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FOR IMMEDIATE RELEASE

ANIMART, LLC Merging with Stockmen's Supply / Midwest Supply & Distributing

Beaver Dam, WI – ANIMART, LLC is pleased to announce they have completed the necessary steps to acquire Stockmen's / Midwest Supply; a premier animal health product supplier with offices in North Dakota, Missouri and Minnesota.

Stockmen's Supply has been a source of quality animal health products for over sixty years. Through those years, with a primary focus on beef, their product offerings have expanded to include animal feed, livestock equipment, tack & saddlery, show supplies, pet products as well as western apparel and home goods. Their associated company; Midwest Supply & Distributing, is a wholesale animal health distributor, who provides a large array of products to veterinarians and dealers with a focus in dairy.

ANIMART is a unique producer-focused animal health supplier with on-staff veterinarians who establish Valid Client Patient Relationships (VCPRs) with producers and support veterinarians and dealers in their efforts to serve producer interest. The Beaver Dam, Wisconsin based company has been advancing veterinary services for dairy producers in Wisconsin and the surrounding states since 1982. By providing a combination of fair pricing and sound animal health care, they've helped to shape the way farmers across the Midwest access animal health products and veterinary services. Through exceeding expectations, they've grown to serve producers nationally and internationally. Up until this latest move, their focus has been dairy. Through recent strategic decisions by company leaders – specifically the acquisitions of Michigan Veterinary Supply and Pennsylvania based Animal Medic – ANIMART has become one of the largest dairy-specific product providers in the nation.

This combination of regional leaders provides an expanded resource for animal health product needs to producers as well as veterinarians and dealers. The new organization will continue to seek out and introduce new niche products, which create value on farms but are often missed by larger multinational distribution companies. They will partner with the veterinary community through collaboration on farm and provide access to editable producer SOPs to meet the specific needs of individual operations. In addition they will continue the legacy of focusing on creating customer value, which has made each market leaders in their specific areas.

A look at the new organization by the numbers shows a direct presence in over 20 states, 7 locations with varying service offerings, an employee team of around 200 people, a combined 100+

Beyond Products.



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years of animal health market presence with a potential reach of 48M bovine animals, representing a \$1.5B market potential.

"We are very pleased to continue the legacy and long standing relationships Stockmen's/Midwest Supply have with veterinarians, dealers and producers," says ANIMART President and CEO, Dan Ellsworth, "The attractiveness of this new entity is to have a broad footprint from Maine to Montana and from Mid-Atlantic States to Missouri where we can help producers meet the increasing consumer demand associated with producing the food we all depend upon."

Ellsworth will continue to lead the combined organization as President and CEO, while Rob Jameson along with the assistance of Ed Jameson, founders of Stockmen's / Midwest, will continue their leadership roles.

"The union of our two companies is a tremendous opportunity to create an organization focused on strengthening the partnership between supplier, rancher and veterinarian," said Stockmen's Midwest Co-Founder, Rob Jameson, "With today's food safety concerns, those in production agriculture face unique challenges. As we work to help producers overcome those challenges, we look forward to the expanded solutions made possible by the joining of Stockmen's / Midwest and ANIMART."

While positive changes and expanded offerings can be expected in the near future, the long term integration will be handled strategically by leveraging best practices of each organization to create a consolidated, comprehensive animal health organization.

Established in 1982 and headquartered in Beaver Dam, Wis., ANIMART, LLC is a privately held provider of [animal health](#) and veterinary products as well as show equipment for [dairy and livestock producers](#). ANIMART is committed to offering a full line of products and solutions to help dairy and livestock businesses succeed. More information about the company and its products can be accessed at www.animart.com.

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Editor Notes:

1. To receive a high-resolution photo, Editors can contact Katie Holewinski of ANIMART at katieh@animart.com.