and growing part of Diamond V's mission to provide value in global feed and food production.

SmartCare® and NutriTek®

For example, at the recent World Dairy Expo, Sep. 29-Oct. 3, in Madison, WI, we launched [SmartCare®](#), which brings smarter technology to pre-weaning liquid diets, helping dairy calves get off to a healthy start.



SmartCare is a key component of the Diamond V Calf Program and part of Life Stage Solutions™ -- next generation dairy nutritional health technology to support every phase of dairy operations.

The exclusive distributor of SmartCare is Milk Products, LLC, based in Chilton, WI. Milk Products is one of the nation's largest suppliers of high-quality animal milk replacers and young animal health products.

President's Update

Innovation on tap



By Jeff Cannon
President & CEO
Diamond V

Diamond V innovation continues in 2015 as we set the stage for the national launch of NutriTek® in 2016 – our most advanced nutritional health product for all dairy animals. All-natural NutriTek uses novel technology to help optimize rumen health and immune function in new ways.



Dairy cows experience systemic inflammation due to year-round challenges of pregnancy, calving, milk production, and environmental stressors. Excessive systemic inflammation drains energy, diverting nutrients away from growth and

lactation. NutriTek helps cows by delivering beneficial antioxidants to support immunity, health, and performance. In addition, NutriTek helps to optimize digestive health and immune function by balancing the rumen microbiota and rumen environment.

Robust digestive health and immune function translate into healthy cows performing to their genetic potential. Research shows that feeding NutriTek supports:

- Rumen health
- Dry matter intake in early lactation
- Body weight maintenance
- Efficient feed utilization
- Milk production over the entire lactation

We're very proud of what the Diamond V team has accomplished with SmartCare and NutriTek and look forward to future product innovation opportunities.

Capacity expansion today and tomorrow

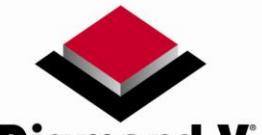
The acceptance of Diamond V products to support optimal productivity and health of animals has been accelerating for the last several years. This growth has required significant investment in new technology capability and manufacturing capacity. All of this expansion has taken place at our world headquarters campus located in Cedar Rapids, IA.

With Diamond V's innovative new products and investment for the future, we truly are vested in Helping Animals Do Better and Helping People Live More Healthy Days.



For "more healthy days," take care of yourself

As flu season approaches, don't forget to keep taking your [EpiCor®](#) – the research-proven human nutritional health product from Diamond V subsidiary Embria Health Sciences based in Ankeny, IA.



Diamond V®
The Trusted Experts In Nutrition & Health™

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