

Dear Customer,

We will welcome spring with a new ERP system launching April 1st.

What's an ERP System?

Enterprise Resource Planning (ERP) System is a business management software a company can use to collect, store, manage and interpret data for areas such as purchasing, inventory management, reporting, sales, shipping and payment, finance, etc.

What's the Benefit to You?

- Keeps your prices low
- Enhances your security
- Increases order processing efficiency for your operation

What's Changing?

- **Your account number.** You will notice a new account number. Just mention your name and your Inside Sales Representative will be able to locate your account.
- **Credit Card Payments.** For your security, ANIMART does not store or have access to credit card numbers within our current ERP system. Therefore, on your first order with the new ERP system, you will need to provide your credit card number and ANIMART will secure your card info for future orders. Please be advised that credit card payments will be pre-authorized at the time of order.

Over the past 32 years, our focus has been and will continue to be driven by providing solutions to help producers, like you, remain competitive. Beyond the products you require to make your operation a success, you will find un-matched service by the people who make up the ANIMART Team. We strive to exceed your expectations on a daily basis and the new ERP system will help us do just that!

Where the Flowers Grow

Most parents set out to instill good traits into their kids; Michigan natives Greg and Lisa Flower are no different. Their two daughters – Dallie and Bailey – have benefited immeasurably from the work ethic and entrepreneurial spirit instilled into them by their parents. When combined with the passion for animals and agriculture the family shares, these are the traits that have helped to shape their lives.

They began slowly expanding their place; **they turned their 40 acres into 240 and have made good use of the space. It's the home to Slippery F Arena; an indoor and outdoor venue where the family holds team penning events.** It's most definitely a family affair; daughters Dallie and Bailey are the co-owner operators of the arena with their parents. Much of the their sprawl is devoted to the 400 head of cattle that call it home during the summer. The property's former set up as a dairy farm works well for the family's needs. Greg's been able to utilize different sectioned off areas to receive new cattle, administer vaccines and ensure that they're eating well before being turned out to pasture.

In the family's quest to raise healthy animals, Greg says having Michigan Veterinary Supply, a division of ANIMART, Inc., right in his backyard has been a huge help. **The family agrees that the customer service is excellent, it's easy and convenient and they appreciate that the drivers are knowledgeable.** The fact that Greg and MVS Warehouse Manager, Dave Nickel, grew up together in Vermontville makes it an even easier pairing. When it comes to getting what he needs, Greg says "I don't need any other source, I've got Dave."



Greg, Lisa and Daughter Dallie

One section of their growing operation provides shelter to the horses. Recently, Bailey and Lisa went to Texas, taking three horses for team penning, while Dallie traveled to Ohio for a sorting event. The girls run 10-11 shows each year, hosting riders indoors or out, depending on the season. So far the girls have been able to use the money they've earned to help pay for their college educations.

Mom Lisa has turned her passion into a thriving organization as well. Lisa decided to open an assisted living facility providing 24-hour care for the elderly. What started as a single wide trailer was built into a custom home aptly called the Flower House.

Once retired, Greg hopes to continue to foster Dallie and Bailey's passion for agriculture as well as his own. Currently, he's giving thought to expanding his custom backgrounding operation or says maybe something completely new will catch his attention. Whatever steps he takes, his family will no doubt be right alongside sharing the passion that he's worked so hard to inspire. To hear the girls tell it, they can't imagine life any other way.

Read the full article at animart.com/farmtails

ANIMART, Zoetis and You Partnering to Benefit FFA



For ALL Zoetis products purchased by ANIMART from February 1 to April 30, 2015, 1% will be donated to FFA.



ANIMART has donated over \$250,000 to FFA Foundations since 2008.

ANIMART is proud to support FFA as a Platinum State Convention Partner and Two Star Mission Partner.

Beyond Products.

Think Spring - Think Hoof Care!

ANIMART is your one-stop-shop for all your hoof care needs!

ADHESIVES

HOOF-it QuickBlock+™

- Fast-setting block adhesive.
- Odorless and non-toxic.
- Mixing done in tip.
- Economical with higher quality ingredients for a longer shelf life.



HOOF-it™ Liquid & Powder

- Great in the cold weather - Fast Cure Powder for 70°F and below.
- One bottle of HOOF-it Liquid, used with two bottles of HOOF-it Powder is enough to apply 20 blocks.



Bovi-Bond™

- Used to bond wood or rubber blocks.
- Strong and quick-bonding, sets in 30 seconds, weight bearing in 2-3 min.
- No fumes or odors, safe application in enclosed areas.
- Available in Soft for thin-soled cows.



SureBond2™

- Designed for use in applying wooden or rubber blocks as an adjunct in the treatment of bovine lameness.
- Turns blue with proper application.
- Less waste with improved smaller tip design.



WRAPS

CoFlex™

- Durable, yet economical wrap.
- Superior cohesive flexible wrap that will not shred.
- Available in red, white, blue, purple, green, black, neon green, neon pink, orange and teal.
- Available in 3" or 4".



ProFlex™

- 4" cohesive flexible bandage.
- Durable yet light weight.
- Superior adhesion.
- Available in red and blue.

Vetrap™

- 4"x5 yard cohesive flexible bandage.
- Strong, light-weight and comfortable.
- Available in red, white, blue, purple, green, black, neon pink and gold.



