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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. For example, in just the past few years, we introduced...



**AviCare™** for inclusion in poultry drinking water. AviCare is designed for use 3-4 days before and during production challenges such as fasting, transport, and other atypical situations.

AviCare also can be used continuously in the drinking water, along with Original XPC™ in the feed during all life stages.



**SynGenX®** to help young pigs in the transition from sow's milk to dry feed, which is stressful and can

affect gut health. Based on novel *Lactobacillus acidophilus* fermentation technology, the unique metabolites of **SynGenX** promote the activity of beneficial bacteria in the young pig's gastrointestinal tract. SynGenX supports butyrate production and a healthy bacterial balance to help optimize overall health.

## President's Update

# Innovation on tap



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



**SmartCare®** launched at the World Dairy Expo a few weeks ago in Madison, WI. [SmartCare](#) 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.



**NutriTek®** – Our most advanced nutritional health product for all dairy animals, which is set for national launch in January 2016. NutriTek uses novel technology to help optimize rumen health and immune function

in new ways. This next generation product helps to optimize digestive health and immune function by balancing the rumen microbiota and rumen environment while delivering beneficial antioxidants to support immunity, health, and performance. Robust digestive health and immune function translate into healthy cows performing to their genetic potential.

We're very proud of what the Diamond V team has accomplished in research and development of these products 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.

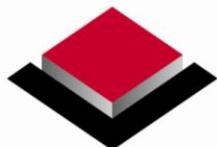
The warehouse portion of the current expansion was completed in 2014. The balance of the project will be complete by the end of 2015, with new systems coming on line sequentially.

Diamond V's innovative new products and investment for the future show that 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. Stay well always!



**Diamond V®**

The Trusted Experts In Nutrition & Health™

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