



WATER MATTERS: BUSINESS SPOTLIGHT



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

WATER'S IMPACT ON ANIMART

The primary challenge our dairy customers face in the state of Wisconsin is the public's perception of a Farmer's approach to the use of water. Too often there is a lack of appreciation for their stewardship of natural resources and the environment. This lack of appreciation translates into additional and burdensome regulations. These regulations prevent expansion of dairy operations and adversely impacts the overall contribution dairy makes to our state-wide economy. Currently, dairy contributes over \$43B each year to Wisconsin's economy. As water regulations increase more and more, progressive producers will look to other states to relocate their dairies, having significant damaging effects on every Wisconsin household.

APPROACH TO WATER

Over the past several years ANIMART has launched a number of products which can help with on-farm water quality. In addition, ANIMART veterinarians work every day with producers on preventive management and medical strategies to reduce reliance on antibiotics and other on-farm chemicals to help limit their environmental exposure. ANIMART takes a comprehensive approach to water quality through proper application of animal health products, introduction of innovative water quality products and the delivery of on farm veterinary medical, animal health management and animal wellbeing protocols.



ABOUT ANIMART LLC

Established in 1982, ANIMART is an animal health veterinary provider to producers with dairy and beef farms in addition they provide livestock products and diagnostic services to local veterinarians and dealers.

ANIMART offers a complete and comprehensive approach of integrating veterinary knowledge and expertise, risk assessment technologies, and a broad range of preventative and therapeutic products. This integrated approach to animal health, which is unique in the industry, enables unequalled connected and complete solutions to animal health needs. The result to the producer is enhancing animals' lives, greater producer profitability with focused and prescriptive product use and furthering an ongoing commitment to the animal health industry as a whole.

ANIMART's mission is to help customers overcome their individual challenges by providing clear solutions based on unbiased veterinary medicine and new innovative products with an intense personal passion for their success as they provide safe and healthy food to consumers.

The protection and proper stewardship of water is a matter where the interests of the public and the interest of farmers are aligned. As the general public becomes more aware of the stewardship we take as an Industry the more progress we will make to protect water as a natural resource and as a driver of our states economy.

- Dan Ellsworth, President of Animart-

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.

