

A Walk to Remember

Alzheimer's is defined as 'a progressive disease that destroys memory and other important mental functions'. Sadly, for the loved ones of those suffering from this incurable illness, it destroys so much more.

Mark Diederichs knows all too well what Alzheimer's looks like because, his mom received the diagnosis eight years ago. Bernice Diederichs was 73 and it started as simply as her beginning to forget things. Not uncommon for a person in their seventies to have some trouble remembering, but there was a history of Alzheimer's in her family, so she got tested. The test revealed she was in fact the second generation to have the disease. Research shows family history and genetics can be an indicator of a person's likelihood of developing Alzheimer's and there are certain lifestyle factors researchers know can increase risks, but even armed with all this information there is still so much we don't know.

Mark says the hardest part about the illness isn't actually his mom's well being, it's the toll on his dad. As he points out, his mom is comfortable and well cared for. While she doesn't remember much about her life, she spends most days sitting quietly. If one thing can be considered a comfort – it's that she is content. For the first seven years after her diagnosis, it was Mark's dad, Gerald, who took care of her. By June 2014, however, the disease's progression made her day-to-day needs too much for Gerald, now in his eighties, to handle. The decision was made to move her to a place where she could be comfortable and receive the care she needed. It's been difficult for Gerald to make the transition. He still spends most of his time sitting quietly with her during visiting hours. By her side is where he wants to be, even on the days she doesn't remember why he's there.



As of today, there is no cure for Alzheimer's. Fortunately, there are people trying to change that. The Alzheimer's Association's annual event 'Walk to End Alzheimer's' is the world's largest event dedicated to raising both awareness and funds for Alzheimer's support and research. Held annually, the event is spread over 600 communities across the nation. Mark and his family have participated in the Fond du Lac County walk for four years. Each year, their team raises money and makes the trek held at the Moraine Park Technical College grounds in support of Bernice and in the hope a cure will be found. The first year they walked and donated only their own funds, but each year since they have sought the help of others. **With the generosity of friends and corporate sponsors, they have been able to grow their yearly donations to over \$5,000.** Mark has found corporate sponsors like ANIMART eager to help his team walk towards a cure.

Mark is proud to walk side by side with the team of people who work hard to make this event happen. And if there is one thing Mark Diederichs knows, it's teamwork. It's the very core of his family, his business and how he's always finding ways to give back to those around him.

Mark and his wife, Laurie, are one of six families who make up Breeze Dairy Group, LLC. The Wisconsin based operation is made up of three farms; Lake Breeze in Malone, Pine Breeze Dairy in Pine River and the third - still in planning stages - in Taylor County. So far the group has created over 100 jobs in the communities they serve. At Lake Breeze Dairy, they support the neighboring farms as well. Mark and his team are strictly dairy – they do not raise crops to feed their herd. Instead, they purchase the feed from neighbors. They in turn sell manure to those same farms to fertilize the fields to provide the feed their herd requires. Working together to sustain their families, the families of their employees and the environment all while creating a product for which demand never ceases.

In addition to Alzheimer's research, the farmers who make up this network are equally supportive of other worthy causes as well, such as the local food bank and Habitat for Humanity. Whether donating food, building a house or providing the means to accomplish a task, leave it to farmers to get it done. When the Fond du Lac Habitat for Humanity's 'ReStore' was moving to a new location, Mark was one of many local volunteers who lent a hand – as well as equipment – to the cause. Together, they got the contents of the entire store moved in just four hours. The event was aptly called "Moo-ving Day".

Alzheimer's disease has certainly presented the Diederichs Family with difficulties, but they continue to persevere, refusing to be defeated by the illness. Rather they choose to come together and find ways to give much needed help. Recently Mark came across a quote which he says really helps to put things in perspective. "Our ability to handle life's challenges is a measure of the strength of our character." Indeed.

Interested in learning more about the event 'Walk to End Alzheimer's'? Sign up to participate at http://www.alz.org/sewi_in_my_community_walk.asp



Read the full article at animart.com/farmtails

Beyond Products.

800.255.1181 • animart.com

Cute Cows? Cuter Kids? Kids?

**ANIMART'S
KIDS n' COWS
Cowlendar Contest**



Send us a high resolution digital copy of your "Kids n' Cows". If your photo is selected to be one of the 13 in our 2016 cowlendar, you will receive FREE ANIMART apparel!



**Cowlendar
2016**

Please send photos to dominique@animart.com by July 29th.



ANIMART

Visit <https://animart.com/showsupplies> to view our show stopping Show Supplies.

Clippers & Blades • Brushes & Combs • Leather, Poly & Rope Halters
Doc Brannen's & Sullivan's Grooming Supplies • Blowers & Dryers

ANIMART
Dairy & Livestock Solutions

It's already that time of year again. Time for you and your animals to get prepared for the show ring. ANIMART is here to provide you with the best products to help you win the blue ribbon.

Whether you need hair care products, clippers, show sticks or fans, ANIMART has what you need to make show season a success.

Top 6 Most Popular Show Supplies

SHAMPOO

Orvus Shampoo™

- A concentrated soap detergent in paste form.
- A small amount produces an effective lather to easily cover your entire show animal.



COMBS & BRUSHES

Curry Comb™

- A round, reversible lacquered spring steel comb with a plastic handle.
- Durable and lasts show after show.



ADHESIVES

Black & Clear Magic™

by Doc Brannen's

- Gives a fuller, thicker look and tames hard-to-hold hair, leaving it soft and pliable.
- Helps your animal reach their show-ring potential.



