

As published in



In 2014, Diamond V experienced another year of strong growth serving customers worldwide. As the year came to a close, I asked myself, "What really accounts for Diamond V's historic success and ongoing growth?"

First, we have unique technologies that work. With more than 400 controlled studies on our Original Line of products alone, and more than 70 years behind us, we offer the world's most researched and farm-tested, fermentation-based technologies. We're meeting the growing worldwide demand for proven, all-natural technologies to "Help Animals Perform Better."

Second, we have a world-class team of experts and distribution partners. Our expertise covers multiple species and scientific disciplines, bringing value to the global market on top of our proven technologies. Every day we're earning our way around the world as the Trusted Experts in Nutrition & Health®.

Third, we have a culture that encourages teamwork and fosters high performance. It allows us to leverage the strengths of team members, creating synergies beyond what we could accomplish individually. These synergies benefit both Diamond V customers and the market overall.

These attributes generate **trust**, which ultimately is Diamond V's most valuable asset.



Copyright 2015 Diamond V. All rights reserved.

President's Update

Trust – the ultimate asset



By Jeff Cannon
President & CEO
Diamond V