



## NutriQuest® - Brand Journey

by Steve Weiss, President

### CHANGE IN MESSAGE

If you have read NutriQuest News in the past, you know that I try to write mostly about industry issues and to some extent the involvement of NutriQuest in those issues. Please bear with me this issue as I share with you an important process for NutriQuest, which I trust you will appreciate and perhaps learn something from.



### OUR NEW LOOK

I am excited to share with you, our valued customers and industry friends, an exciting evolution in our business. We recently completed a rebranding process to help better focus our business during a time of significant growth and improvement for NutriQuest. As a result, our businesses, services, and products have now consolidated under the NutriQuest brand.

Most people think of a brand as a fancy slogan and eye-catching logo, but what I've learned in this process is that truly defining your brand is defining who you are. Our branding process was invaluable in learning from our customers, industry friends and especially from ourselves of how we are perceived and who we are and who we want to strive to be. Culminating this process allows us to focus all of our efforts on achieving our brand promise: "Ingenuity Inspired by Servitude."

Far from a superficial façade, our new branding and brand promise represents a laser that consolidates all of our efforts – our industry involvement, our products, technologies and services – on achieving that promise...first and foremost serving the producers and industries whom we work with, which inspires us to innovate and deliver breakthrough – and simple – solutions that improve their prosperity.

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## The Growing NutriQuest® Team

by Paige Grabe, Marketing Manager

We are excited for the continuous growth of our team and the addition of extraordinary talent. We thought it timely to update you on recent additions to NutriQuest.

These folks like the other NutriQuest team members embody a drive and desire to provide the best, most ingenious solutions, with a sole focus on increasing the success of their customers.

### MEET OUR NEW TEAM MEMBERS



Kim Friesen, Ph.D. has joined the company as Chief Scientific Officer. Dr. Friesen will be instrumental in providing overall leadership of the NutriQuest research and product development effort in all species. Dr. Friesen has worked in research and nutrition leadership roles for Tyson Foods, Hill's Pet Nutrition and most recently with Elanco where he was instrumental in leading their global research and product development areas. Dr. Friesen graduated with his Ph.D. in Swine Nutrition from Kansas State University. He currently resides in Carthage, Indiana with his wife and two children.



Jeff Hansen, Ph.D., has joined the company as Director of Technical Sales and Service – Swine. Dr. Hansen will provide sales and technical support for swine customers around the world. Dr. Hansen was previously Director

TEAM MEMBERS CONTINUED ON PAGE 2

### AT A GLANCE

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\*\*NutriQuest® NEWS is published when there is a topic warranting your attention. Our intention is to respect the value of your time and not bother you with topics of limited value.

### Look for the NutriQuest® Team in 2015

by Paige Grabe, Marketing Manager

The NutriQuest® team continues to participate in many swine, dairy and poultry trade shows and conferences throughout the year. We have compiled a list of events where our team will be present. Feel free to give us a call to arrange a meeting during one of these upcoming events.

### WE LOOK FORWARD TO SERVING YOU!

**ALLEN D. LEMAN SWINE CONFERENCE**  
(September 21-22, St. Paul, MN)

**WORLD DAIRY EXPO**  
(September 29-October 3, Madison, WI)

**INTERNATIONAL CONFERENCE ON FEED EFFICIENCY**  
(October 20-22, Omaha, NE)

**PASSION FOR PIGS**  
(December 8, Columbia, MO)

**MN PORK CONGRESS**  
(January 19-20 2016, St. Paul, MN)

**IPPE**  
(January 26-28 2016, Atlanta, GA)

**IA PORK CONGRESS**  
(January 27-28 2016, Des Moines, IA)

## OUR COMMITMENT TO RESEARCH AND INNOVATION

The NutriQuest team is dedicated to research aimed at finding and providing solutions that can consistently and reliably meet producers' needs. While servitude drives us, innovation and investment in research are key components as we strive to continually search for and develop new technologies and services that deliver high value and provide a high return on investment for the producer.

