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This year has been an eventful one for the animal and feed industries and for Diamond V customers around the world. We've been privileged to be able to help meet the challenges of 2015 through pioneering research, innovative technologies, and proven expertise.

Here are seven of Diamond V's leading advances from 2015:

- Launched our Next Generation dairy product [SmartCare®](#) for calves and set the stage for the 2016 launch of an exciting new Next Generation product – our most advanced nutritional health product for all dairy animals
- Conducted and reported pioneering research on Diamond V technologies, resulting in novel discoveries to improve global food safety
- Filed for a patent on one of our proprietary fermentation technologies for use as a method for foodborne pathogen reduction in livestock
- Presented numerous scientific abstracts and technical papers at major international conferences, including meetings of the International Poultry Scientific Forum (IPSF), American Dairy Science Association (ADSA), American Association of Animal Science (ASAS), and sponsored exhibits at major feed and animal industry trade shows, including the International Production and Processing Expo,



## President's Update

# Advances achieved, opportunities ahead



**By Jeff Cannon**  
President & CEO  
Diamond V

National Cattlemen's Beef Association, VIV Asia, World Pork Expo, and World Dairy Expo

- Created valuable producer-based tools including the [Diamond V Dairy Resources App](#)
- Premiered *The Ivy League Farmer*, the nation's first family-friendly feature film to tell the story of modern agriculture and food insecurity, which raised more than \$250,000 for Operation Backpack to provide weekend meals for food insecure kids
- Grew our Cedar Rapids manufacturing operations with additional processing, packaging, and warehouse shipping capacity

Looking ahead to 2016, we can anticipate the need for Diamond V customers in the U.S. to meet known challenges, such as the [Food Safety and Modernization Act](#) and the [Veterinary Feed Directive](#). Customers in other countries face comparable challenges.

Unknown challenges, including a myriad of economic uncertainties, loom ahead. Yet Diamond V is well-positioned with skilled and resourceful team members, pioneering research, innovative technologies, and solid core values to help our customers around the world meet current and future challenges as opportunities.

We are blessed to have the Diamond V teams, technologies, and partners the world needs to meet its growing needs. We thank all for 2015 and wish you and your families all the best for the holidays and a safe and prosperous 2016.



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