Cattle Wrap™

- 4" durable economic wrap.
- Available in purple, yellow, orange, neon green, pink, red, black, blue, green and color pack.
- Made in the USA.

TREATMENTS

SuperBooster™ - Same QuickHit™ Formula with New Name

- Controls warts, rot, and improves hoof integrity.
- Significantly reduces copper sulfate usage.
- Decreases heavy metal soil loading.
- Lowers footbath pH.
- Energizes your footbath; ionizes 100% of zinc and copper.
- Makes every ounce of zinc or copper more aggressive.
- Available in 5, 15 and 55 gallons.



WHEELS & INSERTS

Roto-Clip™ Wheels

- For faster, easier, more economical hoof trimming.
- Steel disc with long wearing hardened cutting edges will effortlessly trim and shape a hoof with control and ease.



Replacement Inserts RC™

- Optimized carbide grade for improved life.
- Cutting edge allows for fine trimming and aggressive cutting.
- Available round or flat.



FOOTBATHS

Stainless Steel Footbath

10' x 9" x 31"

- Longer footbath for 2 or moreunks per hoof.
- Convenient drain for emptying.
- Constructed from one 1/8" stainless steel sheet with rolled edges.
- Resistant to chemicals and manure.
- Chemical resistant rubber mat bolted to the bottom of the footbath with stainless steel bolts for comfort, grip and longevity.



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NEW Products

StressMate™

- Contains a proprietary blend of small proteins and nutrients derived from purified maternal colostrum that is biologically available to calves, even after gut closure.
- Works alongside calves' natural defenses to help make them naturally stronger, scour less and be more resistant to stress factors in their environment.



Detect-Her Spray™

- Excellent removal with mounting activity making interpretation of standing heat more straightforward and accurate.
- Designed to take the guesswork out of tail marking, and to make the daily walk-through easy and accurate.
- Oil-based spray, fully weather-proof for use inside and out.
- Bitterguard™ has been added to deter licking.
- High-volume, easy to control spray nozzles which can be applied upright or inverted.
- Great for writing dates and symbols.
- Can be applied to wet cattle.
- Available in pink, yellow, blue, green and orange.



Calf-Tel® 4 Quart Bottle

- Provides calves with increased nutrient intake during the preweaning phase.
- The biggest advantage is the ability to provide more nutrition to calves at an earlier stage in life.
- Intake has proven to be critical for a calf to achieve its full genetic potential, leading to lifelong health and milk production benefits.
- Fits in Calf-Tel 3-quart bottle holder.



Revalor 200™

- Contains trenbolone acetate and estradiol in a slow-release delivery system which increases rate of weight gain and improves feed efficiency in steers and heifers fed in confinement for slaughter.



To view new products, visit animart.com/newproducts

Defenders of Choice Since 1982



We support your freedom to choose where to buy prescription products. ANIMART has over 8,000 dairy specific products; thus, broader than most local sources and more dairy specific than national suppliers.

Per the American Veterinary Medical Association (AVMA) Code of Ethics, veterinarians shall honor a client's request for a prescription in lieu of dispensing.

Meet Your Vet Team:



Because everyone should have the freedom to choose.



Dr. Mike



Dr. Vicky



Dr. Armon



Dr. Katie



Dr. Larry

ANIMART®

Dairy & Livestock Solutions

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Keep It Simple Savings

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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:

Agrilabs Calf Care Promotion

ALPHA Vaccine Gun Promo

Ear Tag Closeouts

Merck 2015 Annual Prime Producer Rebate

Merial Spring Producer Rebate

Novartis Producer Savings Program

Resflor Gold & Zuprevo Rebate

Zoetis FFA Performance Pays

Product Updates

On manufacturer backorder:

Alpha 7/MB1 - 10ds, 50ds
Bovine Ecolizer +C
Clostratox BCD Antitoxin 250ml
Clostratox Ultra C1300 250ml
C&D Antitoxin 250ml
CCT Hi Cal Colostrum
Dry-Clox
Epic Calf Electrolyte
Piliguard Pinkeye Triview 10ds, 50ds
Repishield HM 10ds

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Helping to keep your herd healthy



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WE UNDERSTAND THE IMPACT THEIR BOTTOM LINES HAVE ON YOURS.

**INTRODUCING A NEW WAY
TO IMPROVE CALF HEALTH.**



Available in
30 or 60 Count
Bottles

IMPROVING CALF CARE AND HERD PROFITABILITY

Neonorm™ Calf supports optimal gut health in calves less than two weeks of age. Prompt and effective control of postnatal health issues leads to stronger calf populations and increased weaning weights.

PROTECTING YOUNG CALVES FROM DEHYDRATION

Neonorm Calf works by inhibiting water loss from the circulatory system to support normal health in the gut. Maintaining natural fluid balance protects your calf herd from the fatal effects of dehydration.

BLENDING SCIENCE AND NATURE

The natural plant derivative in Neonorm Calf, *Croton lechleri*, works at the cellular level to inhibit fluid loss and promote natural stool formation.

BACKED BY CLINICAL STUDIES AND EASY TO USE

Talk with your ANIMART representative about adding Neonorm Calf to the health regimen of your newborn calves. The bolus is given orally with or without the use of a balling gun.



Your ANIMART representative can explain how Neonorm Calf creates a healthier balance through improved care.

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Beyond Products.

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March/April 2015