

As published in



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

Although we currently offer Diamond V products in more than 55 countries, we continue to focus our technology and manufacturing in Cedar Rapids. There are important reasons for this approach:

- First, our most critical commitment to Diamond V customers is the quality and consistency of our products. Key to this commitment is our ability to develop trusted relationships with world-class ingredient suppliers in order to guarantee product consistency. The consistent quality of ingredients is critically important to assure customers everywhere that Diamond V products are identical to the products tested in research trials and used by producers year after year to produce wholesome, nutritious food for people around the world.
- Second, our focus on manufacturing at a central location in the USA allows us to assure product consistency and quality as we expand our manufacturing expertise, technology, and capacity. We provide customers with the highest possible levels of traceability and manufacturing certifications available and required in the global market. Diamond V has

## President's Update

# USA-based technology and manufacturing



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

never had a product recall and works constantly to maintain manufacturing practices and standards of production that exceed those required.

- Finally, our manufacturing capabilities are an important element of our brand promise. Trust and reliability make up the cornerstone of our brand. Diamond V is committed to ongoing investment in the most modern and technologically advanced capabilities available. We are just completing our latest plant expansion, which has doubled our capacity. We are in the planning stages of the next expansion.

Our doors are always open. I personally invite you to come visit us at Diamond V. We are very proud of our capabilities and welcome an opportunity to show you first-hand our world-class, innovative facilities. Please join us in beautiful Cedar Rapids, Iowa.



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