

A Simple Cause

What makes a good cause? What's the most worthy reason to donate money and time? Is one disease or one country or one forest or one endangered animal more deserving than the next? There is one cause easy for most anyone to jump on board with, it's helping to save the lives of children. That's exactly why a simple garden party hosted by Jim and Annette Ostrom in 2011 has grown into an annual event and in just four short years has managed to **raise over \$300,000 for Children's Hospital of Wisconsin.**

The simplicity of the event is a large part of what has helped to make it so successful. The very basis for that simplicity is the venue. See, when Jim Ostrom isn't busy being a Partner at MilkSource and when the Wisconsin weather finally gets around to cooperating each Spring – he fancies himself as a bit of a garden designer. The setting for this annual fundraiser is the grounds at the Ostrom's De Pere, Wisconsin home. Jim enjoys displaying his botanical creations as much as the partygoers seem to enjoy gathering among them.

The idea for the event started when Jim and Annette decided they wanted to find a way to give back. Wisconsin's dairy industry has been good to their family, so they wanted to return the favor. Deciding to raise money for a good cause begged that very question: what 'a good cause' meant. As they along with others took part in answering, one topic seemed to keep coming up – kids, more specifically, sick kids. Jim says they realized through talking with friends and business partners, **nearly everyone's family seemed to be "just one degree of separation" from a child who had been touched by illness.**

Jim and Annette continue the theme of simplicity by touting the party's focus as "Bringing friends together to improve the lives of children". The list of friends who attend and support the party has grown to include people from every corner of the Agriculture Industry: farmers, banks, trucking companies, manufacturers, hoof trimmers, excavators, cheese makers, electricians, dairy cooperatives, and veterinary supply companies like ANIMART, LLC. Among the significant list of sponsors ranging from Member Sponsors to Bronze and up to Platinum; MilkSource and Brian Retzlaff Trucking, LLC have earned the top spots at the Platinum level Sponsorship.

The Ostrom's hope the list of friends will continue to gain supporters and, as that happens, the Dairy Cares fundraiser will grow from a 'Jim and Annette event' to an industry event. While they're thrilled to provide the venue and can't help but provide passion for children and their families - **Jim explains because agriculture is a prosperous industry for many, he feels it's important to find ways to pay it forward.**



Dairy Cares



2015 Garden Party is August 1st!

Information about this worthy cause can be found via the Dairy Cares website at www.dairycaresofwisconsin.org.

There you can see a list of the sponsors, find out about sponsorship opportunities or even check out photos of past years' events featuring gorgeous views, smiling attendees and, of course, Jim's beautiful gardens. You can also contact Jim or Laurie via the website with any questions you may have about becoming involved.

Jim and Annette have been blessed with four children and are in the midst of experiencing a daughter who is soon bound for college, two high schoolers who help out on the farm, and a little guy who's just at the beginning of his education. Carlie, Mac, Shelby and Tristen have given the couple much to be thankful for.

As parents they feel blessed their children haven't had any serious health issues; nonetheless, there was an opportunity for them to experience the level of care provided by the Children's Hospital of Wisconsin when a situation arose with one of their kids. They wanted expert care, but Jim makes point to mention when they took their child there, they refrained from 'name dropping' or touting themselves as benefactors to the hospital. Because of that, they were able to experience the care and compassion afforded to every child and every family without wondering if it was tied to their donations. They were not disappointed. Each step of the way, each doctor, each nurse, each phone call and visit was handled with kindness, capability and consideration at the highest level.

While attendees get an evening filled with beauty and camaraderie, complete with food, drinks, and sunset on the river – there is careful focus to where the dollars are spent to make the quality event happen. Also adding to the donation totals is the committee who puts the event together – about twenty people – that consists entirely of volunteers, leaving 100% of the net proceeds to be given directly to the hospital, rather than being spent on administrative fees.

As the event grows, fortunately Sponsorship Co-Chairs Jim Ostrom and Laurie Fischer of DBA have found many generous people who are willing to help their mission of providing support with funding for cures of childhood diseases and to help children and parents cope with the pain, stress and worry caused by a serious diagnosis. Most of the participation is secured through mailings and word of mouth. That being said... they still need more help.

Read the full article at animart.com/farmtails

Fly Control You Can Count On

AEROSOL SPRAY

ProZap LD-44Z *by Neogen*

- General fly control spray
- Contains 0.5% Pyrethrin and 4% PBO
- Repeat application daily or as needed
- Available in 20 oz



Grenade ER *by Merck*

- Broad-spectrum premise spray for livestock housing
- Contains 9.7% Lambda-cyhalothrin
- Liquid concentrate provides 3 months protection
- Available in 8 oz concentrate (makes 40 gallons)



EQUIPMENT

Cattle Groomer

- Applies liquid fly and pest control
- Features comfortable brushing action for animal
- Extra pressure provided by double spring action
- Available with side brush, top brush or both



ANIMAL/PREMISE

Cylence *by Bayer*

- Pour-on insecticide for horn flies, face flies and lice
- Contains 1% Cyfluthrin
- Controls for up to 3 weeks
- Available in 1 pt and 2.8 L



Synergized Permethrin 1% *by Neogen*

- Broad-spectrum pour-on or premise spray
- Contains 1% Permethrin and 1% PBO
- Repeat treatment as needed
- Available in 1 gal and 55 gal drum



BAIT/ TRAPS

QuickBait *by Bayer*

- Uses a specially formulated mixture of two fly attractants and sugar
 - Contains Imidacloprid 0.50%
 - Can be used as a standard scatter bait or mixed with water and painted onto surface
 - Available in* 350 gm, 5 lb and 35 lb
- *Also available in spot spray*



elim-A-fly *by Milk Products*

- Add-pack with ClariFly stops development of fly larvae
- Contains Diflubenzuron
- For use in whole milk or milk replacer
- Available in 8 lb pail or 22 lb bag



Ultra Boss Pour-On *by Merck*

- Broad-spectrum and fast-acting pour-on insecticide
- Contains 5% Permethrin and 5% PBO
- Effective fly control for up to 8 weeks
- Available in 1 qt and 1 gal



Mr. Sticky Roll *by Coburn*

- Attracts and traps flies based on their natural habits
- No baits, toxins or pheromones are necessary
- Cleans up easily with crank wheel
- Available in 600 ft and 1000 ft (Refills available)



Fly Predators *by Spalding*

- Live insects target immature flies before they reproduce
- Sprinkle near calf hutches and areas with moist manure weekly

Call Gina at 920.319.4354 for your FREE Quote!

