



WATER MATTERS: BUSINESS SPOTLIGHT



As a recipient of the Water Matters: Business Spotlight, Wisconsin Water Alliance recognizes Neogen's stewardship, support, and approach towards water and economic growth.

WATER'S IMPACT ON NEOGEN

Neogen provides customers with practical solutions to water quality issues at food production facilities to improve production parameters as well as food safety. This creates challenges because their customers are faced with regulations from the USDA, FDA, EPA, and even the Department of Homeland Security at the national level. Neogen's customers also face challenges with long term municipal water availability as droughts create stress on these suppliers, as well as municipal water being regulated for human consumption. That means municipal water can be scarce and may not be the best water quality parameters for food production, creating economic hardships on food producers. Scarcity of water supplies as a whole is another challenge their customers face, so water usage reduction, as well as reuse are new opportunities Neogen aids customers in taking advantage of.

APPROACH TO WATER

Since Neogen manufactures multiple water treatment chemistries, they take a customized approach to water, meaning they fit the treatment to the customer and their expectations, rather than trying to fit the customer into a single, "black-box on the wall" solution.

Additionally, Neogen's customers are rewarded based on their performance compared to their peers. Many have won "Farm of the Year," "Performer of the Year, etc. However, the real reward is a larger performance-based check when they market their products (poultry, pork, beef, and milk).



ABOUT NEOGEN

Neogen is a food and animal safety company. They develop tests for Pathogens and Natural Toxins, Food Allergens, Drug and Pesticide Residues, Speciation & Economic Adulteration, Sanitation Monitoring, and General Microbiology. Neogen markets Veterinary Instruments, Vaccines and Supplies, Companion Animal Products, DNA Testing for Animals, and Diagnostic Products. They manufacture Rodenticides, Cleaners and Disinfectants and Insecticides, and develop products and programs for the improvement of animal drinking water quality. To learn more about Neogen, please visit www.neogen.com.

"Water Quality Doesn't Cost, It Pays!" As the FDA continues to restrict the use of antibiotics, producers will have to rely more on disease prevention, not treatment. By improving water quality through the use of innovative products and programs, we will enable our clients to reach their full potential.

The products (food) our customers provide are comprised of more than 50% water, meaning, whether they know it or not, all of our customers are in the water business.

- Jesse McCoy, Water Specialist at Neogen-

WWA MISSION

The Wisconsin Water Alliance is a non-partisan, non-profit statewide organization whose mission is to help protect the state's water resources and advocate for sound water policies benefiting current and future generations of Wisconsin families, cities, businesses, farmers and others.