We have invested significantly in our swine research assets, and are proud of our unmatched capabilities in this area. Our collaboration with New Horizon Farms includes a 2,800-sow research unit, and 2,400-head of both nursery and finishing research facilities that provides NutriQuest the ability to test technologies on a commercial scale with significant repetition and accuracy. We are adding an intensive nursery research facility this fall that will help us do individual animal disease-challenged research, and are adding poultry and dairy research facilities in the next year.

Clearly, an emphasis on and significant investment in research is a cornerstone to achieving our brand promise.

## HOW WILL THIS CHANGE THE WAY NUTRIQUEST DOES BUSINESS?

Since branding is really simply defining who you are, we intend to continue to operate business as usual here at NutriQuest. However, you will notice a few enhancements and visual changes.

First, all technologies, products and services will be NutriQuest branded and logos, packaging, invoicing, and all communications will be modified to include the NutriQuest brand and logo.

You will also notice that the visual identity of NutriQuest has changed with the addition of a new logo to represent the company brand. Our new logo is inspired by our strong commitment to positive collaboration, our passion for servitude and our drive to deliver ingenious solutions with a single focus of improving our customers' businesses.

At the heart of this whole rebranding process is our sole focus to enhance our deliverability of solutions to our customers, all while staying true to our core values:

•**Customer servants** – We are servants to livestock and poultry producers with a principle goal of improving their competitive position and prosperity.

•**Discipline** – We apply objectivity, strict rigor and thoroughness in our approach to evaluating what products and services provide best value to our customers.

•**Respect** – We foster an environment of integrity and mutual respect that offers an opportunity for growth and fulfillment in an entrepreneurial culture.

•**Excellence** – We hold ourselves to high standards and strive to deliver the best work we can.

•**Ingenuity** – We are committed to finding practical solutions to difficult problems by working hard, thinking “outside the box” and not giving up.

•**Collaboration** – We collaborate to multiply each others' potential and are committed to building and sustaining relationships that are fair and mutually beneficial.

## NAVIGATING THE FUTURE

We are excited for this advancement in the evolution of our business and look forward to navigating the future with you. Our promise is to continue to serve you and your operation with an approach of ingenuity inspired by servitude.

## TEAM MEMBERS CONTINUED FROM PAGE 1

Nutritional Programs with Smithfield, the largest pork producer in the world, for over 20 years, and brings extensive experience in nutrition, production management and feed manufacturing. He will work to help NutriQuest swine customers improve their profitability and fully capitalize on the benefits of NutriQuest technologies. Dr. Hansen graduated with a M.S. from Texas A&M and Ph.D. in Swine Nutrition from Kansas State University. He currently resides in Burgaw, North Carolina with his wife and two children.

Grace Bokelman has joined the company as Account Manager – Western Plains Region. Bokelman will be responsible for creating and developing ongoing business relationships with new and existing NutriQuest customers in the Western



Plains region of the United States. Bokelman recently graduated with her Master's degree from Kansas State University in Feed Mill Sciences. She resides in Manhattan, Kansas.

Diane Dennler has joined the company as Assistant Controller. Dennler will work to fulfill the many accounting activities that are needed to support the growing NutriQuest business. Prior to joining NutriQuest, Dennler worked as a credit analyst and accountant. In her accounting role she served several ag-related businesses. She currently resides in Mason City, Iowa.



Sue Sinn has joined the company as Research Coordinator at NutriQuest's Pipestone, Minnesota location. Sinn will be responsible for assisting in the NutriQuest research and development effort at the company's breed to slaughter swine research facilities. Sinn will receive her Master's degree in Swine Nutrition this fall from South Dakota State University in Brookings, South Dakota. She is originally from Texas where she received her Bachelor's degree in Animal Science from Texas A&M University.



Emerald Pals has joined the company as Customer Service Representative. Pals will be responsible for assisting in the processing of customer order requests and handling customer and sales force inquiries. Pals was previously with Mechanical Air Systems in a customer service role with prior experience as an Assistant Manager for Tractor Supply Company and a Vet Tech for the Animal Medical Hospital in Mason City. She graduated with a Bachelor's degree in Business Management from Montana State University. She resides in Mason City, Iowa.



Visit the NEW NutriQuest website to take a look at our branding!

[www.nutriquest.com](http://www.nutriquest.com)