Additional Fly Control products available, please call **800.255.1181** or visit

FDA Results Confirm Nation's Milk Supply is Safe

On March 5, 2015, in an announcement three years in the making, the results of the FDA double-blind milk sampling study were released. These findings confirm our nation's milk supply is safe and the procedures designed to protect public health are working.

Of the nearly 2,000 milk samples taken in 2012, 99.3% tested to be free of all 31 drugs on the list. While it isn't clear why the FDA waited to release the results, the findings themselves are good news. This 'moment in time' sampling by the government has reaffirmed confidence in the quality and safety of our dairy products.

As for the very small percentage of samples containing prohibited residues, the experts were quick to point out; this was a study of raw milk, not shelf products. In the past four years, from the 40,000 samples taken of retail bound dairy products tested each year, not one single instance of unsafe results has been found.

ANIMART is proud to partner with dairy producers whose diligence has led to these positive results. While safe milk production is certainly a collaborative effort between regulators, producers and companies in the dairy industry, it is the individual producer's efforts to stay educated and work with their veterinarians on residue reduction that has laid the foundation for these findings.

Our goal is to help ensure results continue to improve. Each ANIMART veterinarian works together with their clients to put treatment protocols in place as well as adhere to and educate producers on standard operating procedures (SOPs). ANIMART veterinarians don't directly benefit by drug sales, which helps to create alignment with producers who choose to maximize the health of their herds with minimal antibiotic use. It's their willingness to take a proactive approach to dairy health and utilize product consumption budgets that has led to a decrease in antibiotic use over the past two years.

Our commitment is to continue arming you and your team with the latest information surrounding the proper use of products, including the reduction of extra label uses. The FDA's study shows, when we work together to keep herds healthy and productive while following protocols, everyone wins.

NEW Products

ProZap VIP™ by Neogen

- Animal or premise controls face, stable and house flies
- Synergized Organophosphate contains 0.025% Pyrethrins, 0.25% PBO and 0.50% Vapona
- Features quick-killing ability, repeat application 2-3 days
- Available in 1 gal and 2.5 gal



ProZAP Dy-Fly™ by Neogen

- Ready-to-use fly spray for animal or premise use
- Contains 0.5% Pyrethrin and 5% PBO
- Repeat application daily or as needed
- Available in 25 oz



Quartermaster Rx™ - IT'S BACK!

- Suspension to prevent new infection with Staphylococcus aureus in dry cows
- Provides a potent combination of penicillin and dihydrostreptomycin
- Flexible tip is designed to provide the choice of either full insertion of the cannula or partial insertion



BlueLite Replenish™

- Nutrient-dense liquid oral rehydration solution for calves
- Requires no mixing which reduces labor costs
- To be used during all stages of scours
- Contains alkalinizing agents to facilitate sodium absorption, produce energy and decrease infection



To view new products, visit animart.com/

Got Questions about Animal Health? Ask Us!
We are Your "Google" with Personality!

animal health products

Google Search

I'm Feeling Lucky



Ashley



Bryan



Maura



Cassie



Chad



Kori



Gina



Nicole



Carissa

Our Inside Sales Reps are here to help! We are YOUR product resource guides. Call Today!

*Google is a registered Trademark of Google Inc.

Beyond Products.

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:

Bovi-Bond 11+1 Combo

Ear Tag Closeouts

Merck 2015 Annual Prime Producer Rebate

Merial Spring Producer Rebate

Norbrook Spring 2015 Producer Incentive Program

Neonorm Calf Spring Promo

Novartis Producer Savings Program

Product Updates

On manufacturer backorder:

Alpha 7/MB1 - 10 ds, 50 ds
Bar-Guard 99
Bovine Ecolizer +C
Clostratox BCD Antitoxin 250 ml
Clostratox Ultra C1300 250 ml
C&D Antitoxin 250 ml
CCT Hi Cal Colostrum
Dry-Clox
Furosemide
Hetacin-K
Pirsue
Sulfadimethoxine 12.5%
Vitamin K Injectable

Call for availability and best substitutes - 800.255.1181

800.255.1181 • animart.com

ANIMART®

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

Dairy Cares	Page 1
FDA Results	Page 2
Fly Control Products	Page 2
KISSavings Specials	Page 3
New Products	Page 3
Product Updates	Page 3
June Dairy Month	Page 4
Coloring Contest	Page 4

June Dairy Month is almost here!

*ANIMART would like to
thank farmers for all that they do!*

To celebrate, Annie the Cow will be at dairy
breakfasts throughout the state.

Be sure to say "Hi" to Annie!



ANIMART'S First Ever Annie Coloring Contest All Entries Due June 30th

To find contest details and download the coloring page,
visit animart.com/coloringcontest

**1st, 2nd and 3rd place will receive an
ANIMART Prize Package**

Stay tuned for **June Dairy Month Specials** listed on our website.

Learn more at: animart.com/store/june_savings/

Check out our current Specials and KISSavings! animart.com/kissavings