CLIPPERS

Andis Cattle & Horse Clipper™

- Precision engineered clipper for quiet operation.
- Compact and lightweight with slim hand-grip design makes it easy to hold.
- Counter-balanced motor for virtually vibration-free operation.
- Makes the process of trimming pleasant for you and your animal.



FANS

Turbo 24" Fan™

- Provides the most air velocity of any livestock fan on the market.
- Incredibly efficient and draws only 4 amps of electricity.
- Keeps your animal cool and calm prior to their performance in the ring.



Aesculap Econom II Clipper™

- High-quality, single speed clipper providing 3,200 strokes per minute.
- Longer motor allows entry into housing for maintenance.



NEW Products

SyFlex™ Hoof Wrap *by Neogen*

- Quality assured hoof wrap used to secure topical treatments and provide a barrier to external elements
- Sold as 100 wraps per box
- Available in hot pink



Dynamint™ Blue - Now Available in Spray Refill (1 Gal)

- Blue color helps identify treated quarters
- Contains peppermint oil which stimulates the skin to promote healing and also adds a pleasant smell
- Eucalyptus and calendula oil condition the skin and tea tree oil adds antibacterial properties to the mix
- Non-greasy water-based cream is smooth and light
- Use daily to help prevent udder edema, mastitis and infection
- Many dairymen report massaging with Dynamint to be as good as an oxytocin injection for milk let-down. Others report fewer and milder cases of mastitis thus reducing the need for antibiotics
- Available in 500 mL spray, 500 mL or 2 L blue cream or 1 gallon spray



To view new products, visit animart.com/store/newproducts/

It's Back! - Bovine Ecolizer + C20™

- Approved for use in newborn calves as an aid in the prevention of disease caused by K99 E. coli and Clostridium perfringens Type C
- Helps prevent calf scours by supplementing the antibody protection a newborn calf receives from its dam
- Oral product that gives calves direct protection against E. coli bacteria by working within the calf's intestine to prevent bacteria from attaching
- Administer less than 4 hours after birth toward the back of the calf's mouth
- 100 mL (5 dose) available



• *NOTE: Small releases from now thru August 2015. Place your order with us to insure availability.*

It's Hot! - Combat Heat Stress with Electrolytes

Bovine BlueLite™

- Combined with energy sources like dextrose, sucrose, fructose and others, Bovine BlueLite provides the nutrients necessary to help recover from dehydration and help restore cow health for reproduction, milk production and averts many metabolic issues.



View our Selection of **COW** Electrolytes @ animart.com/store/cow-electrolytes

NEW BlueLite Replenish™

- A liquid oral rehydration solution for calves. Use during all stages of scours, when calves are slow to drink milk or when there are visible signs of weakness and stress.



View our Selection of **CALF** Electrolytes @ animart.com/store/calf-electrolytes

KISSavings

Keep It Simple Savings

To view programs, visit animart.com/kissavings or call 800.255.1181.

We work for your reward!



- We **save** you **time** and **money** by managing manufacturer promotions & rebate programs for you!
- We track and monitor your purchases to **optimize** program **savings** for your profitability.
- We **simplify** programs through our direct links to manufacturers, processing your rebates for you.
- Automatic reporting ensures you **earn credit** for all of your qualifying program purchases from ANIMART.
- We **Keep It Simple, Saving YOU** Time and Money!

KISSavings include:

Ear Tag Closeouts

Hoof-Tec Summer Program

Merck 2015 Annual Prime Producer Rebate

Novartis Producer Savings Program

Zoetis Dry Cow Summer Program

Product Updates

On manufacturer backorder:

Alpha 7 - 50 ds
 Bovine Ecolizer +C20 Syringes
 Caipan Mint Udder Cream
 Clostratox BCD Antitoxin 250 mL
 Clostratox Ultra C1300 250 mL
 C&D Antitoxin 250 mL
 CCT Hi Cal Colostrum
 Dry-Clox
 Furosemide
 Hetacin-K
 Ketone Meter Test Strips - Blood
 Sulfadimethoxine 12.5%
 Vitamin K Injectable

Call for availability and best substitutes - 800.255.1181



Dairy & Livestock Solutions
 1240 Green Valley Road
 Beaver Dam WI 53916
 800.255.1181 | animart.com

PRSR STD
 U.S. POSTAGE
PAID
 EP • Direct
 Fond du Lac, WI

Helping to keep your herd healthy



What's Inside

- A Walk to RememberPage 1
- Calendar Photo Contest . . .Page 2
- Show ProductsPage 2
- ElectrolytesPage 3
- New ProductsPage 3
- KISSavings SpecialsPage 3
- Product UpdatesPage 3
- Technical BulletinsPage 4

You have Questions. Our Veterinarians Have Answers.

How do I move a down cow? What dehorning method should I use?

HOW DO I PREVENT CALF SCOURS?

What pneumonia treatment should I use?

When should I cull a cow?

When should I deworm my herd?

What's the best way to tube a calf?

What colostrum replacer should I use?

How do I prevent heat stress?

How do I treat pinkeye?

Technical Bulletins are written for **YOU**-the producer, by our staff veterinarians. These **FREE, easy-to-follow**, printable flyers answer all these questions and are a **great training resource** for your operation.

The Fly Control Technical Bulletin is an inside insert in this Newsletter.

Enjoy the Expertise!



Access all Professional Services Veterinarian Technical Bulletins at
animart.com/techbulletins

Beyond Products.

800.255.1181 • animart.com

July/August 2015