

As published in



A lot of *PoultryAdvisor* readers said “Hello!” to **Shannon Burasco** at the Diamond V booth at the International Production and Processing Expo (IPPE), January 27-29, in Atlanta.

Shannon had just joined Diamond V to begin leading our broiler initiative as Business Manager – Broilers, working directly with Mike Mitchell, Director of North American Poultry.



**Shannon Burasco**  
**Diamond V**

“Shannon brings Diamond V over 25 years of leadership experience,” Mike says, “including 18 years’ experience in the poultry industry, most recently as President of CWT Farms International, a global supplier of broiler genetics.”

Shannon’s poultry industry background includes responsibility for production, sales, and management and experience in genetics, feed ingredient, and animal health companies. Raised on a broiler farm in Farmington, AR, Shannon holds a bachelor’s degree in Poultry Science from the University of Arkansas, where he served as the President of the Board for the Poultry Science Alumni Organization and as a member of the Dale Bumpers College of Agricultural, Food & Life Sciences Alumni Board. Shannon also is a U.S. Air Force veteran, with experience serving in the UK.

“Shannon’s proven leadership abilities and experience in the broiler industry have prepared him well to lead our initiative,” Mike says.

Advisor Access

## Welcome Shannon Burasco!



**By Clayton Gill**  
Editor  
Diamond V

Shannon, his wife Carmen, and their daughter Sophia (age 10), reside in Springdale, AR, where Carmen is a Human Resource Director at the local hospital. Shannon is an avid golfer and hunter.

Please welcome Shannon and his family to the Diamond V Team. Give him a call (mobile 479.236.6240) or drop him an email ([sburasco@diamond.com](mailto:sburasco@diamond.com)).

**Thanks, Atlanta!**



IPPE was bigger than ever this year – still the world’s largest annual poultry trade show, which is even bigger with poultry and red meat food processing exhibits and programs. All of it made the Diamond V booth a busy place.

Nine research presentations at the 2015 International Poultry Science Forum, which preceded IPPE, added to the activity. Find the accompanying article on IPSF with photos of

young researchers who received Diamond V Travel Awards.

IPPE attendees showed a lot of interest in Diamond V’s unique, all-natural product technologies to support health and performance in every stage of poultry production.

Our Poultry Advisors were on hand to discuss Original XPC™ for poultry feed and new AviCare™ liquid for poultry drinking water. They also distributed a new brochure – “Poultry: Original XPC Mode of Action” – that lists peer-reviewed research in poultry and other species showing how Diamond V Original technologies support vital biological functions and effects.

Diamond V’s all-natural technologies have multiple modes of action in poultry, supporting a balanced immune system and the intestinal microbiome while helping to optimize intestinal structure.

For a copy of the new brochure and for answers to your poultry production and profitability questions, contact Diamond V’s Poultry Team through [DiamondV.com](http://DiamondV.com).

Or, you can contact me with your question about poultry health, production, and pre-harvest food safety – and see the answer in *PoultryAdvisor*. You’re always welcome!

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