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## **WISCONSIN WATER ALLIANCE AWARDS BUSINESS SPOTLIGHT TO NEOGEN**

### **FOOD AND ANIMAL SAFETY COMPANY TAKES CUSTOMIZED APPROACH TO WATER**

Campbellsport, WI– The Wisconsin Water Alliance (WWA) today announced that Neogen, a food and animal safety company, has received WWA’s Business Spotlight. Through this recognition, the WWA acknowledges Neogen’s stewardship, support and approach towards water and economic growth.

Water is central in Neogen’s business practice both domestically and internationally. The Lansing, Michigan-based company was founded in 1982 and develops, manufactures and markets a diverse line of products. Neogen provides its customers with practical solutions to water quality issues at food production facilities, helps improve production parameters and animal drinking water quality and helps keep food safe. This is often times challenging as Neogen’s customers are faced with regulations from multiple federal agencies.

Neogen’s customers also must address water issues on a local level and the company is there to help. In some regions of the country municipal water can be scarce and may not be the best water quality parameters for food production. Through its water usage reduction and reuse programs, Neogen helps its customers find long-term solutions.

Neogen manufactures multiple water treatment chemistries and takes a customized approach to water. The company fits the treatment to the customer and their expectations, rather than fitting the customer into a single solution. Through its practices, many of Neogen’s customers have been recognized with awards like “Farm of the Year” or “Performer of the Year,” but the real reward is a larger performance-based check when their food products are marketed.

“Water quality doesn’t cost, it pays,” said Jesse McCoy, Neogen Water Specialist. “As the Food and Drug Administration 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, Neogen helps our clients reach their full potential. The products our customers provide are comprised of more than 50% water, meaning all of our customers are in the water business.”

Dan Ellsworth, President of Wisconsin Water Alliance, said, “We are proud to spotlight the important work that Neogen is doing all across the country and here in Wisconsin. Water is a vital natural resource and through their customized approach Neogen is working hard to not only help their clients but citizens as well.”

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. More information about the WWA can be found at [www.WisconsinWaterAlliance.org](http://www.WisconsinWaterAlliance.org). To learn more about Neogen, visit [www.neogen.com](http://www.neogen.com).