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ANIMART® Merges with Animal Profiling Inc., Expanding into Diagnostics and Animal Health Data
Merger will create an integrated animal health company with veterinary expertise, data and products

Beaver Dam, Wis. – March 11, 2019 – ANIMART, LLC today announced it is merging with Animal Profiling Inc. (API), a diagnostic lab services and animal health data provider. The addition of API will help evolve ANIMART into a more integrated animal health management company that seamlessly connects veterinary expertise, diagnostics and data and product solutions in one comprehensive offering.

Building upon its strong reputation and experience in veterinary services and products, ANIMART will leverage the data-rich diagnostics of API to create the exact right preventions and health treatments—all while using less medication in a more precise and effective way.

As a result, ANIMART’s veterinary customers will receive access to uniquely integrated diagnostics and health data they can use to quickly and properly identify and define health issues, making their treatment programs more effective, efficient and targeted. Producers will benefit from improved animal health and productivity, lower drug use with greater effectiveness and increased profitability.

“We see diagnostics as the pivotal tool to assist producers in continuing to deliver safe and nutritional products to consumers, and the acquisition of API is a bold step in that direction,” said Dan Ellsworth, president and chief executive officer, ANIMART. “Bovine Viral Diarrhea (BVD) is our first target as we help the industry identify and eliminate sources which drain profitability out of our customers’ operations.”

API will continue to be based in Portland, Ore. As part of the transition, Heidi Anderson has been promoted to director of lab services and will continue to oversee the API facility.

API has served the industry for more than 15 years and has customers in 45 U.S. states. It has tested more than 4.4 million head of cattle and dairy animals for Bovine Viral Diarrhea (BVD).

About ANIMART, LLC

ANIMART, LLC is a privately held provider of animal health and veterinary products as well as show equipment for dairy and livestock producers. Established in 1982 and headquartered in Beaver Dam, Wisconsin, 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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Beyond Products.