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**DairyAdvisor**™

In the global food market today, critical trends are coming together to create a “perfect storm” of opportunity for modern animal agriculture. These trends are accelerating demand for cost-effective, all-natural nutritional products and the expertise to optimize their use.

First, there is increasing demand for animal-based protein worldwide due to population growth and an increase in standards of living in developing countries. Second, there are limited natural resources available to meet the growing demand, requiring the use of innovative technologies to help produce more with less. Third, there is growing consumer interest in understanding how food is produced and a lot of concern about food safety and antibiotic-free food products.

### **Pending patent**

Back in July, I noted that Diamond V has been providing solutions to pre-harvest food safety challenges for decades. Our all-natural products have helped to improve the nutritional and health status of millions of food animals, helping them to fend off challenges that can lead to problems in the food supply. Over 125 peer-reviewed scientific journal articles have described how the pre-harvest technologies of Diamond V products support immunity, health, and performance of poultry, pigs, dairy and beef cattle, aquaculture species, and other food animals.

In July, I also hinted at our “first in the field” pending patent. Earlier this month, we announced the patent-pending use of Diamond V Original XPC™ as a “method for foodborne pathogen reduction in livestock.”

### **President's Update**

## **First in the field**



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

Our news release noted: "Feeding all-natural Original XPC as recommended during food animal production helps reduce the prevalence and numbers of *Salmonella* and *Campylobacter* in the animal, production environment, and food processing plant, as described in the pending patent and supported by numerous scientific studies. Reducing these pathogens pre-harvest can improve food safety."

Also, Director of Food Safety **Dr. Doug Smith** and Manager of Poultry Marketing **Dr. Stephanie Frankenbach** co-authored a technical white paper, "Patent Pending for Food Safety: Pre-harvest reduction of foodborne pathogens in food animals." Please contact your Diamond V representative to receive a copy.

Diamond V is addressing the unprecedented need for food safety, production efficiency, and environmental sustainability today and tomorrow. We have a responsibility to make sure the market knows about our science-based and performance-proven technologies to Help Animals Do Better.

## World Dairy Expo premiere

**Save the Date!**

You're invited to the World Dairy Expo private premiere of *The Ivy League Farmer*, Wednesday, September 30 at Point Cinema in Madison, WI.

**Come for a gala event!**

- 5:30 p.m. – Reception – BBQ dinner, refreshment, opportunity to meet Hollywood star Christopher Knight ("Peter Brady" of *The Brady Bunch*)
- 7:30 p.m. – *The Ivy League Farmer* – also starring Randy Wayne, Janine Turner, Terry Serpico

*The Ivy League Farmer* gala evening thanks America's dairy farmers, courtesy of Diamond V and the non-profit organization Farming to Fight Hunger.

[Click here to see the movie trailer and reserve your free tickets.](#)

Please save the date – Wednesday, Sep. 30 – and join us!

Thank you!

 **Diamond V**  
The Trusted Experts In Nutrition & Health

We also are taking positive action against the growing threat of food insecurity at home and around the world. In conjunction with the upcoming World Dairy Expo, we're thanking dairy farmers everywhere and supporting a [premiere of \*The Ivy League Farmer\* on September 30 at Point Cinema in Madison, WI](#) including a free BBQ dinner and reception.

Tickets to this premiere are limited, so please reserve yours as soon as possible through [this online link](#) and stop by Diamond V booth EH3005 at the World Dairy Expo.

*The Ivy League Farmer* tells the story of a father and son in conflict over the use of modern technology and the future of the family dairy farm. It's also a love story that explores a small town's concern about local kids not getting enough to eat.

We used the Cedar Rapids, Iowa premiere in June to raise \$250,000 for the non-profit [Operation BackPack program](#) that helps food insecure school kids.

Food insecurity around the world contributes to the perfect storm that looms ahead. At Diamond V, we're committed to meeting the challenges of that storm and making a positive difference today and tomorrow. We're building on more than 70 years of leading edge science and fermentation technology to advance global food production, safety, and sustainability. Our all-natural products and technical services enhance animal health and performance, supporting profitable solutions for our customers around the world.



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